

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Connections for Understanding

Outcome: I can make my understanding clear by making connections (through prior knowledge, main ideas, or experiences). (1.2.1)

**Connection: A relationship in which a person, thing, or idea is linked or associated with something else.**

In ELA, we concentrate on making three different kinds of connections:

1. Text-to-self,
2. Text-to-text, and
3. Text-to-world

Given all three of these types of connections, we can think about concepts and ideas thoroughly and more in depth than we have in the past. Following the sentence starter, below, in grade 11 it is expected that you would explain your connection with specific reference to the article/concept/image/idea. Make sure you reference what you already know (prior knowledge), what you think the main ideas are, and how the text relates to your own experiences.

Connection	Sentence starters
Text-to-self	<ul style="list-style-type: none"><li>• This concept/idea/article/picture applies to me because...</li><li>• This reminds me of this time when I...</li></ul>
Text-to-text	<ul style="list-style-type: none"><li>• When I was reading, I was reminded of this other thing I read where...</li><li>• This reminds me of something else I read where...</li></ul>
Text-to-world	<ul style="list-style-type: none"><li>• This concept/idea/article/picture applies to the real world because...</li><li>• I think that this demonstrates an (in)accurate understanding of Canada today because...</li></ul>

*Given the article, make each of the three different types of connections.*

# Social media Super Bowl: Beyonce, Oreo and a blackout help set a Twitter record

by Barbara Ortutay, The Associated Press on Monday, February 4, 2013 7:57pm - [0 Comments](#)

NEW YORK, N.Y. – Beyonce’s splashy show, a freak power outage, and —oh, yeah— a captivating game of football combined to generate a record 24.1 million posts on Twitter during Sunday night’s Super Bowl.

That’s up from 13.7 million last year — and that doesn’t even include chatter surrounding the ads.

Twitter said in a late Sunday blog post that about half of the more than 50 national TV spots that aired during the game included a “hashtag,” a word or phrase preceded by a number sign that’s used to organize subjects on the short messaging site. During last year’s game, only one in five ads included one. Brands ranging from Oreo to Tide and Budweiser, meanwhile, captured online buzz by linking the blackout to their brands in humorous tweets.

Super Bowl XLVII, like the London Summer Olympics and the U.S. presidential election, was yet another moment in which Twitter became the platform for millions of people to share quick reactions and participate in a massive, public conversation. Though it’s not as popular as Facebook Inc. or its buttoned-up cousin LinkedIn Corp., Twitter’s surging popularity during big events is a testament to its reach and utility. The question is whether these moments can translate into revenue for the 7-year-old company.

The company makes money by charging advertisers to promote individual tweets, accounts or trends designed to spark a conversation. Research firm eMarketer estimates that Twitter will book advertising revenue of \$545.2 million this year, up 89 per cent from 2012. Next year, worldwide ad revenue is expected to hit \$807.5 million, a 48 per cent increase from 2013.

Tweetable events such as the 34-minute Super Bowl power outage are ripe with marketing potential, provided that brands act quickly.

“It’s really clear right now that Twitter has a lock on real-time conversation on the Internet,” says eMarketer analyst Debra Aho Williamson.

To capitalize on this, Twitter has to show advertisers that it pays to promote their tweets — even though fans are likely to spread the catchiest slogans on their own, free of charge.

That’s what happened with a certain cream-filled cookie on Sunday.

It took Oreo’s marketers roughly 10 minutes after the power went out to tweet a picture of an Oreo cookie in the half-dark with the words: “You can still dunk in the dark.” As of Monday afternoon, the image had been shared on Twitter more than 15,000 times. Tide followed suit with the slogan “we can’t get your blackout. But we can get your stains out” with more limited success. The message was re-tweeted about 1,300 times. Calvin Klein, meanwhile, tweeted a video of a shirtless, chiseled male model doing crunches “since the lights are still out...”

Such “real-time marketing” is still in its infancy, but Williamson expects this to change, as more companies develop the ability to respond to events immediately.”

“To do what Oreo did actually takes a lot of pre-planning,” she says.

Laurie Guzzinati, spokeswoman for Oreo owner Mondelez says the power outage was a natural moment to engage consumers. The cookie's TV ad had a planned social media component asking people to follow Oreo on Twitter and post photos on Instagram. The company had set up a "social media command centre" that included people from Oreo's brand team, the ad agency 360i and other partners whose job was to follow the Super Bowl and interact with fans on Facebook, Twitter and elsewhere.

Mondelez likely spent the going rate of as much as \$4 million on its Super Bowl television spot. But Guzzinati says the company didn't pay Twitter anything for the "dunk in the dark" picture. Still, Twitter says advertisers moved quickly following the outage.

