| **Student Name:** Charles Wang |
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| **Motion:** This house prefers the subscription model over the advertising model in social media |
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| Student spoke for the duration of the specified time frame. | N/A | 1 | 2 | 3 | 4 | **5** |
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| Student offered and/or accepted a point of information relevant to the topic. | N/A | 1 | 2 | **3** | 4 | 5 |
| Student spoke in a stylistic and persuasive manner (e.g. volume, speed, tone, diction, and flow). | N/A | 1 | 2 | **3** | 4 | 5 |
| Student’s argument is complete in that it has relevant Claims, supported by sufficient Evidence/Warrants, Impacts, and Synthesis. | N/A | 1 | 2 | 3 | **4** | 5 |
| Student argument reflects application of theory taught during class time. | N/A | 1 | 2 | 3 | **4** | 5 |
| Student’s rebuttal is effective, and directly responds to an opponent’s arguments. | **N/A** | 1 | 2 | 3 | 4 | 5 |
| Student ably supported teammate’s case and arguments. | N/A | 1 | 2 | 3 | **4** | 5 |
| Student applied feedback from previous debate(s). | N/A | 1 | 2 | 3 | **4** | 5 |
| Competition Score: | 77 (BP format) | | | | | |
| Rubric  1 - Unobserved.  2 - Student attempt noted. Needs extended teacher support to properly execute skill.  3 - Student effort noted. Can execute skill with minimal teacher input and guidance.  4 - Student can execute skill with little to no prompting.  5 - Student can execute skill without prompting; exceeds expectations for child of that level. | | | | | | |
| **Teacher comments:**  [NOTE: Today’s speeches are 7 minutes’ long.]  Nice rhetoric in the hook! We just need to work on the fluidity of the delivery for this to be perfect.  On the set-up:   * Strategic middle ground of using the freemium model, we will need to clarify what EXTENT of services are available on the free-side.   + When we used Discord as an example, this is what I’m looking for. But say clearly that all essential functions on sharing information, messaging, etc are all guaranteed on the free side. * On subscription-based companies prioritising user rights, we need to insert some kind of mechanism here to ensure it (but bear in mind this is not something we can fiat). * Clear metric. * Can we insert a clear caveat on providing access to NGOs and social movements? * We can also highlight that the costs are not exorbitant to begin with, they can easily afford it and we can offer tiered levels of subscription.   On the first argument:   * Good job mechanising why users have power and leverage to demand better actions from the companies.   + We went straight to corporate accountability, when we should be listing out all of the harmful corporate practices first. Then link it directly with the advertising model.     - Because it isn’t clear as to why a subscription-model social media won’t still collect information that would lead to higher user engagement.     - Good use of grounding on Discord not utilising addictive algorithms, but the analysis is still under-baked. It clearly does help to attract more subscribers if their users actively enjoy going online on these platforms for long periods of time. The incentives are still symmetrical here. * We can spend more time explaining how advertising-based models get away with their level of consumer exploitation.   + E.g. Explain that advert-based models exploit consent via extensive legal lingo. * The human costs of this exploitation is under-stated.   We can be more comparative here and explain that the Opposition has to rely on wonky state regulations in order to limit these harmful practices, and they are subjected to big tech lobby.   * So users are the best check and balance.   On the second argument:   * Good claim on improving competition and innovation via subscription models.   + But will there be an adequate revenue base via subscriptions vs via advertising? I agree the revenue stream could be stable, but that only applies to well-to-do platforms. What about SMEs? * The incentive analysis is well done, but the capacity analysis is missing. * The impact of this is also quite vague, ground what kind of innovations will elevate the quality of services of social media to all?   Please offer more POIs today!  7.22 - Watch for time! | | | | | | |