

TECH3022 Advanced Social Media Production

Coursework Checklist

Component Two - Social Media Research Journal (20%):

You will devise, develop and implement a social media research journal that collates and summarises research information about the project topic. This subject will examine how sugar-based drinks are understood in the culture of electronic gaming.

You will be expected to use a wide range of data gathering techniques that collect and note media content from different social media platforms, such as Twitter, Facebook, Google+, Blogs, Wikis, YouTube, Storyfi, Paperli, Flipbook, and so on.

You will also be expected to engage directly with participants in the groups and platforms you use, and to ethically and responsibly gather field data about the chosen topic. You should use as many different forms of data collection techniques, including video, audio, photographs, written blogs, screen-captures, and so on.

Minimum Work: Five weekly blog posts published from week 6 to Week 11.

Deadline: Week 15 (after Christmas break), **10am Monday 9th January.**

Marking & Feedback by: End of Week 18 (after Christmas break).

Coursework B Checklist:

001	Have you listed your blogs individually on your DMU Commons Wiki Profile page?	
002	Have you spent time observing and participating in discussion online?	
003	Have you used different types of images, screengrabs and media in your blog posts?	
004	Have you included hypertext links to other web articles, sites, forums or social media feeds in your blog posts?	
005	Are you using the DIY-DMU category, and are your blog posts being pulled into http://diy.our.dmu.ac.uk/ ?	
006	What examples of social media have you investigated and discussed in your blog posts?	
007	Have you set-up your group wiki research page and outlined what your research will cover?	
008	Have you included any links on your wiki research page of examples of media research projects that you have looked at, and which you can use as reference examples?	

Component Two - Social Media Research Journal (20%)

Entries will be posted to your blog each week and listed on your personal wiki profile page.

This is the sheet that will be completed to give feedback on your blog posts.

TECH3022-17 Social Media Research Journal		
Student Name:		
Blog Link:		
Wiki Profile:		
Blog Entry Feedback:		Mark:
Blog 1:	Date Posted: Comment:	
Blog 2:	Date Posted: Comment:	
Blog 3:	Date Posted: Comment:	
Blog 4:	Date Posted: Comment:	
Blog 5:	Date Posted: Comment:	
Wiki Project Page Feedback:		
Overall Comments:		
Total Mark:		0%

Can you tick-off these components to check that you are on track to complete this assignment?

- ✓ You will make a social media research portfolio consisting of work posted to your blog site on the DMU Commons site <http://our.dmu.ac.uk> and fed into the module blog site <http://diy.our.dmu.ac.uk/>
- ✓ You will provide a description of the portfolio and any appropriate links to your work on your Wiki Profile Page on the DMU wiki: https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Learners
- ✓ Your work can consist of any combination of media and use of online tools, services and platforms.
- ✓ All of the research work must be available online and be capable of being linked-to or embedded on your group research page on the module wiki.
- ✓ The portfolio should consist of a significant body of work, showing that you have produced your posts each week, and have actively researched issues that are related to your social media project topic.
- ✓ Your portfolio will also demonstrate that you are able to establish a regular routine throughout the period demonstrating digital literacies, creativity and research skills.
- ✓ Each blog should take about two hours to plan, write and post each week.
- ✓ Time will be given in the weekly lab sessions for you to write your blog posts.

In order to assess your work, your tutor will visit your [DMU Wiki Profile Page](#) and will only follow the links that you provide on the page. For example:

Emma Piper Presentation [\[edit\]](#)

[Emma Piper Presentation](#) is about what Emma has learnt though out the TECH1002 module.

