

TECH1002-18 Social Media Innovation

Workshop Six: Documentary

1 Introduction: Card Game (20 mins)

- Gather in groups with no more than four people.
- Play a couple of hands of rummy or another game.
- Discuss how you would like to improve your ability to develop content for your blogs.

2 Activity: Blog & Wiki Checklist

- Visit the TECH1002 Wiki Page and review the specification for the first Assignment [A].
- Review the set-up instructions from workshop two, and identify any discrepancies between these instructions and your site that need to be changed. https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Innovation#Workshops_One_-_Twelve

- ✓ Blog Name:
- ✓ RSS Feed (DIY-DMU Category):
- ✓ Blog Post 1:
- ✓ Blog Post 2:
- ✓ Blog Post 3:
- ✓ Blog Post 4:
- ✓ Wiki Profile:
- ✓ Personalisation:
- ✓ Media:
- ✓ Writing:

2.1 Wiki Profile Page Links

- Your wiki profile page should be used to identify the blogs that you want to be marked.
- A good example of how this has been done in the past are these profiles on the DMU Commons Wiki.
https://wiki.our.dmu.ac.uk/w/index.php/Emma_Piper#Blog_Posts
https://wiki.our.dmu.ac.uk/w/index.php/Brandon_Heys
https://wiki.our.dmu.ac.uk/w/index.php/Natalia_Wisniewska
- Each blog post should be clearly identified and given a working link.
- The date when the post was made available is included, and there is a short description of what is relevant in the post.
- This is not a specific template, but is a good example of an approach that works well.
- Do you think your wiki profile is informative and interesting?

2.2 Activity - Double-Check

- Pair-Up with a partner to double-check the specifications given above of each other's profile page.
- Identify any discrepancies or ambiguities in one another's the blogs that have been posted.
- Check through the list above – how would you rate each other's blogs and wiki pages?

Note: Your RSS Feed will be added to the DIY-DMU Blog Site when it is marked. Please ensure that the posts you wish to share on the DIY-DMU site are set with the DIY-DMU Category. <https://diy.our.dmu.ac.uk>

3 Activity – Box of Broadcasts

- Visit the Box of Broadcasts site and log-in with your DMU ID <https://learningonscreen.ac.uk/ondemand>
- Search the topic 'Social Media' and identify what types of television programmes, radio programmes and other media is listed.
- Try narrowing the search options in the 'advanced options' tab.
- If you spot a programme that looks interesting that other people might find useful to watch, add it to the list of media resources on the TECH1002 wiki page.
- https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Innovation#Media_Source_Material

- On the Box of Broadcast programme page, scroll to the bottom of the page and copy the citation.
- Visit the Media Source Material section on the TECH1002 wiki page, and find the correct place for this new item in alphabetical order, and paste. Look at the existing formatting that has the name of the programme in bold.

4 Activity – Opening-Up the Archive

- Visit the following page on the British Universities Film & Video Council site <http://bufvc.ac.uk/events/opening-up-the-archives-to-student-filmmakers>
- Read through the article on Opening Up the Archives, and identify any practical suggestions of how an archive of media material might be used in creating a new documentary.
- Make a note of the suggestions of how clips from BFI archive material can be used.
- Visit the archive page <http://bufvc.ac.uk/archives/> and the gateway <http://bufvc.ac.uk/gateway/>

5 Activity – Open Culture

- Open Culture is a site that is dedicated to sharing free online media <http://www.openculture.com/>
- Search for J. G. Ballard’s ‘Crash’ and watch, noting how the film depicts ideas prevalent in the 1970s.
- Search for another short film that interests you.
- Start a thread on Discourse <https://talk.our.dmu.ac.uk> and mention which item you have viewed and what you found interesting about it?

