

Instructions Student work

Due Apr 11, 8:00 PM

# Social Media 2



**Thomas Jones** Apr 8 (Edited Apr 9)

This is an individual assignment

Please listen to my brief lecture and participate by asking questions.

After we have watched the attached clip, please answer the following questions:

- 1. Check out the comments from others on the YouTube video for their reflection.
- 2. What is this video about ? 1/8 page
- 3. What is the Hoteliers perspective 1/8 page
- 4. What is the Woman's perspective 1/8 page
- 5. Please discuss in the comments below " Who is correct in your opinion and why "
- 6, Who is the social media influencer? 1/8 page
- 7. How could the Hotelier harness Social Media 1/8 page
- 8. How would you describe a SNOWFLAKE, a FREELOADER and a MILLENNIAL? Provide examples (research) 1/4 page
- 9. Have you learned anything during this assignment?

Please, no short answers. Elaborate to demonstrate your understanding. Critical thinking can be shown in each question with well thought out and insightful answers.



# Entitled millennial snowflake get owned by hotel owner

YouTube video 13 minutes

Definition: What is a social media influencer?

https://www.pixlee.com/definitions/definition-social-media-influencer

Report - Google Docs.webm

Video

#### Class comments



Thomas Jones Apr 9

We will set aside 3 hours of classroom time to research this topic. I will patrol the classroom and be available to help the whole time. Stay on topic. Ask for help if you need it.



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the hotel was wrong to expose her publicly. They got so offended over someone just asking for a free trip.



# Harnoor Bhatthal Apr 10

In my opinion, Paul reacted quite immaturely. Although he did not approve of her request, he should have not exposed Darby. All Elle Darby was trying to do was expand her business and give some popularity to the Hotel. The Hotel could have simply said no. There was no need to drag down the entire Social Influencer community.



#### Arvin Kheva Apr 10

I believe both Elle, and the hotel manage were both wrong in some ways, whilst being right in others. Elle made a mistake by asking for free services, in exchange for exposure. A lot of celebrities expose the products they use, or the hotels they visit, whilst paying for them, if it isn't an endorsement. It would be unfair to other visitors, considering bigger influencers don't stay for free while giving exposure. Exposure would also not benefit the hotel much, it is very highly unlikely 80k+ people will go to Dublin just for the hotel. Plus, the hotel owner claims to have more followers than Elle. I see this as an attempt to freeload services. Elle may also be more wealthy than most people, considering she is famous, and yet desires free services, which further supports my point of it being unfair to others. Attempting to make the offer wasn't wrong, the problem is she made a mistake by complaining about her offer being denied, which is immature. The Hotel manager humbly replied to Elle in the email, and even gave her advice. However, his mistake was posting her e-mails, which should've been kept private. He may have scratched out her name, and other details which would help identify her, however, this does not justify posting private information, considering the fact that she is well-known, and identifying her would not be hard.



# Ashleen Bandesha Apr 10

In my opinion, I believe that the hotel manager is correct since she does not deserve to stay in a hotel free just to post reviews about them on her accounts. Just because she has a fan following more than normal people does not give her any special treatment. The hotel manager was right to be offended by her email since if they let her stay at the hotel for free, who was supposed to pay for her services. It was also right that the hotel manager exposed the social media influencer to show that she is not as honest as she seems since if she got to stay at the hotel for free, she would have posted a very good review about it. That could have possibly been a lie since the only reason she is writing a good review will be because she got to stay there for free.



### Jasmeen Gill Apr 10

In my opinion, I definitely think that the Hotelier is correct. The woman was trying to get a discount just because she was a social media influencer. This does not make her any different than any other person. She shouldn't just get special treatment because she is a social media influencer. She still has to pay like everyone else. The Hotelier's response was reasonable. If she





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considering that the White Moose Cafe was already renowned for their service. Hotels are expensive, and a fully accommodated stay for one positive review is not worth it.



