

TECH3022-18 Coursework B Brief and Assessment Criteria

Social Media Project Investigation (15%)

1. Coursework Brief:

Processed food disease is a result of changes in the diets of Western nations that has been exported around the world, often exploiting poorer communities by imposing industrial food production systems, selling carbohydrate-rich foods at low costs, and using food technology principles to seduce consumers into over-consuming food-type products that result in obesity, diabetes and heart disease. Debates about healthy alternative often focus on official guidance that we should consume less and exercise more, but this fails to take into account that not all calories are the same, and that the impact on the body of highly processed carbohydrate rich food is what is driving these problems, particularly among poor and socially marginalised communities.

In your next assignment, you will undertake a social media campaign project in which you will take on the role of a social media communications agency who have been commissioned to develop and promote an awareness campaign highlighting the dangers of processed foods and the alternatives that are possible if simple changes are made. This will include a focus on food literacies, awareness of the role of marketing in exploiting people's perception of healthy food products, and DIY approaches to taking back control of one's own food intake. https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Production_Planning_2017-18

For this assignment, though, you will investigate how people use social media to discuss, share and express their views about processed foods, and the debates that are associated with perceptions of processed food disease. In identifying how people share their concerns using social media you will be able to identify the issues that you want to address in the next assignment, and what type of social activity other people have developed to alleviate some of the worst effects of processed food disease. https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18

This assignment consists of investigation and research into your chosen campaign project for component C of your coursework. The methodology for investigation will be Online Digital Ethnography, sometimes known as Netnography, based on the principles of Symbolic Interactionism. This means discussing ideas with members of your group, finding out if other people have undertaken similar research projects, and explaining how these research projects work. You can use an idea that has been used in the past and adapt it, or you can come up with something new, as long as it has a focus on raising awareness of processed food disease.

2. Assignment Requirements

For this assignment, you will research and write about these issues, as they are discussed and talked about in newspaper articles, in blog sites, in chat rooms, and so on. Your blogs will summarise the key issues of concern, and will use quotes, links and screengrabs to demonstrate what it is that is being discussed in these articles and threads.

The final blog post of this section of your coursework portfolio should be a **three-minute reflective video**, posted either to the blog directly, or embedded into your blog as a YouTube video. This vlog will give a basic overview of what you have discovered in your investigation and in what way your group will take this information and use it in the next assignment, and turn this into a practical project.

You should aim to incorporate a wide variety of content such as podcasts, videos, blogs and wikis, or whatever forms of media you are asked to experiment with and try out. We want you to experiment with creativity and innovation, so your media skills will be something you want to show off as you learn new skills and use new platforms.

So, you will submit **five** blog posts, the last blog being a three-minute video blog that reflects on what you have learnt so far.

It is essential that you establish the habit of blogging regularly, so you will be expected to post a blog each week, with an updated link on your wiki profile page, and an explanation of what is distinctive and innovative about the blog post. Time will be put aside in the workshop sessions for this.

- You will make a social media production 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 with any appropriate links to your work on your Wiki Profile Page: 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. The more creative and inventive about the type of media you use the better.
- All of the production work must be available online and be capable of being linked-to or embedded on your portfolio page in the module wiki.
- You could make a series of photographs, videos, or podcasts, use sites such as Twitter, Paperli, Flipboard, Tumblr, YouTube or Pinterest, for example, alone or in combination.
- The social media used in these posts must be made specifically for the module and be driven by the specific aims and objectives of the assignment.

Your blog posts must relate to the research you are undertaking, and the discussions that your group hold about the campaign project that will be undertaken after the Christmas break. 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 campaign project topic. Your portfolio will also demonstrate that you are able to establish a regular routine throughout the period demonstrating digital literacies, creativity and production skills.

- Each blog should take no more than 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. If you do not have any links to your individual blogs on your profile page you will be marked at zero.

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

Deadline: Week 12 (1st week of Christmas break), 10am Monday 18th December.

Submission: Individual Links clearly marked on your DMU Commons Wiki Profile.

Marking & Feedback by: 10am 22nd January 2018.

3. Assessment Criteria

This is the grid that will be used to give you feedback.

