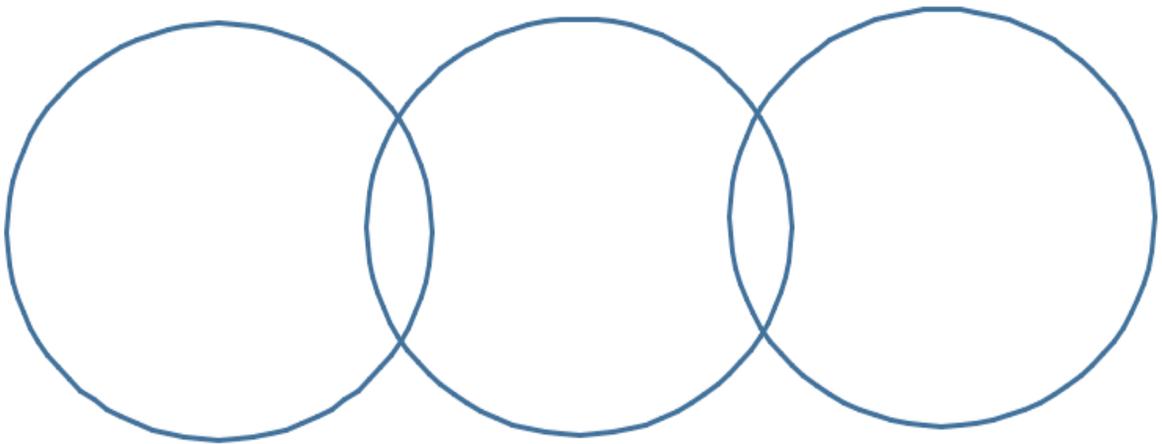


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STUDY SKILLS KICK START

WORKBOOK



Step 1



Step 2

➤ Look at the to find the most important points.



➤ If there are no sub-headings, you can create your own by summarising the

Step 3

➤ Look through and find 1-2 ways that how social media can be addictive.

1.
2.

Then repeat for:

Social Isolation

1.
2.

Jealousy

1.
2.

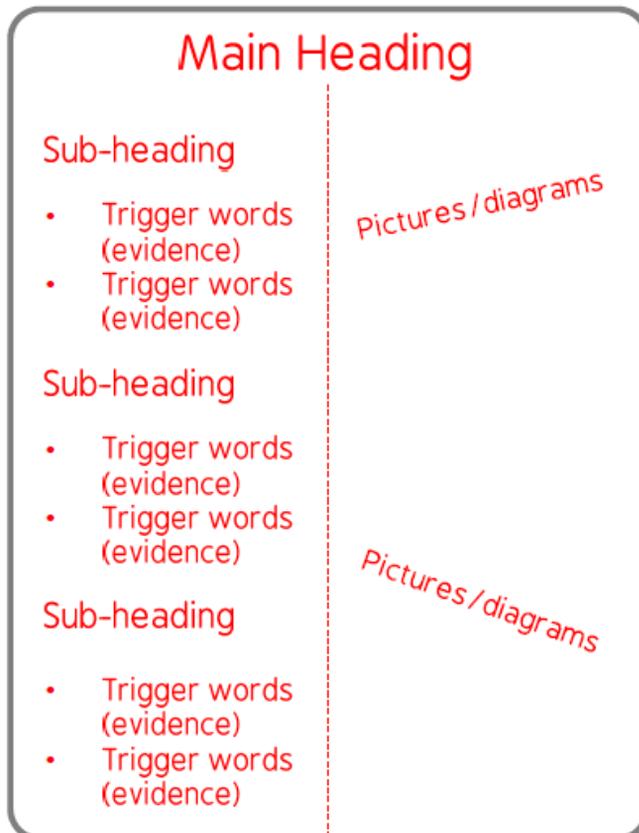


4

Tips for effective notes

- 1.
- 2.
- 3.
- 4.

Your page:





Note-Taking Exercise:





Which notes are easier to memorise?

Sneaker Culture

The sneaker culture is worth billions of dollars worldwide. The market, which is driven by 'sneakerheads' (people who collect and trade sneakers as a hobby), and hip-hop and lifestyle cultures continues to grow rapidly. A 2017 report by Transparency Market Research expected the global footwear market to reach \$220 billion by 2024. Sneakers have the power to transcend boundaries of gender, age and socio-economic status. What was once an underground street culture has turned into a mass consumer movement.

Regular notes: 79 words

Sneaker Culture

Market = \$ billions

Driven by...

- Sneakerheads > collect+ trade
- Hip-hop culture
- \$220 billion by 2024
- Transcend gender, age, socio-economic
- Underground > mass consumer

Key word notes: 20 words

Key word notes allow us to condense a large body of information into a few key phrases or words. In doing so, we reduce how much we write down and increase how much we can remember.



Mind-Mapping



To create a mind-map:

1. Centre circle = e.g.
2. 1st branches = e.g.
3. 2nd branches = e.g.

Mind-Mapping Exercise:



It is easy to assume that the rise of social media would lead people to become more social and connected. Yet ironically, the more digitally connected we become, the less connected we are in real life. The ease of digital communication through social media has made it easier to avoid reaching out to anyone in person. Indeed, many young people have encountered the negative impacts of social media: addiction, social isolation, and even jealousy.

Addiction

Be honest. When was the last time you checked your social media accounts? How many times do you check your various accounts each day? More than 10? It has been estimated that the average user checks social media 14 times per day using their smartphone. There is even an official Facebook Addiction Scale used worldwide. It was developed in Norway, and measures all aspects of addiction, from how it affects our mood, how it leads to conflict, and how we feel when we are prevented from using social media. Unfortunately, addiction is widespread. So how do we get addicted? There are many factors, but those little red numbers in your notification panel can kickstart the process. The very act of checking our notifications can release chemicals in our brains, such as dopamine, that make us feel happy and rewarded. The lack of notifications can leave us feeling pretty flat. This is why so often, we check social media for only a few seconds - we want to feed our addiction to checking notifications, rather than interacting with others.

Social Isolation

With the rise of social media, young people spend less time investing in in-person friendships than ever before. Why? It's easier to chat online. What is easier: leaving the house on a cold winter's day to go and see a friend, or being able to chat with hundreds of friends with the click of a button? The problem is that the lack of effort and investment in relationships often means we're more connected online, but much less connected in real life. The American sociologist Sherry Turkle discusses this idea in her book *Alone Together*. While we build skills socialising online, what about our offline skills? The subtle skills in reading emotions, facial expressions, gestures, and movements are something we refine over time through practice. This means that many people never fully develop these skills. Also, for those who may struggle socially already, they revert to the online world. This can be safer, but less connected and may lead to further isolation.

Jealousy

We've all heard of FOMO (the fear of missing out). We can all admit that at one time or another, we've seen photos of our friend's holiday on a beach and been at least a little bit jealous. What about when we see this constantly? When a friend posts a great photo that gets over 200 likes, that same feeling of jealousy creeps up. The problem is that this jealousy reinforces the sense of disconnection that arises when using social media. Similarly, people tend to post only the positive aspects of their lives on social media. In this way, we only receive the best of everything: the best food, the best pictures, the best videos. This leads to an inaccurate portrayal of who this person is, distorting our perception of them. This can lead to an increasing sense of jealousy as we tend to compare it to our own lives, which, in comparison, can seem less exciting or attractive. They say that 'comparison is the thief of joy'. Of course, social media has its benefits. But sometimes it is important to step back and assess how social media may be negatively affecting our lives.