Generation Like discussion questions

1. In what ways is social media empowering?
2. Explain how big corporations collect information on the internet and then use that information to market their product or services.
3. What are some of the factors that motivate a person to get likes?
4. How can a desire to get likes change a person?
5. Describe Ian Somerholder’s facebook profile.
6. How does social media/ internet affect a person’s identity?
7. “You are what you like”. Explain what this means in the context of the documentary?
8. Explain how cross (X) promotion works.
9. What does it mean to be a sell out?
10. Why do people advertise a product that is highly profitable without getting paid? How does a brand get people interested in promoting a product?
11. Explain how big corporations collect information on the internet and then use that information to market their product or services.