TECH3022-18 Coursework B Feedback		
Student Name:		
Blog Link:		
Wiki Profile:		
		Mark:
Blog 1:	Title: Date Posted: Comment:	
Blog 2:	Title: Date Posted: Comment:	
Blog 3:	Title: Date Posted: Comment:	
Blog 4:	Title: Date Posted: Comment:	
Blog 5:	Title: Date Posted: [Reflexive Video Blog] Comment:	
Wiki Profile Page Feedback:		
Overall Comments:		
Total Mark:		0%

TECH3022 Coursework B Assessment Criteria:

	Blogs	Discussion Links	Research	Writing	Media	Wiki Profile
0 – 20%	<ul style="list-style-type: none"> Poorly written. Does not cover the topics given in the brief. Contains obvious errors and poor use of language. No consistency between each blog post. 	<ul style="list-style-type: none"> No links to wider online discussions of the topic. No evidence of discussion in group. Does not cover the specific topic. 	<ul style="list-style-type: none"> No research based on reading or investigation. Makes assumptions based on own opinion. Does not relate to the topics specified. 	<ul style="list-style-type: none"> Poorly written, with significant errors. Informal and colloquial writing. Does not focus on or explain topic. 	<ul style="list-style-type: none"> No embedded or linked media. Media does not work or is of poor quality. Media is not related to topic. 	<ul style="list-style-type: none"> No links to individual blogs. No comment on each of the blogs. Poor formatting and writing.
20 - 40%	<ul style="list-style-type: none"> Poorly written. Basic cover of the topics given in the brief. Contains some errors with poor use of language. Largely inconsistent posts. 	<ul style="list-style-type: none"> Basic links to wider discussions online. Limited evidence of group discussion. Covers the topic but in a limited way. 	<ul style="list-style-type: none"> Limited research that is general in nature and does not specifically relate to the topic. General assumptions are made based on own experience. 	<ul style="list-style-type: none"> Writing is basic but clear. Some errors. Limited use of language and some casual phrases. Gives some focus to the topic and how it is relevant. 	<ul style="list-style-type: none"> Some media is used but it is limited. The quality of the media is inconsistent. The media has some relation to the topic, but it is not clear. 	<ul style="list-style-type: none"> Some links to the blogs but these are not consistent. The comments are limited and basic. The wiki is poorly formatted and the writing is inconsistent.
40 – 60%	<ul style="list-style-type: none"> Clear writing that is logical and makes sense. Covers the topics given in the brief. Contain small number of errors, with competent use of language. Consistent posts. 	<ul style="list-style-type: none"> Links well identified and clearly used in each post. Evidence of discussion of the topic in the group. Range of issues considered relate to the topic consistently. 	<ul style="list-style-type: none"> Research is useful and related to the topic. While there are assumptions from own experience, there is some evidence of research from other discussions and sources. 	<ul style="list-style-type: none"> Writing is clear and presented consistently. Use of language is mature, giving a sense of competence to the reader. The topic is mostly well explained in an engaging and direct manner. 	<ul style="list-style-type: none"> Media is used consistently, relating well to the topic. Quality of the media is consistently produced. The media relates directly to the topic and illustrates issues concisely. 	<ul style="list-style-type: none"> The links are clear and easy to find, follow and access. The description of each blog is clear and relevant. The writing is well structured and explains the content of the blogs consistently.
60 – 80%	<ul style="list-style-type: none"> Engaging writing that is evocative and makes a strong point. Gets to the heart of the topics given in the brief. No obvious errors, with a rich use of language. Consistent posts. 	<ul style="list-style-type: none"> Links to articles and discussion feeds are well chosen and relevant to the topic. Clear evidence of lively and engaged discussion in the group. 	<ul style="list-style-type: none"> Evidence is clear and well related to the topic. There are few or no assumptions being made. Evidence is drawn from distinct examples and situations. 	<ul style="list-style-type: none"> Writing is clear, expressive, consistent. Language is used creatively and presents issues in an engaging manner. Points are made succinctly and encourage further debate. 	<ul style="list-style-type: none"> The media is imaginative and relates specifically to the topic. The media is produced well to a sharable quality level. The media imaginatively relates to the topic and is inventive. 	<ul style="list-style-type: none"> The links are very easy to find and access. The description of each blog identifies something of interest and relevance. The writing engages the reader as an example of good discussion.
80 – 100%	<ul style="list-style-type: none"> Rich and evocative use of language making a direct point. Goes beyond the brief to make a point of value. Rich use of language and no errors. Consistent posts. 	<ul style="list-style-type: none"> Challenging and thought-provoking use of links that move the topic forward. Discussion is well founded, engaging and direct. Issues that are explored are challenging and thought-provoking. 	<ul style="list-style-type: none"> Innovative and imaginative use of source material for evidence. No assumptions are made, and each source is interrogated thoroughly. Based on clear and direct examples. 	<ul style="list-style-type: none"> There is a sense of pleasure and playfulness in reading the posts. The language is mature and sophisticated. Issues are engaged with creatively and expressively. 	<ul style="list-style-type: none"> The media is imaginatively presented and produced. The quality of the media is very 'shareable'. Creativity and imagination are clearly expressed in the media. 	<ul style="list-style-type: none"> The links are clear and easy to access. The description of each blog posts identifies its key features and qualities. The writing gives a strong sense of engagement with the topic.