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Activity: Media Labelling

Learning objective

At the end of this activity you should be able to:

- understand how acts are defined as deviant and the consequences of labelling.

Using the link below, answer the questions that follow.

<https://www.youtube.com/watch?v=QHSvZZ1pnm0>

1. What are the labels we give people based on?
2. What do these labels determine?
3. What does labelling theory focus on?
4. What is the legal classification of marijuana in the US and how did this affect the use of medical marijuana?
5. How and why has the view of medical marijuana changed?
6. How does the difference between how Sarah would be labelled in Iowa and in Colorado show the importance of societal reaction in creating deviance?
7. What is the definition of (a) primary deviance and (b) secondary deviance?
8. How does labelling lead to a master status?
9. Can you think of one personal experience where you have either been the person labelling or the person labelled because an action was seen as deviant?
10. How did you or the person labelled respond to the label?
11. What is one action that society defines as deviant and has a strong reaction to?
12. What other labels does society give those identified as deviant?
13. How does the definition of deviance change depending on what community or culture you are in? (Look back at your work from Topics 1.1 and 1.2 to help you.)