**Matthew: Social Engineering**

* <https://ucelinks.cdlib.org/sfx_local?ID=doi:10.15581%2F003.30.3.99-113&genre=article&atitle=American%20social%20engineering%20through%20children%27s%20educational%20films%20%281945-1953%29.&title=Communication%20&%20Society&issn=02140039&isbn=&volume=30&issue=4&date=20171001&aulast=Mayagoitia%20Soria,%20Ana%20Martha&spage=99&pages=99-113&sid=EBSCO:Academic%20Search%20Complete:126004451> - American Social Engineering through children’s education films
* <https://www.tandfonline.com/doi/full/10.1080/10610154.2017.1338399> - The Axiological Grounds of Social Engineering: Prospects for Modernization of Russian Society
* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5301184/> - Social Engineering of Societal Knowledge in Livestock Science: Can we be more empathetic?

Social Engineering is defined as using a centralized plan that attempts to manage social change and regulating future development in the behavior of society. From what I have researched, social engineering is a encompassing topic that could range from the use of media to manipulate the minds of individuals or case studies on how societies have developed over time and the specific goals they have in mind. Throughout the articles I have researched, the common theme that they shared amongst them was that they all involved the implementations of new practices in society and how they impacted the lives of the citizens in those communities. From the early half of the previous century, many different communities within the society have been teaching and developing socially accepted models of behavior that people are obligated to abide by to fit in the social norm.

For example, the research article on the modernization of Russian society focused on the establishment of social normality, what is considered a model action of an individual, and any topic that possess a certain criteria that would encourage the goals of the people in power. Then the other article on the societal knowledge of livestock focused on the communications between planners and the workers focused on the development of livelihood that has a positive impact on those of the community, and how different knowledge systems need to be linked an established with one another.

The third article for my research topic was a topic that primarily focused on the influence of children in the use of films, and how they developed their behavior and attitudes in school and home. In addition, it outlined how they wanted to develop specific ideologies from the children to be developed a content analysis that targeted a specific audience and was classified as a type of propaganda.