Blog Posts [\[edit\]](#)

[Why Am I Writing This](#) [↗](#) is Emma's media blog which is updated on a weekly basis. Here is the list of her posts:

- October 9 2014 - [Well... I Guess My Blogging Begins Here!](#) [↗](#)
 - *The blog discusses Emma's participation in media before she started this blog. Includes: Images.*
- October 17 2014 - [How Do We Capture Spontaneous Footage In Media](#) [↗](#)
 - *As Part of week 2's Lab activity for TECH1002 Social Media and Technology [↗](#), I discussed about can we ever capture spontaneous footage and what makes something spontaneous. Includes Images.*
- October 22 2014 - [Can We Ever Solve This?](#) [↗](#)
 - *This blog talks about the issues we are currently facing with cyberbullying and how it might be impossible to stop it. Includes: Images and Videos.*
- October 29 2014 - [Why Am I Writing This Blog?](#) [↗](#)
 - *A topic about why Emma created this blog and how she is using it for self promotion. Includes: Images and external links.*
- November 4 2014 - [Blogging Is Important For a Job In The Media Industry](#) [↗](#)
 - *The post talks about how it is becoming a requirement to use social media for a job in the media industry. Includes: Images.*

https://wiki.our.dmu.ac.uk/w/index.php/Emma_Piper#Blog_Posts

Component Two – Marks Breakdown

Adapted from Franker, K. (2012) A Rubric for Evaluating Student Blogs [WWW]. Available from: <http://www2.uwstout.edu/content/profdev/rubrics/blogrubric.html> [Accessed 17/09/12].

Criteria	Satisfactory (40%)	Excellent (70%)
Content and Creativity (50)		
Reflective & Critical Thinking	<p>Posts provide minimal insight, understanding and reflective thought about the topic.</p> <p>Posts present a specific viewpoint but lack supporting examples or links to websites or documents and so do not enhance the information presented.</p> <p>Posts are brief and unimaginative with minimal effort to connect with the reader.</p> <p>Posts show knowledge and understanding, but minimal analysis, synthesis and evaluation.</p>	<p>Posts give comprehensive insight, understanding, and reflective thought about the topic such as by building a focused argument around a specific issue or asking a new related question or supported by personal experience or related research.</p> <p>Posts present a focused and cohesive viewpoint that is substantiated by effective supporting examples or links to relevant, up-to-date websites or documents that enhance the information presented.</p> <p>Posts are creatively and fluently written to stimulate dialogue and commentary.</p> <p>Posts demonstrate a high level of critical thinking such as through analysis, synthesis and evaluation.</p>
Personal Voice	<p>Posts are written in a style that does not fully consider the reader, and the author's voice is difficult to identify.</p> <p>Posts reflect almost no personality and little attempt is made to use effective word choices to bring the topic to life.</p>	<p>Posts are written in a style that is appealing and appropriate for the intended readership and a consistent voice is evident throughout.</p> <p>Posts reflect the author's unique personality through expressive and carefully selected word choices that bring the topic to life.</p>
Timeliness & Quantity	Blog updated infrequently below the minimum weekly requirement or when reminded or posts lack clarity about when written and uploaded.	Blog updated as often or more often than required; all posts are clearly dated and the most recent posts are placed at the top of the page.
Relevance	Posts are mostly relevant to the module curriculum and subject area.	Posts are always engaged with the module curriculum and subject area
Presentation Skills (50)		
Text Layout, Use of Graphics and Multimedia	<p>Selects and inserts many low-quality graphics and multimedia which do not enhance the content.</p> <p>Acknowledges only a few multimedia and image sources and uses incomplete captions or annotations.</p>	Selects and inserts high quality graphics and multimedia when appropriate to enhance the content's visual appeal and increase readability.
Tags	Posts are mostly but not always categorized and tagged appropriately.	Acknowledges all image and multimedia sources with captions or annotations.
Citation and Referencing	Some of the images, media or text created by others does not display appropriate copyright permissions and does not include accurate, properly formatted citations using the Harvard system for in text citation and bibliographic references of sources.	<p>Posts are always categorized and topics are tagged appropriately.</p> <p>All images, media and text created by others display appropriate copyright permissions and accurate citations using the Harvard system for in text citation and bibliographic references of sources.</p>
Writing Quality	Written responses include some grammatical, spelling or punctuation errors or inconsistent use of presentational conventions that distract the reader and show a lack of care and attention to the writing (such as the lack of proof reading).	Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication and shows care and attention to writing (such as through effective proof reading).