



# Becoming a Web Celeb

What does it mean to become an Internet celebrity?

February 14, 2019



## Warm Up...

What does it take to become famous online?

Do you think the factors for Internet fame are different for men than they are for women?



## Vocabulary to Know...

- Internet meme: an idea – whether a phrase, expression, image, or video – gains widespread recognition online
- Viral: the rapid spread of information, particularly online
- Gender roles: a set of rules and expectations that govern how both men and women, as well as boys and girls, are supposed to look and act within a certain culture.



## Web Celeb Case Study - Rebecca Black

- <https://www.commonsense.org/education/videos/rebecca-black-video-case-study>
- What are some positive and negative aspects of Rebecca's road to fame?
- To what extent did the backlash she experienced have anything to do with gender? If so, how?
- Do you think Rebecca Black ever regretted her decision to post "Friday"? Explain.
- Rebecca talks about getting negative comments from people who wrote things such as, "I hope you cut yourself" and "I hope you get an eating disorder." How does getting negative comments from strangers compare to getting negative comments from friends or people you know?



## Don't Be a Hater

- Complete the worksheet, alone or with a partner.
- Share responses.
- Look at the comments directed towards Rebecca Black and Karmin. Do you feel that people make comments to bring down women online? If so, in what ways? What are some common trigger words for criticizing women online?
- Look at the comments directed towards Bieber, Hyaga, and Figgelhorn. Do you feel that people make comments to bring men down online? If so, in what ways? What are some common trigger words for criticizing men online?



## Gender Roles & Wrap Up

- Go over the term “gender roles”.
- How can criticism and hate speech directed at people online reveal broader social attitudes about gender roles?
- Who is affected by negative online comments?
- How can these comments reinforce narrow ideas?