

flipped classroom:

BuzzFeedVideo: How K-Pop Stans Outsmarted Donald Trump: <https://t1p.de/3hxt>

introduction to lesson:

Video: UNICEF: “#ENDviolence BTS 💜 show the power of love and kindness“: <https://t1p.de/r2h7c>

Tasks

1. Name the last three hashtags you used. Explain why you used them.
2. Examine the strategies how the BTS ARMY mobilizes their members online:
 - LOVE YOURSELF campaign by BTS, their record label Big Hit Entertainment: <https://www.love-myself.org/eng/campaign-list/>
 - ‘The Mobilizing Power of the BTS Army’, Reuters Graphics (July 14, 2020): <https://t1p.de/3c0e>
3. Explain the following online mobilization strategies:

	explanation
digital merchandize	
hashtag takeover	
to infiltrate hashtags	
to spam	
to trend a hashtag	
to go viral	



4. BTS, their record label Big Hit Entertainment have joined UNICEF's global online campaign #ENDviolence: <https://www.love-myself.org/eng/campaign-list/>. They have raised two million dollars, the hashtag #BTSLoveMyself has been shared 12 million times. Discuss whether the campaign LOVE YOURSELF is social activism or exploitation of fandom.
5. Use K-Pop Stans' online mobilizing strategies to join/ promote a social/ political cause online. (e.g. LOVE YOURSELF Campaign: "Brighten someone's day with a kind note - online or IRL. Share the note using #ENDviolence.")

further information

topic	title	website
BTS ARMY	One In An Army	https://www.oneinarmy.org/
	US BTS Army	https://www.usbtsarmy.com/
online mobilization	AJ+: How K-Pop and the BTS Army Disrupted U.S. Politics	https://t1p.de/dzd1
deutsch	So funktionieren Streaming-Algorithmen: BTS Army erklären YouTube & Spotify Arte TRACKS	https://t1p.de/8ruk
streaming guides	US BTS ARMY stream guide	https://www.usbtsarmy.com/stream-purchase-guide
	How to stream on youtube	https://t1p.de/zh08

vocabulary_online fandom

