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ALS Ice Bucket Challenge

DFP 2014

Utah State University

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CANDIDATE 3: ALS Ice Bucket Challenge: Charity challenge in short video form

The origins of the ALS Ice Bucket Challenge are murky; however, according to various sources, this online phenomenon was the culmination of previous charity-based challenges and hit its zenith in July of 2014. While the Ice Bucket Challenge was originally unaffiliated with ALS (amyotrophic lateral sclerosis or "Lou Gehrig's Disease"), focus shifted to this charitable foundation as videos went viral on social media. The parameters of the Challenge dictated that each person must either dump a bucket of icy water on his or her own head within 24 hours of receiving the challenge or make a substantial financial donation (typically \$100) to ALS. Most participants made a ten-dollar contribution upon completing the challenge and then posted proof online in the form of a mobile video. The individual was then expected to elect three other people to participate in the challenge, multiplying the number of participants and possible donors. According to a report from the ALS Association in September of 2014, the Challenge raised over 100 million dollars and was instrumental in creating six new programs that they hope will accelerate the search for a cure.

1. Dynamic variation. Huge numbers of varying ice bucket videos were posted to Youtube and Facebook. According to YouTube, the ALS ice bucket challenge was "unprecedented" in the history of YouTube.

2. Folkloric. The short videos also generated hashtags (including: #ALS and #icebucketchallenge), memes, parodies, and legends. Legends surrounding questionable appropriation of the donated funds also caused a wave in the media, with the ALS association responding publically in an effort to debunk circulating rumors. Legends included: 1) Fraud – specifically, that 73% of donations were not being used for research, but were instead filtered into executive salaries or used for marketing, 2) the belief that participants were not actually donating to ALS, and 3) rumors regarding the death of a teenage participant. On the other end of the spectrum, some people refused to participate at all—claiming that the challenge trivialized disability, posed health risks to its participants, misused water (specifically referring to droughts in California), and served to promote an organization that experiments on animals. While the legends were predominately debunked by the charity, some continued to hold sway, and some actual scams developed.

3. Grassroots. The Ice Bucket Challenge both evolved and was overwhelmingly perpetuated as a bottom-up phenomenon that compelled average citizens as well as celebrities and politicians to upload videos.

4. Persistent over time. While its heyday was brief (July to August 2014), it appeared in numerous variations (including money being dumped from buckets onto the head of wealthy participants) on an epic scale.

5. Culturally significant. Some argue that the ALS ice-bucket challenge will assist in developing new, more effective methods of philanthropy for a host of charities.



Bryan Haupt @bryan_haupt · 6m
 The Best Ice Bucket Challenge nominee, and the first. #ALSIceBucketChallenge
[#IceBucketChallenge](#) [#IceBucketFall](#) pic.twitter.com/NzCvQzK04k

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	Poor Example	Below Average Example	Average Example	Above Average Example	Excellent Example
Dynamic variation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Folkloric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grassroots, "bottom-up" cultural commentary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persistent over time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culturally significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there anything else you would like to say about CANDIDATE 3?