| **Student Name:** Adrian Wong |
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| **Motion**: This house prefers the subscription model to 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: | 70.5 | | | | | |
| 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:  Clear opening. Clear identification - the giggles hurt your persuasion up top.  Set-up   * We should characterise what advertising looks like in the status quo - to explain what goes away. Is it internal, is it external? To what extent does data collection a la Cambridge Analytica go away? * In both worlds, the social media industry is highly lucrative, competitive, and companies will find a way to be its most profitable version.   + But in our world with a subscription model, the free market will often be self-correcting and any company who does not practice a user-first platform will not succeed, because other companies will swoop in to fill in that gap in the market.   + In contrast, an advertising-based model will practice an advertiser-first platform as they make most of their profits from corporate sponsors. They will be defined by many harmful practices such as profiling user data and selling it to advertisers, and the exploitation of user consent. * You need to explain why social media is accessible, even with subscriptions; for instance, geographically based pricing, tiered subscription models etc.   Argument 1   * Good work establishing the link between advertising and data collection. Good on the quality of consent. There is more analysis here: long and complicated terms and conditions, the use of legal and tech jargons, the inability of users to meaningfully weigh or understand the risks/losses they are consenting to due to intangible harms, for instance that you’re consenting to being manipulated based on the information shown to you on your feed. * Purchasing is not the worst harm of this; point to socially engineered echo-chambers + misinformed filter bubbles to prioritise advertisers at the expense of users - such as allowing alt-right extreme groups to promote their content to vulnerable and unsuspecting users.   Argument 2   * The positive analysis is missing; users now have the right to demand transparency and accountability because they pay for these services. Competition forces social media companies to differentiate themselves with better user-first experiences, and it will be a race to the top on who offers the best platforms for users. Flip it, then explain how an ad-based model would be a race to the bottom as social media companies deregulate even more as greater exploitation of their users would profit their advertisers.   06:23 | | | | | | |

| **Student Name:** Audrey Lai |
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| **Motion**: This house prefers the subscription model to 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** |
| --- | --- | --- | --- | --- | --- | --- |
| 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: | 70.5 | | | | | |
| 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:  We either need to wash out privacy immediately, or explain why access matters more. We’re identifying both as important issues in the round, but not doing either justice.   * Give me the upshot quicker, which is that a subscription fee is an insufficient replacement wrt revenue compared to advertising/status quo. This means data collection and mining STILL happen, or have to happen.   Rebuttal   * It’s not that they won’t pay - it’s that they’ll pay for one, or that they are UNABLE to pay. * You need to engage in **proper set-up**, explaining why the worst harms of advertising in the status quo don’t actually happen in your world.   + All advertisers will have to comply with the requirements set by social media companies, and social media companies are also subject to government regulation. For instance, the EU has imposed data privacy laws, which stops social media companies from infringing the privacy of users without consent.   + Social media companies have now broadly integrated fact-checking mechanisms, i.e. flagging COVID-19 misinformation on Twitter, Facebook and Instagram, and Facebook committing to not allow misinformation on political advertisements.   Argument 1   * Explain why access matters. We assert this and informed decisions as a good without really unpacking it. You need to characterise where people get information/get it at all on their side.   + The average person consumes news on social media instead of traditional media as it’s too costly and inconvenient, and those who are uninterested in the news are more likely to encounter important information that goes viral on social media.   + What do we mean by hegemonies? Break down how traditional media gatekeepers information and these pertinent discussions and awareness can only be raised by a fully accessible social media platform.     - Political affiliations, coverage bias against disenfranchised groups, sensationalism and fear mongering etc.     - Characterise what participation on social media looks like.   Argument 2   * What’s the difference between the first and second argument? Value of the fourth estate needs to be established UNIQUELY. We have the analysis on traditional media (superficially) here - instead of the above. * On journalism - which alternative voices? Are we referencing citizen journalism? UNPACK it. * You need to consider the social change angle here - social movements, especially in authoritarian states, are organised through these mediums; see Arab Spring, BLM etc. Who does Prop lock out from this?   Let’s ask POIs consistently!  06:18 | | | | | | |

| **Student Name:** Ryan Qian |
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| **Motion**: This house prefers the subscription model to 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: | 70.5 | | | | | |
| 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:  Why is access possible on your side? Good on the presence of competition, but it needs to be established with more analysis up top. For instance, through geographically based pricing, tiered subscription models etc.  Make the response about their overall strategy in the round; frame your response rather than just engaging and moving on.   * + In both worlds, the social media industry is highly lucrative, competitive, and companies will find a way to be its most profitable version. But in our world with a subscription model, the free market will often be self-correcting and any company who does not practice a user-first platform will not succeed, because other companies will swoop in to fill in that gap in the market.   + In contrast, an advertising-based model will practice an advertiser-first platform as they make most of their profits from corporate sponsors. They will be defined by many harmful practices such as profiling user data and selling it to advertisers, and the exploitation of user consent.   Rebuttal   * This is repetitive to the earlier response you made. Don’t just say their first argument on accessibility falls - explain why your side is able to co-opt this, in terms of the political goods on their side. * Flip the competition angle - Advertising is more likely to lead to a monopoly. Platforms that successfully attract a large user base gain a significant advantage in the advertising market. This can create a network effect where the largest platform becomes increasingly dominant, making it difficult for smaller competitors to gain traction. The winner-takes-all dynamic of the advertising market can lead to a concentration of power and potentially stifle innovation in the long run. This also deals with the POI Audrey asks you.   Argument 1   * On political agendas, do echo-chambers and personalisation not exist on your side? Good on focusing on the moderate, swing voter. Explain why they get trapped/radicalised on their side, but actually get meaningful content on your side. Point to socially engineered echo-chambers + misinformed filter bubbles to prioritise advertisers at the expense of users - such as allowing alt-right extreme groups to promote their content to vulnerable and unsuspecting users. * The positive analysis is missing; users now have the right to demand transparency and accountability because they pay for these services. Competition forces social media companies to differentiate themselves with better user-first experiences, and it will be a race to the top on who offers the best platforms for users. Flip it, then explain how an ad-based model would be a race to the bottom as social media companies deregulate even more as greater exploitation of their users would profit their advertisers.   06:18  Let’s ask POIs consistently! | | | | | | |

