

# Analysing Effects of Media on Audiences

## Answer Sheet

### Scenario 1: Amy and TikTok

Uses and Gratifications Theory:

Amy uses TikTok to satisfy multiple needs: diversion (escaping academic stress with comedy), personal identity (relating to others through shared struggles), and surveillance (learning study tips). Her media choices align with specific emotional and cognitive needs.

Selective Filter Model:

Amy avoids content about procrastination because it creates guilt, highlighting the selective exposure stage of the model. Her attention focuses only on content that aligns with her emotional state and goals.

Social Learning Theory:

Amy imitates the study influencer's routines and gains reinforcement through positive feedback (e.g., likes on her video), which encourages her to continue modelling this behaviour.

### Scenario 2: Jake and the Moon Landing

Hypodermic Syringe Model:

The dramatic tone and "expert" claims in the documentary directly influence Jake, illustrating how media can inject ideas into audiences without critical engagement.

Two-Step Flow Model:

Jake's friends initially dismiss the theory but become influenced when a trusted podcaster promotes the idea. This highlights how opinion leaders mediate and amplify media messages.

Selective Filter Model:

Jake's rejection of debunking articles demonstrates selective exposure and retention. He filters out information that contradicts his beliefs to maintain cognitive consistency.

### Scenario 3: Priya and the Netflix Drama

Reception Analysis:

Priya's oppositional reading stems from her background and critical thinking skills, leading her to challenge the show's portrayal of poverty. Her friends' dominant readings show how audiences interpret the same content differently based on their own contexts.

Cultural Effects Model:

The drama sparks broader conversations about poverty, influencing public discourse and gradually shaping societal attitudes. This demonstrates how media can create a "drip-drip" effect over time.

Selective Filter Model:

Priya's avoidance of debates with opposing viewpoints reflects selective exposure. She prioritises interactions that align with her critical perspective.



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### Scenario 4: Liam and the Fitness Influencer

#### Two-Step Flow Model:

The influencer acts as an opinion leader for Liam, whose behaviour then influences his friends. This demonstrates how ideas flow from media to leaders and then to broader audiences.

#### Social Learning Theory:

Liam mimics the influencer's habits, such as purchasing the protein powder and adopting workout routines. Positive reinforcement from his friends reinforces this behaviour.

#### Cultural Effects Model:

The influencer's popularity contributes to broader changes in gym culture, reflecting how media and influencers shape social norms and trends over time.

### Scenario 5: Sophie and the Gaming Community

#### Social Learning Theory:

Sophie models the YouTuber's aggressive behaviour, believing it's essential for success. Her behaviour is reinforced by initial amusement from her friends and her perception that this is the norm in competitive gaming.

#### Hypodermic Syringe Model:

The aggressive gaming content Sophie consumes may influence her behaviour directly, reinforcing the idea that media messages can have an immediate and powerful impact.

#### Uses and Gratifications Theory:

Sophie's preference for aggressive gaming content satisfies her need for competition and aligns with her perception of gaming culture. She avoids inclusive content because it doesn't match her expectations.

### Scenario 6: Nathan and Climate Change

#### Selective Filter Model:

Nathan's preference for media that supports his belief in natural climate change reflects selective exposure and retention. He seeks out content that reinforces his existing worldview.

#### Hypodermic Syringe Model:

Environmental campaigns and compelling visuals used by his niece's influencer act as powerful tools to influence younger audiences. These messages challenge Nathan's scepticism.

#### Cultural Effects Model:

The growing focus on climate activism among younger generations shows the slow and cumulative effect of media in shaping societal values and attitudes over time.



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### Scenario 7: Zara and Mental Health Campaigns

#### Cultural Effects Model:

Media campaigns and celebrity stories gradually normalise conversations about mental health. Zara's shift reflects the "drip-drip" effect of repeated exposure to these messages.

#### Reception Analysis:

Zara's initial rejection of mental health content reflects a resistant reading, influenced by her upbringing. The personal story from her favourite YouTuber triggers a negotiated reading, leading to a shift in perspective.

#### Two-Step Flow Model:

The YouTuber acts as an opinion leader, translating broader media messages about mental health into a format that resonates with Zara, ultimately influencing her behaviour and beliefs.