# Ishaan Sran Apr 11

I think that the hotel was completely right and acted properly. The White Moose Cafe is a business, so they must operate like one. They have bills to pay, and those bills will not get paid by letting people stay for free. Moreover, if the hotel let her stay, they would have received backlash from the customers, as everyone would be expecting a free stay. Furthermore, the girl acted in extreme entitlement. as she thinks everything will just be handed out to her.



# Prabhveer Khakh Apr 11

I think the hotelier is absolutely correct, though his response to Elle's request was immature. Every hotel is a business, not a charity, and every hotel has expenses which it must pay for on time. By allowing someone to stay at a hotel for free, a hotel jeopardizes its ability to stay in business. Also, if the social media influencer really wanted to help the hotel, she could have paid for her visit; and, instead should have asked for a commission. Elle could have asked for a commission for any new traffic she was responsible for bringing to the hotel. By asking for a commission, rather than a free visit, Elle could have been more ethical and reasonable with her approach.



# Ammjot Sidhu Apr 11

After viewing and analyzing the video numerous times, I believe the Hotelier is correct. Elle Darby merely asks for a business collaboration with this stunning hotel by offering them a social media exposure, in return for free accommodation. There is nothing wrong with her offer as she is still immature and growing. However she needs to realize the fact all other famous stars do not ask something for free, just due to their fan following. They pay for all the utilities like everyone else in the world, and do not receive a 'special treatment.' Elle Darby is compatible with the definition 'freeloader,' since she asks for something while not offering to pay for the accommodations. In addition, she also defines the term 'snowflake,' since she feels highly offensive over a mere rejection, reacting by creating a video. In the Hotelier's scenario, he does the right thing by advising Elle not to ask people for something free, as it is very embarrassing, while questioning her who will pay for the hotel's expenses. Hotels are quite expensive and need to cover for their high costs. If they start inviting people for free in return for social media exposure, who will cover for their costs? Thus, the Hotelier's questioning reasons for why he is correct.



### Eknoor Brar Apr 11

In my opinion, I believe the Hotelier is correct, although his reply back to Elle could have been better. Elle needs to realize that The White Moose Cafe is a business, that needs to pay their staff for the work they do. It isn't right for her to ask for free stays at a hotel just because she is some "social media influencer". People who are more wealthy than her, still pay the price for the hotels they stay in. Therefore, I believe the Hotelier was at a right position to call her out for asking for a free stay.



# ■ ICT 10-1 with MR JONES

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was a polite no. In the end, Hotelier was correct.



# Jasleen Gill Apr 11

In my opinion, the hotelier is right. The reason he is right because the hotel has a lot of expenses. The hotel owner has to pay for all the services provided. The owner has to pay for bills such as water, electricity, and etc. Also he's the one responsible to pay the staff that helps her with laundry, food service and etc. Elle should have been kind and asked for a discounted stay instead.



# Jasmine Sohal Apr 11

In my opinion the Hotelier was correct. I believe he was correct due to the fact that they have bills to pay and paying customers to attend to. Elle Darby believes she was entitled to a free/discounted stay simply due to the fact that she has a large presence on social media.



# Bhupinder Gill Apr 11

After analyzing this video a couple of time, I think that they are both correct at their spot, but the hotel made a solid point. I am all with the hotel cause Elle Darby wanted the hotel for free. I think that she was trying to make a business deal that didn't fall through. i believe the hotel should've not gone online and posted a private email. That where the hotel comes at fault. After all the hotelier explained that if they let her stay in the hotel for free what would they get in return, she only has around 100,000 followers. While the hotel has approximately 60, 000 follower, the hotel people have to pay for all the food that she and her boyfriend are going to eat and room service, staff and bills. Where is the hotel going to get the money?



# Jagraj Dhaliwal Apr 11

After watching the video posted by Gerald Pauschmann about Elle Darby asking for free accommodation in a hotel. I have concluded that the hotel in correct for what they have done because that's a good way to shut down a freeloader, Being the snowflake Elle Darby is she got offended and made a video about it. When she was clearly wrong and should've just accepted the fact.



