

CM 203: Introduction to Communication

Tweet Week (15%)

The objective of this assignment is to both engage in and keep track of social media activity. During the course of a week (Tuesday, October 27th – Tuesday, November 3rd), we'll all share what we're reading and reviewing on social media via Twitter using the hashtag **#COM203M**. **We will also each follow 5 new users/accounts that focus on science**. Each student needs to share a minimum of 30 tweets (~ 4 per day) and engage in the practice of retweeting and favorite-ing tweets. Once the week is up, we'll gather all the tweets, retweets, etc. and list of new organizations/individuals we followed and look at what the group has posted in class. Then, your job will be to write a 3-4 page (1,000 words max) reflection paper on the Twitter content and activity. The first part of your paper (25%) should summarize the Twitter activity of you and your fellow classmates. The second part of the paper (75%) should offer a reflection on the activity. You should address the following questions in your response paper:

- What themes were present in the content shared?
- How much of the discussion centered around science?
- What themes or types of content were missing?
- What was unique or important about using Twitter as a medium to share this content?
- Were there certain tweets or topics that were more memorable for you? Less memorable?
- In addition to the five users/groups you chose to follow, did this activity encourage you to follow new individuals, groups, etc. on Twitter? Which ones? Why?
- Did this activity lead you to acquire new followers?
- How valuable is Twitter as a source for science information?

Students will meet in small groups to share their reflection papers. Your reflection paper will be due on Moodle on **Tuesday, November 17th at 9:00 am** along with a PDF or screenshots of your individual tweets using the **#COM203M** hashtag during the week. Please bring a copy of your paper and a printout of your individual tweets to class on for discussion.

** While a more detailed grading rubric will follow for each assignment, it is important to note that all papers should be written in 12-point Times New Roman font. Papers should be double-spaced and have 1" margins all around. Make sure you add page numbers to your paper in the footer and put your name in the header (you'd be surprised how many people forget). A reference list (if applicable) should be on a separate final page(s). Everything should be uploaded as one word document (.doc or .docx) with your Last Name_Assignment as the title (e.g., Becker_TextualAnalysis). We use APA style for citing all references. For more information on APA style, visit:

<http://guides.indlibrary.org/content.php?pid=344229&sid=2972524>

Grading Rubric

Overall (25%)	<ul style="list-style-type: none"> The paper has a clear intro, body, and conclusion The first part of the paper offers a summary of the Twitter activity The second part of the paper presents a thoughtful self-reflection, answering key questions about the exercise Assignment instructions were followed carefully The paper has a clear thesis/main argument 	5 4 3 2 1 0
Twitter Activity (10%)	<ul style="list-style-type: none"> A PDF of individual Twitter activity is included with the assignment The Twitter activity includes a complete set of tweets along with ample re-tweets and favorite-ing activity Overall, the Twitter log shows ample activity during the week-long posting period 5 new organizations/users were followed (science theme) 	5 4 3 2 1 0
The Summary (15%)	<ul style="list-style-type: none"> Appropriate space/time is given to completing the first part of the written assignment Clear discussion of examples as part of the documentation 	5 4 3 2 1 0
Self Reflection (30%)	<ul style="list-style-type: none"> The self-reflection is thorough and thoughtful, addressing key questions Ample space/time is given to completing the second part of the assignment Supporting material is appropriately cited and referenced if applicable Key themes from course content are apparent and clear 	5 4 3 2 1 0
Structure & Organization (10%)	<ul style="list-style-type: none"> The paper address both parts of the assignment (25% vs. 75%) The paper has a clear flow and order Clear paragraphs present The thesis carries through the paper The reader is able to follow the writer through the parts of the assignment 	5 4 3 2 1 0
Grammar/ Style (10%)	<ul style="list-style-type: none"> The writing is professional and clear The paper has been well-proofread/is free of major grammatical errors Citations are used where appropriate (and correctly) in text The reference list is properly formatted in APA style and included with the assignment Everything is double-spaced, 12 pt. font, page#, etc. 	5 4 3 2 1 0
Additional Comments/ Thoughts		Grade:

(5 = Excellent, 4 = Very Good, 3 = Good, 2 = Poor, 1 = Satisfactory, 0 = Incomplete/Not Satisfactory)