



Media Studies



Social media is the fastest growing form of media, one that I am sure you are very engaged with, and which is very difficult to regulate for various reasons and (thanks to technological development) is almost always accessible.

Task One:

Name two reasons you think online media is difficult to regulate.

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The Advertising Standards Agency (ASA) is the UK's independent regulator of advertising across all media.

Their two main objectives are to:

- Take action against misleading, harmful or offensive ads by applying the **Advertising Codes**.
- Respond to and investigate complaints about ads made by the public and advertisers.



On 17th June 2021 the ASA published pages on their website detailing the recurring issues they have with some influencers who don't comply with the advertising rules and the actions they are taking against them. They said:

"We are launching a new dedicated page on our website, highlighting individual influencers who, despite being put on notice that they would face further sanctions if they did not follow the advertising rules, have repeatedly failed to disclose when their Instagram posts are ads.

In March this year we released our Influencer Monitoring Report, examining levels of ad disclosure on Instagram through 122 UK-based influencer accounts. We discovered inconsistent disclosure through Stories, posts and Reels, with our rules being followed (when posts were ads) only 35% of the time.

In response to ongoing rule breaking following this monitoring sweep, we are today launching a non-compliance webpage that will name influencers who have broken our rules.

Named influencers will be on the webpage for three months and subject to a period of enhanced monitoring spot checks. Other influencers who similarly break our rules repeatedly will be added over time.

If named influencers continue to break our rules around non-disclosure, we have further sanctions we can implement, including taking out ads against them, working with social media platforms to have their content removed or referring them to statutory bodies for possible fines.

We will also be looking to take action against brands that repeatedly fail to disclose ads or do not provide assurances that they will properly label ads in future."

Task Two:

Read the linked article and make a note of the four named influencers who had repeatedly broken the rules.

<https://www.bbc.co.uk/news/technology-57467777>

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Task Three:

Create two Instagram style adverts for the same product, one which complies with the ASA rules (which clearly states it is an advert) and one that doesn't (this might promote a product but not clearly state that it is a paid for advert).

Each advert should include one image and a box containing text that the 'influencer' has written to accompany the image to promote it (examples below).



Task Four:

Explain in approximately 200-250 words why the ASA says influencers must be upfront and clear when posting about products that they receive payment to promote. What are the potential problems if they do not do this? Consider who the audience for influencers is.



Bring your notes to the lessons in the second week of term.