

“Generation Like” Discussion Questions

1. Explain what “Like”ing someone’s post on Facebook means to you.
2. Does knowing others “Like” what you “Like” influence you? Explain.
3. Explain how marketing Oreo along with a current issue helped the sale of Oreo.
4. How do companies use social media to advertise?
5. How are marketers using social media to build ‘brand “trust”’?
6. How do celebrities use social media to advertise?
7. What is Corporate Sponsorship?
8. Are marketers being transparent or invisible when using technology as described in the documentary?
9. How is the Hunger Games plot a lot like advertising using social media?
10. Explain serendipity by design.
(serendipity = the ability to make fortunate discoveries by accident)