Matt McGee, editor-in-chief of the blog Marketing Land, counted 26 Twitter mentions in the 52 national spots that aired during the game. Facebook, meanwhile, got only four shout-outs, while Google Plus walked away with zero (though Google Inc.'s YouTube scored one mention from Hyundai).

"When it comes to second-screen advertising, it's Twitter's world now and there's no close second place," McGee wrote in a blog post late Sunday night. "Last year, brands split their focus on Twitter and Facebook with eight mentions each. This year, brands recognize that Twitter is where they need to try to attract the online conversation around one of the world's biggest events."

David Berkowitz, vice-president of emerging media at 360i, which worked on the Oreo campaign, says Twitter has done a good job tying itself into major television events.

"If you look at (Twitter's) trending topics any day especially during prime time or major events, they're heavily fueled by television," he says. "So TV is responsible for Twitter's growth in general."

He thinks Twitter has done a better job than other social media sites like Tumblr and Pinterest in proving it's the place to be when it comes to talking about big events online.

"A large part of it right now is just showing this is where the conversation is happening and building their brand around that," he says. "Even with other very successful social media sites, no one is better at conversation than Twitter."

Text-to-self	Text-to-text	Text-to-world

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Connections for Understanding - Evaluation

Outcome 1.2.1 - I can make my understanding clear by making connections (through prior knowledge, main ideas, or experiences).

**Directions:** Read the following article and make each of the three types of connections, and highlight each of the main ideas.

### Neighbours mourn death of city woman

#### Body found by play structure

By: **Alexandra Paul**

Posted: 1:00 AM | [Comments: 70](#)



A candlelight vigil Sunday in the windless grip of a winter's night drew 30 or more teenagers and toddlers to the children's play structure where a body was found.

It was a sombre expression of grief in a frozen courtyard of a Manitoba Housing complex in Tuxedo.

Friends and neighbours said they are fairly certain they know the identity of the woman whose remains were found, but authorities have yet to confirm her identity or the cause of her death.

There were more questions than answers in the circle Sunday night.

People stood in silence as they remembered their neighbour and planted their candles in the snow in front of a potted pine at the complex's play structure.

A resident of the Manitoba Housing complex on Doncaster Street found the body of a woman in the complex's courtyard just before 10 a.m. Saturday.

Police arrived soon afterward and placed a tarp over the body, which was accompanied by a large, white purse and several cans of Labatt Extra Dry beer.

After police taped off the courtyard, as well as some of the units in the ethnically diverse complex, shaken residents tried to piece together what happened the previous evening.

Residents say at least two parties took place overnight in different parts of the complex, which sits between Doncaster and Edgeland streets, south of Tuxedo Avenue.

Deb LaPlante said she and her neighbours are fairly certain the deceased woman is Nadia Fiddler, 33.

She celebrated a birthday last week and lived in one of the complex's housing units with her boyfriend, a man suffering from Crohn's disease who did not attend the vigil.

On Sunday, the Winnipeg Police Service was still not ready to confirm the woman's identity, said Const. Jason Michalyshen.

It was also uncertain whether she succumbed to exposure, foul play or a combination of factors.

Police are awaiting the results of an autopsy, although a spokesman said right now there's nothing to indicate foul play.

While authorities aren't ready to identify the woman, her family, originally from Garden Hill First Nation, attended the vigil.

The relatives -- two women and a man -- quietly walked toward the centre of the complex, where the candles lit up the snow, and stood in silence. The man identified himself as the husband of one of the two women and said both were Fiddler's aunts.

He did not give their names.

They declined comment and, after a soft exchange in Oji-Cree, the man quietly picked up a braid of sweet grass left in the snow and a lit taper candle.

"They wanted answers," LaPlante said afterward of the relatives' arrival.

She said she and the woman's cousin, who also lived at the complex, are heartbroken.

Some neighbours reported hearing shouts at about 3 a.m. Another described someone banging on the door of their unit about 4 a.m.

Her neighbours remember Fiddler as a free spirit, fun-loving and generous with her money.

She was careful about her appearance and always well-dressed.

In the snow, next to the candles and the potted pine, kids and adults left behind children's stuffed animals.

<http://www.winnipegfreepress.com/local/neighbours-mourn-death-of-city-woman-189616671.html>

Make sure you explain each of your connections!

Text-to-self	Text-to-text	Text-to-world

Outcome	0	1	2	3	4
<i>I can make my understanding clear by making connections (through prior knowledge, main ideas, or experiences). (1.2.1)</i>	Not demonstrated	Thoughts are vague OR underdeveloped	Thoughts are basic (correct and to be expected)	Thoughts are very good (may be somewhat original)	Thoughts are sophisticated OR thorough (insightful understanding of the article)