| **Student Name:** Stephanie Kwan |
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| **Motion**: This house prefers the subscription model to 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** |
| --- | --- | --- | --- | --- | --- | --- |
| 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: | 69.5 | | | | | |
| 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:  What is this opening…? The benefit of this + the truth of your claim is not self-evident.  Rebuttal   * We have to establish with more clarity what the point of our responses is. Jumping straight into a response without this clarity means the judge is unable to evaluate the value of your contribution. * We either need to wash out privacy immediately, or explain why access matters more. We’re identifying both as important issues in the round, but not doing either justice.   + Give me the upshot quicker, which is that a subscription fee is an insufficient replacement wrt revenue compared to advertising/status quo. This means data collection and mining STILL happen, or have to happen. Explain why competition doesn’t mean they price down - this mechanism that Ryan gives is entirely unengaged with. * Why would this person trust; why is money the key mechanism for why trust exists? We need to establish regulations, given there is no set-up coming from first. Explain why the worst harms of advertising in the status quo don’t actually happen in your world.   + All advertisers will have to comply with the requirements set by social media companies, and social media companies are also subject to government regulation. For instance, the EU has imposed data privacy laws, which stops social media companies from infringing the privacy of users without consent. Social media companies have now broadly integrated fact-checking mechanisms, i.e. flagging COVID-19 misinformation on Twitter, Facebook and Instagram, and Facebook committing to not allow misinformation on political advertisements.   Argument 1   * Explain why echo-chambers and personalisation still exist on Prop. We assume they will? * What does this have to do with fresh content? * We just stop that this is good for social movements. Why? Break down how traditional media gatekeepers information and these pertinent discussions and awareness can only be raised by a fully accessible social media platform.   + Political affiliations, coverage bias against disenfranchised groups, sensationalism and fear mongering etc.   + You need to consider the social change angle here - social movements, especially in authoritarian states, are organised through these mediums; see Arab Spring, BLM etc. Who does Prop lock out from this?   Argument 2   * Why can’t Prop achieve this? The platform continues to exist on Prop, just with subscriptions - and if they prove access exists, doesn’t this continue? Why can this small business afford to buy ad space? * Why copied?   06:02 - Let’s ask POIs consistently | | | | | | |

| **Student Name:** Sarah Seryoung Choi |
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| **Motion**: This house prefers the subscription model to 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** |
| --- | --- | --- | --- | --- | --- | --- |
| 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: | 70 | | | | | |
| 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:  What is this opening achieving? Slow down + deal with the winning/losing issue for 30ish seconds and then move on. They barely proved this argument on small businesses. You’re giving it disproportionate air time based on how unimportant it is.  Clash 1 - what is this clash trying to prove? You’re covering everything under the sun!   * On access, bring back the presence of competition, but you should also add analysis missing from set-up; point to the success of existing subscription-based platforms like Netflix, Spotify, and various news outlets. Netflix has geographically specific membership fees. These demonstrate that consumers are willing to pay for quality content and ad-free experiences.   + They can also offer tiered models, and have such huge user bases they can benefit from economies of scale. * You jump into fake news, as opposed to clarifying why there is buy-in on your side? * On misinformation - explain how they provide no check or balance as to why this doesn’t happen. On political agendas, do echo-chambers and personalisation not exist on your side? Point to socially engineered echo-chambers + misinformed filter bubbles to prioritise advertisers at the expense of users - such as allowing alt-right extreme groups to promote their content to vulnerable and unsuspecting users. * On credibility - explain how users now have the right to demand transparency and accountability because they pay for these services. Competition forces social media companies to differentiate themselves with better user-first experiences, and it will be a race to the top on who offers the best platforms for users. Flip it, then explain how an ad-based model would be a race to the bottom as social media companies deregulate even more as greater exploitation of their users would profit their advertisers.   Clash 2 (at 5…)   * Is there a clash on diversity? Diversity is contingent on access. * Flip the competition angle - Advertising is more likely to lead to a monopoly. Platforms that successfully attract a large user base gain a significant advantage in the advertising market. This can create a network effect where the largest platform becomes increasingly dominant, making it difficult for smaller competitors to gain traction. The winner-takes-all dynamic of the advertising market can lead to a concentration of power.   We aren’t attempting to frame the round! In both worlds, the social media industry is highly lucrative, competitive, and companies will find a way to be its most profitable version. But in our world with a subscription model, the free market will often be self-correcting and any company who does not practice a user-first platform will not succeed, because other companies will swoop in to fill in that gap in the market. In contrast, an advertising-based model will practice an advertiser-first platform as they make most of their profits from corporate sponsors. They will be defined by many harmful practices such as profiling user data and selling it to advertisers, and the exploitation of user consent.  06:02 | | | | | | |