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Social Media Spreads News Quicker Than Ever

News, CBC. "Police Break up Massive House Party at Brampton Mansion."*CBCnews*.

CBC/Radio Canada, 03 May 2014. Web. 03 June 2014.

This article is a news story on a massive house party in Brampton that was promoted through teens’ use of social media. It contains full coverage of the Mansion Party story from the twitter trend, to the aftermath. It gives great insight into the party using footage during and after the party, and interviews with teenages at the party and police officers that were a part of breaking the party up. The website also releases information about the amount and cost of the damages to the home, and about the owners of the mansion and their knowledge of the party happening.

This following quote shows just how out of hand the party got: “Peel police deployed as many as 60 cruisers.” This is a particularly useful detail for the presentation because the movie Project X makes the fact that the police showed up a big joke, where as in the real world, it is exceptionally serious. Teenagers hosting this party must have thought that it would’ve been as easy to get away from the cops as it was in the movie because in the movie it was not made out to be a serious situation when the police showed up. But it surely became serious and real to the teenagers when they were getting arrested for public intoxication and assault of an officer.

A fact in the article illustrates just how costly the aftermath of the party was with, “$70 000 in damages to an unfinished mansion… that has been worked on for 7 years.”

To the teenagers it must’ve been all fun and games until the top floor almost collapsed, and the windows were being smashed in- as people tried to escape the building. Teenagers often don’t respect other peoples’ belongings at parties due to mob mentality. They see other people breaking or ruining stuff and they think it is not a big deal. In this case the house was unfinished with no furniture or belongings, yet the damages amounted to $70 000.

The last detail to be highlighted in the presentation is, “The teenager’s parents knew about the party.” Often times when something like this happens at parties you would never believe that the parents could be aware of it happening, but in this case the parents knew about it and had recommended to have it in the unfinished mansion based on the fact that it was not finished and they had not moved any of their belongings into the home yet. Another point of fault is that parents are often oblivious to the effects of social media and how quickly word spreads. The moment it is put onto social media there is no taking it down, and everyone has access to see the information available. Therefore the parents may have not even known about how quickly word of the “mansion party” had spread across the city and social media.

Brokaw, Tom (tombrokaw). "SC demonstrated why all the debates are the engines of this

campaign." 22 Jan. 2012, 3:06 a.m. Tweet.

This website is updated constantly and is considered one of the most popular social media sites ever to be created. Anybody can make an account and post something on Twitter, which means all of the information on it may not be true. However, this also means that anything posted on there could begin to spread like wildfire throughout the world in a matter of minutes, by the simple click of a button; which is the big picture of the media effects presentation. Twitter can easily be used to spread the word of a huge party, like Project X, very quickly - especially if they were to name it “Project” something. In particular, we used the hashtag #ProjectR as a search on Twitter to find out about a local party in Cambridge, ON, which was attempting to recreate something similar to the movie "Project X"; the party actually happened on Saturday, May 31st. We had seen people even from our school, Preston High School using the hashtag, and tweeting about the party before it had happened. The party planner Roberto, or "@ropurrto" in the Twitter world, used the hashtag #ProjectR to spread the word about his party all over Cambridge. Little did Robert know — but we did — that the police would be monitoring the hashtag. Sure enough on the night of the party, which started at 9:30pm, police arrived around approximately 10pm to break it up. Teenagers were seen with open liquor bottles all over the host's front lawn almost immediately after the party started. We thought many different quotes and pictures from searching the hashtag #ProjectR could be used in our presentation because it was a local party that people even in our class probably know about. And it proves our theory of how things can spread much faster on Twitter, and other social medias, than many people realize.

Reporter, Daily Mail. "'They Did Everything You See in the Movie': Partying Teenagers Wreck

$500,000 Home in Copycat of Hit Film Project X." Mail Online. Associated Newspapers,

13 Mar. 2012. Web. 05 June 2014.

This website contains a report of a party that was broadcast throughout the internet as a new Project X. It gives some great information on the links from the movie to the teens’ party. It also explains how the party was initially supposed to be 30 people, but after it was put onto social media over 2000 people responded saying they were attending. This is similar to the movie because they intended on having a smaller party but after word spread it got out of hand leading to 13 arrests.

One particularly useful quote is from Mr. Stephens as he says, ‘I asked some of the kids why, and they said “Project X.” And I said, 'OK what’s “Project X?”’

The movie Project X is based on three teenagers trying to make a name for themselves by having the biggest party ever. This quote shows that these kid are trying to make a name for themselves because of the influence of the movie. Teenagers think that if they have a party like the kids in the movie Project X had that they will become what they became.

Also in the article is this fact: ‘Two Canadian teens in Calgary are still cooling the embers of a Twitter party invite launched last weekend using the hashtag #ProjectKris, a play on the new movie's title.’ This quote shows how fast a hashtag can spread across social media and what it can become. In the movie Project X the kids sent mass texts to everyone in the school and advertise it on school billboards. Teens use the name of the movie in their tweets to draw peoples’ attention. The characters in the movie are idolised by teens all over the world because of the bold acts in their partying.

Lastly, the damage in this incident mirrors the one in Mississauga and the hosts are facing serious charges. ‘With the home's builder estimating the repair costs to be between $80,000 to $100,000, the teens are expected to face serious criminal charges.’ A lot of the times teens throwing these parties don’t care about the damages at the time because drugs and alcohol are almost always involved. The damages in Project X is what made the kids famous worldwide because the news was involved. Unfortunately, this is the goal for some teens now thanks to Project X- The bigger the party, the bigger the damages.