

**PBS *Frontline*  
Generation “Like”  
Guiding Questions<sup>1</sup>**

Name: \_\_\_\_\_

At the start of the film, Douglas Rushkoff asks “What are companies doing to our kids without them knowing?” Think about this question, as well as the readings and lecture when responding to the questions below. N.B. Information for the responses will be given throughout the film.

1. How do the teens interviewed define “empowerment” and how does social media foster it in their view?
2. How do corporate marketers use social media?
3. What is the relationship between “Likes” and product marketing?

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4. What data are created by “Likes,” retweets, etc.?
5. How do Ceili, Steve and Tylor “work” for marketing companies?
6. How are they “compensated” for their work?
7. How do “Likes” get monetized?
8. Is the marketing system obvious and transparent?
9. What is the paradox of “Likes”?