6 Activity – Vice Stories

“Vice News (stylized as VICE News) is Vice Media, Inc.'s current affairs channel, producing daily documentary essays and video through its website and YouTube channel. It promotes itself on its coverage of "under-reported stories". Vice News was created in December 2013 and is based in New York City, though it has bureaus worldwide” https://en.wikipedia.org/wiki/Vice_News

“Vice Media LLC is a North American digital media and broadcasting company. Originating from the Montreal-based VICE magazine co-founded by Suroosh Alvi, Shane Smith, and Gavin McInnes (who left the company in 2008), VICE expanded primarily into youth and young adult–focused digital media, including online content verticals and related web series, the news division Vice News, a film production studio, and a record label among other properties. In 2015 VICE Media was called “[arguably] a poster child for new-media success—especially when it comes to attracting a valuable millennial audience.”

“Originally based in Montreal, Quebec, Canada, VICE re-located to New York City in 2001. In August 2014, A&E Networks, a television group jointly owned by The Walt Disney Company and Hearst Corporation, made a \$US250-million investment in Vice Media for an ownership stake of 10%. In November and December 2015, Disney made two additional individual investments of US\$200 million totaling \$400 million. In June 2017, Vice secured a \$450-million investment from private-equity firm TPG Capital to increase spending on scripted programming and ongoing international expansion. As a result of the deal, Vice Media is now valued at \$5.7 billion.” https://en.wikipedia.org/wiki/Vice_Media

- Search the vice online archive and identify a topic that is of interest to you.
- Note how Vice approaches the topic and what it does as a form of news or documentary that is different from other service providers. https://video.vice.com/en_uk/video/
- Start a thread on Discourse, and exchange views about what makes Vice so popular with youth and young-adult audiences? <https://talk.our.dmu.ac.uk>

7 Activity – Getting into Groups

- Before finishing this session, you need to form a groups that you will be working in for the next assignment.
- A group must be no more than four people.
- Get together and discuss what activity your group would like to develop, and what topic of social need it will seek to address.
- Open a thread on Discourse (<https://talk.our.dmu.ac.uk>) that identifies who is in your group and what your group activity will be.

- Check the DMU Commons wiki to see if an existing or similar page is listed https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Group_Project
- Can you adapt this page, or do you need to create a new page?
- Check the Coursework C assignment instructions, so that you can start to research and plan content that is suited to the requirements of the next assignment. https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Innovation#Component_Three_-_Social_Media_Group_Project_2830.25.29

7.1 Activity – Assignment B Planning

- Working in your groups, visit the DMU Commons Wiki and search through the TECH1002 Social Media Group Project Page. https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Group_Project
- Identify an example of the groupwork from previous years that you might be interested in.
- Review and evaluate the information that has been provided on the page.
- Is the information provided on this page useful?
- If it is useful explain why it is useful.
- If it isn't useful explain why it isn't useful.
- Does it help you to understand the topic?
- Does it have any images and illustrations?
- Does it have any links to other topics or web pages that you can follow?
- Is it expressed clearly?
- How would you improve the information on the page?
- Make a note of your impressions of this page and as a group write a brief post that you can share on 'Discourse' <https://talk.dmu.ac.uk>
- See if you can tag other users into your post, and how you might reply, include images or links relevant to the discussion.

7.2 Activity - Collaborative Research

- Working in your group, search for some links and social media posts that might usefully account for, or be used in a discussion about a common social problem that are associated with social media use.
- For example:
 - cyber-bullying,
 - loneliness,
 - fake-news,
 - self-obsession,
 - anxiety,
 - attention management, and so on.
- Discuss your topic with your partner and share your links on a Discourse thread <https://talk.our.dmu.ac.uk>.
- When you have posted your comments on your thread, look at other people's threads and identify the issues they have considered.
- Share your thoughts on the other topic thread, respond to other people's threads with suggestions of further reading, links to other media that they might find useful, and articles that might present different points of view.
- Share your thoughts on the discussion thread and make a note of them as an effective way of writing a blogpost on the topic that you are researching.
- Identify different elements that you can each take responsibility for writing on a wiki page related to this topic.

8 Activity Blogging

- Can you write any key points from this session into a blog?
- How will you use links and embedded media in your blog post to enhance the discussion and information that you present?
- Do you think you can write in a way that prompts other people to respond and engage with what you have written?