# Harkirt Buttar Apr 11

After observing and understanding both sides of the situation, I have reached a justified opinion. Simply, both sides have portrayed acts of selfishness and have constantly acted childish, despite being 22 years and older. No one is completely right, although the two are individually, partially correct and wrong. Elle Darby is merely attempting to fulfil her duties as a social media influencer. Like any other influencer, she asks for a collaboration, in which she is willing to spread the hotel's name. Seemingly, she has not commit a crime. But, how is she wrong? Well, instead of directly asking for a free stay, discounted or complimentary, Darby should have simply put forth her side of the agreement, and waited for the Hotelier, to state what he is willing to give in return. By asking for a free visit, Elle disrespectfully disregards the hotel's regular costs, and unknowingly creates a bad image of herself. She seems selfish and ignorant, when putting forth such a request. Darby is also wrong when she constantly calls the hotel team "malicious", indirectly





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her email, he not only disturbs her privacy, but also portrays himself as a selfish and dramatic individual. Him, seemingly being the older one, should have answered maturely and humbly, without making a fool of the millennial. Either way, they both face drastically changing losses. Unfortunately, the Dublin hotel is now shut down for vloggers, while Darby faces hurtful and continuous name-calling, "a disgusting freeloader".



# Mehtab Toor Apr 11

After watching the video I believe the Hotelier of White Moose Cafe is correct. Although his methods were a bit harsh he was very true. Aged 22, Elle Darby's acts were very unethical. She does not have the right to ask for a free stay just because she is famous. She is the same as the rest of us must pay for her accommodation just like everyone. If the Hotelier was looking for a collaboration he would've approached her himself. The Hotel is a business. If they offered free stays than they would runt heir business into the ground. The Hotel also needs to pay a lot of expenses and they receive this money from their customers. Elle Darby only cared for herself and her needs she did not consider the Hotel's needs. Even though the Hotelier was correct a simple no would have done the job. There was no need to embarrass Elle in front of the public.



# Sukhmun Shergill Apr 11

After watching this video and analysing both sides of the argument I think that both sides are correct. Both sides have their own opinions and are right in their own ways. While the hotelier was acting quit immaturely, he did make his point clear. This person has a business to run and cannot simply lend someone a free vacation for two days. The money is needed to get things done. But the way he "exposes" Elle was not correct. The email should not have been screenshoted and let out as it was a private conversation with Elle and Paul. But Elle was not completely right either. Elle wanted to do a "collaboration" but did not have the right way of letting her idea out. From what she said she seemed to be wanting a free stay at the hotel and not a discount. Elle was trying to make herself some money but things did not go as planned. With what Elle faced it does not seem to look like she will be doing anymore "collaborations" soon.



### Hameer Atwal Apr 11

After watching the video I think the Hotelier was correct. The hotelier could have dealt with this in a mature way. I think it was a good way to reject a snowflake since the hotel has expenses to pay for. I think Elle should have has for a discount instead since that was a better deal for both of them.



### Parmeet Birdi Apr 11

In this situation, I can say that neither of the hotelier or social media influencer are completely wrong. For Elle Darby, this seemed normal, as a majority of people use social media to collaborate with companies. Seems like she had nothing but good intentions. However, before emailing, she should have done her research. The company has accommodated a larger following than her. From this, it is pretty evident that her sponsorship would not really help the hotelier. So, the You tuber is not wrong in this situation, however she is not completely correct.





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their proposal all over the internet. A company cannot succeed if there are people like this man involved. However, the points the hotelier was making seemed to explain accurate reasons as to why they did not accept this proposal. "Who will pay for the electricity?" or "Who will pay the housekeepers?" This situation was taken out of hand on the hotelier's part.



# Dharmveer Litt Apr 14

In my opinion both are at fault. Elle Darby asked for a free stay which is wrong because everyone else has to pay but, the hotelier could have replied in a mature way and just simply could have said no. He did not need to exaggerate the issue.



Add class comment...

