

Educational Guide



**INFLUENCE
WATCH**

Objective:

Students will explore the InfluenceWatch website to learn more about who is influencing public policy. They will learn to use InfluenceWatch as a research resource and write an InfluenceWatch-style profile on a policy influencer of their choice.

Handouts

#1 Explore IW Website

This handout is an introduction to the InfluenceWatch website. Students will explore the site and answer questions. They can do this individually or in pairs.

#2-3 Explore Profiles

Students will read two InfluenceWatch profiles while answering questions and observing the style in which each profile is written.

#4 Analyze Credibility

Students will learn how to analyze an internet source for credibility.

#5 Write an IW Profile

Students will write an InfluenceWatch-style profile for the influencer of their choice.

Standards

CCSS.ELA-LITERACY.RI.9-10.1;
RI.9-10.10; RI.11-12.1;
W.9-10.2; W.9-10.7;
W.11-12.2; RH.9-10.1

What is InfluenceWatch?

InfluenceWatch is an unbiased, encyclopedia-like website with well-researched profiles of over 12,000 public policy influencers, including nonprofits, politicians, and labor unions. InfluenceWatch is constantly updated, and new profiles are added every month.

1

SKILLS TAUGHT

Research and note taking.

2

SKILLS TAUGHT

Critical thinking and profile analysis.

3

SKILLS TAUGHT

Informative writing.

Explore the InfluenceWatch Website

Directions

- You are going to learn about the website InfluenceWatch.org
- Check your answers for correct grammar, capitalization, punctuation, and spelling.
- Do not write outside the box. Please write neatly.
- Use complete sentences.

FEATURED VIDEO

An introduction to InfluenceWatch

Influence has more effect on our daily lives than we'd like to admit. Without a roadmap or guide, it's impossible to navigate the headlines, policy debates, and ideological battles that are raging every day. InfluenceWatch is that essential guide, helping YOU connect the dots.

[Watch the Video](#)

WRITE ANSWERS BELOW

Watch the one minute video about InfluenceWatch at the top of the website. Write one sentence about what you learned about the site from the video.

Click on the "About Us" link. What organization is behind InfluenceWatch?

Fill in the blank: InfluenceWatch has information on over _____ public policy influencers on demand.

The InfluenceWatch website is organized by nine different profile types. What are those types?



Explore the InfluenceWatch Website

WRITE ANSWERS BELOW

InfluenceWatch has a section on its site called Hubs. What is a Hub, according to the site?

Fill in the blank: Hubs provide a _____ look into _____ public policy issues and the various _____ that work to shape the way each issue is perceived by the _____.

Find three profiles using the search tool on the IW website. Look up notable people and organizations that you know have influence on society and public policy. Examples: Bill Gates, Oprah Winfrey, the NRA, Human Rights Campaign, etc. Write down the three profiles you found and one piece of information on each of them.



Explore an InfluenceWatch Profile

Directions

- Read the InfluenceWatch profile for the Popular Media Center (PMC) and answer the questions below.
- Check your answers for correct grammar, capitalization, punctuation, and spelling.
- Do not write outside the box. Please write neatly.
- Use complete sentences.



WRITE ANSWERS BELOW

Read the full profile for the Population Media Center before answering the questions.

In your own words, what is the mission of the Population Media Center?

What year was the Population Media Center formed? _____

Who is the founder of PMC? _____

In what developing countries is the Population Media Center producing content?

What is the sabido method? Explain in your own words.



Explore an InfluenceWatch Profile

WRITE ANSWERS BELOW

As of 2022, how many shows has PMC created? _____

What is PMC's budget in 2021 according to the InfluenceWatch profile?

Revenue: _____

Expenses: _____

Assets: _____

What are PMC's two American projects?

What organization was part of the development of the show *East Los High* on Hulu?

PMC conducts surveys on how its shows impact the beliefs of those who watch it. What was one example given about its viewers in Nigeria?

