Social Media

Mid-Term Evaluation 30%

#Wearewinter and #Oscars2014

Feb. 7 - March 7 2014

 The mid-term evaluation will be a rolling project over a three week period. This means that there will be small assignments that must be completed online using our new course website and various social media platforms.

 Both classes are going to use the websites blog posting section and their own social media savvy to contribute, discuss, assess, analyze and integrate material from class lectures, the textbook and your own knowledge in relation to two upcoming events; the Winter Olympics and the 2014 Oscars.

As a student you will be required to post, tweet, ‘like’, complete polls and surveys, and respond to each other’s comments and questions through the website and social media platforms. In order to do so, you will need to create a profile on the website. You may use your own name or you can create a pseudonym, but you must inform me of the pseudonym as soon as possible.

 I will be posting 2-3 questions, surveys, or polls that must be completed each week. A portion of your mark will be comprised based on the quality of your responses and your activity throughout the entire discussion (see more information below on quality and participation in the marking scheme).

 Finally, you will be required to write a 250 word response (maximum) that will be submitted via a hardcopy on March 7. The final question will be posted on February 28th.

 The class website and other social media platforms can be found at:

Website

[www.socialmedialasalle.weebly.com](http://www.socialmedialasalle.weebly.com)

Facebook

Username: SocialMedia

socmedlasalle@gmail.com

Twitter

Username: SocialMediaLasalle

@socmedLasalle

socmedlasalle@gmail.com

**Evaluation Grid**

**Content – 10%**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Level 1 (1-2%)** | **Level 2 (3-4%)** | **Level 3 (5-6%)** | **Level 4 (7-8%)** | **Level 5 (9-10%)** |
| **Appropriateness of Post(s)** | - Never posts an appropriate length response- Always uses inappropriate language-Posts are always disruptive to the flow of the discussion or to others | -Rarely posts an appropriate length response-Regularly uses inappropriate language-Posts are regularly disruptive to the discussion or to others | -Occasionally posts an appropriate length response-Inappropriate language is occasionally used-Posts are occasionally disruptive to the discussion or to others | -Regularly posts an appropriate length response-Posts are rarely disruptive to the flow of the discussion or to others -rarely uses inappropriate language | - Always posts an appropriate length response- Posts are never disruptive to the flow of the discussion or to others-Never uses inappropriate language |
| **Addresses the Topic Effectively** | -Posts are unrelated to the topic of discussion-Comments highlight irrelevant information | -Posts are rarely related to the topic of discussion-Comments rarely highlight key information | -Posts are occasionally related to the topic -Comments occasionally highlight key information | -Posts are regularly related to the topic-Comments consistently highlight key information | -Posts always address the topic directly-Comments always highlight key information and are able to add more information to the discussion |
| **Adds to the Conversation** | -No additional information is ever present- Additional information does not stimulate the conversation | -Additional information is rarely present-Rarely stimulates the discussion but leads the discussion away from the actual topic  | -Additional information is occasionally used-Occasionally helps stimulate the discussion  | -Additional information is regularly used-Additional information helps the discussion get started | -Additional information is always present-Additional information helps the discussion evolve |

**Participation – 10%**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Level 1 (1-2%)** | **Level 2 (3-4%)** | **Level 3 (5-6%)** | **Level 4 (7-8%)** | **Level 5 (9-10%)** |
| **Participate and Respond to all Assigned Activities** | -Never respond to original assigned activities within a respective timeframe | -Rarely respond to original assigned activities within a respective timeframe | -Occasionally respond to original assigned activities within a respective timeframe | -Regularly respond to original assigned activities within a respective timeframe | -Always respond to original assigned activities within a respective timeframe |
| **Actively Engaged in Posting, Tweeting, ‘Liking”** | -Never are engaged in other social media platforms for the class | -Rarely engaged in other social media platforms for the class | -Occasionally engaged in other social media platforms for the class | -Regularly engaged in other social media platforms for the class | -Always engaged in other social media platforms for the class |
| **Additional Responses to Original Posts, Tweets, “Likes” and other Information** | -Never provide additional responses to original posts, tweets, “likes” or other information | -Rarely provide additional responses to original posts, tweets, “likes” or other information | -Occasionally provide additional responses to original posts, tweets, “likes” or other information | -Regularly provide additional responses to original posts, tweets, “likes” or other information | -Always provide additional responses to original posts, tweets, “likes” or other information |

**Written Report – 10%**

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| --- | --- | --- | --- | --- | --- |
|  | **Level 1 (1-2%)** | **Level 2 (3-4%)** | **Level 3 (5-6%)** | **Level 4 (7-8%)** | **Level 5 (9-10%)** |
| **Content** | -Content is irrelevant to the topic-Ideas and points are unsupported and articulated poorly | -Content is rarely relevant to the topic-Ideas and points are somewhat supported and articulated effectively | -Content is occasionally relevant-Ideas and points are occasionally articulated well and supported satisfactorily | -Content is consistently relevant-Ideas and points are sufficiently articulated and supported | -Content is directly related to the topic-Ideas and points are effectively articulated and supported |
| **Clarity** | -Writing is unclear | -Writing is somewhat unclear, needs major modifications | -Writing is clear, with some minor modifications | -Writing is clear  | -Writing is excellent |
| **Application of Course Material, Research, and Personal Experience** | -No use of course material or individual research-Relied only on personal experience | -Rarely used course material or individual research-Relied primarily on personal experience | -Occasionally used course material or individual research-Personal experience was heavily used | -Regularly applied course material and individual research-Personal experience was used effectively  | -Always effectively integrated course material, individual research and personal experience |