Why does PMC include a population control message in their programs?

Name two sources of funding for PMC according to the InfluenceWatch profile.



Explore an InfluenceWatch Profile

WRITE ANSWERS BELOW

Now that you have learned about PMC and the messages they are trying to push in their programming, what are your thoughts on this?

How does this affect your viewing of other shows you stream now that you have learned that groups like PMC may be producing them to get you to think differently?



Explore an InfluenceWatch Profile

Directions

- Read the InfluenceWatch profile for the Young America's Foundation (YAF) and the answer questions below.
- Check your answers for correct grammar, capitalization, punctuation, and spelling.
- Do not write outside the box. Please write neatly.
- Use complete sentences.



WRITE ANSWERS BELOW

Read the full profile for the Young America's Foundation before answering questions!

In your own words, what is the mission of the Young America's Foundation?

What year was the Young America's Foundation formed? _____

Who is the founder of YAF? _____

What types of activities is YAF supporting on college campuses?

Name two people who work with YAF according to the Influence Watch Profile.



Explore an InfluenceWatch Profile

WRITE ANSWERS BELOW

What was YAF's budget in 2019 according to the InfluenceWatch profile?

Revenue: _____

Expenses: _____

Assets: _____

Name two sources of funding for YAF according to the InfluenceWatch profile.

Now that you have learned about YAF, which groups do they influence? How do you think the work of YAF impacts society?



Analyze Source Credibility

Directions

- InfluenceWatch profile writers are meticulous about citing and using credible sources for their profiles. Some sources are better than others. In this worksheet, you will analyze an internet article of your choice and answer questions to determine credibility.

Website URL:	
Does the article cite sources? When you click on the link for the sources, are they working? <i>If the article has links that don't work, consider another source.</i>	
Who wrote the article? Is the author an expert in the field? <i>If an expert in their field does not write the article, consider another source.</i>	
Is the article current? What year was it written? <i>Consider another source if the article is older than eight years.</i>	
Can you verify some of the information from the article in another source? <i>If the article can not be verified, consider another source.</i>	
What is the purpose of the article? To inform, entertain, or share an opinion? <i>If the article is an opinion piece, consider another source.</i>	



Write an InfluenceWatch-Style Profile

Directions

- You will write an InfluenceWatch style profile by gathering sources, and then compiling your research into a concise 300-600 word profile
- Who will be the subject of your profile? It needs to be someone who has policy influence. It could be any public figure who tries to influence others to vote a certain way and/or support a specific public policy such as abortion or gun rights, etc
- Gather your sources. Make sure you check them for credibility. These sources could be things like links to political tweets and quotes stated by the person you are profiling, articles about their political leanings, articles about partnerships they may have with political organizations, and so forth. If they have ever given speeches or attended political events or protests, you can cite those.

CITE AND SUMMARIZE YOUR SOURCES BELOW

You should have at least six sources. If you can not find six sources, consider changing the person you are profiling. Profile subject's basic info:

Name: _____ Birthdate: _____ Hometown: _____

Source #1 *This source should be about who they are and what they do.*

One sentence summary of source:



Write an InfluenceWatch-Style Profile

CITE AND SUMMARIZE YOUR SOURCES BELOW

Source #2 *This source should be about who they are and what they do.*

One sentence summary of source:

Source #3 *This source should discuss their promotion of a political party or endorsement of a political policy.*

One sentence summary of source:

Source #4 *This source should discuss their promotion of a political party or endorsement of a political policy.*

One sentence summary of source:



Write an InfluenceWatch-Style Profile

CITE AND SUMMARIZE YOUR SOURCES BELOW

Source #5 *This source should discuss their promotion of a political party or endorsement of a political policy.*

One sentence summary of source:

Source #6 *This source should discuss their promotion of a political party or endorsement of a political policy.*

One sentence summary of source:

Source #7 *This source should discuss their promotion of a political party or endorsement of a political policy.*

One sentence summary of source:



