

Group Project Mini-Task Choices & Rubrics

Each group is required to submit three (3) mini-tasks for their group project. The outcome of these tasks should be shared after the group presentation and submitted either online or in paper according to deadlines outlined in the syllabus and here. Each mini-task is worth 10 points each. Every group member will receive the same point credit regardless of who submits the task. **Be clear and certain amongst group members who is submitting what task.** I would highly suggest forwarding confirmation emails from Carmen should you choose to submit electronically.

Descriptions, logistics, and rubrics follow on the next few pages. Be certain to illustrate how this mini-task helps describe your topic, why social media is important in this topic area, who would manage, deliver, see or need these type of message through social media, and most importantly, demonstrate HOW this information is disseminated.

Mini-tasks are due:

- First task choice: Tuesday October 15th, 11:59pm EST
- Second task choice: Tuesday October 29th, 11:59pm EST
- Third task choice: Thursday, November 7th, 11:59pm EST

Mini-task choices

1. Visual infographic
2. Three (3) memes
3. Five (5) mock Facebook posts
4. Five (5) mock Tweets
5. One-page information flyer (handout)

1. Visual infographic

a. Purpose:

- i. Individuals learn and process information in a variety of ways. Hopefully your group project will have lots of information that you should share with others. This task asks you to focus on how to best present What/Why/Who/How of your group topic visually.
- ii. Choose the type of visual (e.g., graph, diagram, flow chart, mosaic) you will use carefully. The visual should fit with the data used nicely. For example, if you are demonstrating percentages of types of cyberbullying, a pie-chart would be more appropriate than a bar graph.
- iii. Choose the information you are trying to represent visually carefully. Visual infographics do not necessarily have to be only number based. Characteristics, descriptors, etc can be arranged visually just as aesthetically as other data.
- iv. Your results should be referenced in your individual final papers and group presentation.

b. Logistics:

- i. For some inspiration, visit <http://www.informationisbeautiful.net>. I do not expect this level of sophistication for this mini-task, but you can aspire to work towards this.
- ii. Upload the saved document to Carmen by the deadline.

c. Rubric:

Category	Excellent (2 point)	Fair (1 points)	Poor (0 points)
Format	Visual fits data perfectly, data points are clear	Visual data fits okay, data points are visible but not clear	Visual data does not fit the point, no/few data points visible or understood
What	Topic is clearly illustrated through task	Topic is somewhat illustrated through task	Topic is not evident through task, unclear
Why	The graphics are very important to the narrative	The graphics are somewhat related to the narrative	The graphics are only peripherally related, or unrelated to narrative
Who	Audience is clearly relevant	Audience is not relevant, but attempted	Audience is not relevant or apparent
How	Excellent use of graphics to advance purpose of topic	Fair use of graphics to advance purpose of topic	Poor use of graphics to advance purpose of topic

2. Memes

a. Purpose:

- i. Memes have long been a popular and useful tool to communicate symbols, practices, or ideas quickly and recently, visually. Besides humor, memes can be educational and powerful in terms of helping your audience remember key information. In this mini-task, your group will determine how to visually communicate through a meme a key part of your group project. For example, the “Condescending Wonka” visual meme could be used to chide someone about cyberbullying:



Figure 1. Condescending Wonka meme illustrating an example of cyberbullying to the public.

- ii. Choose the text and image for your memes carefully, making sure they are connected to each other and connected in some way to your project.
 - iii. Be creative in your approach. How can these memes go as viral as possible on social media? Connect to what is hot now in terms of memes. What have you seen on your newsfeed?
- ### b. Logistics:
- i. You will be using <http://memegenerator.net> to complete this mini-task.
 - ii. You are expected to have at least three (3) different memes associated with your group project. The text and images should be different on each.
 - iii. Choose your meme format carefully. Be certain you are not using a stereotype meme or one that could be considered especially offensive.
 - iv. Keep the text concise, clearly related to your group project and in the tone of the original meme. For example, if you use “Condescending Wonka,” the text should be fairly sarcastic and condescending or if you use Ryan Gossling, it should start with “Hey Girl.”
 - v. Once you have generated the meme, download the image and paste it into a Word document. Label the image according to APA formatting (see above). Each meme should have its own page.
 - vi. Include a short paragraph on each page about your group’s approach and reasoning behind the meme. This will help me ascertain if you have incorporated what you’re learning into this mini-task (see rubric on next page).
 - vii. Upload the saved document to Carmen by the deadline.

c. Rubric:

Category	Excellent (2 point)	Fair (1 points)	Poor (0 points)
Format	3 original memes, 1 paragraph for each	2 original memes, only one paragraph	1 original meme and/or no explanatory paragraphs
What	Topic is clearly illustrated through task	Topic is somewhat illustrated through task	Topic is not evident through task, unclear
Why	The meme(s) are very important to the narrative	The meme(s) are somewhat related to the narrative	The meme(s) are only peripherally related, or unrelated to narrative
Who	Audience, purpose for meme(s) is clearly explicated in paragraph(s)	Audience, purpose for meme(s) is fairly explicated in paragraph(s)	Audience, purpose for meme(s) is poorly or absent from paragraph(s)
How	Excellent use of meme(s) to advance purpose of topic	Fair use of meme(s) to advance purpose of topic	Poor use of meme(s) to advance purpose of topic

3. Five (5) mock Facebook posts

a. Purpose:

- i. Facebook is a good social networking site for disseminating information, requesting information or feedback, sharing links to videos or other information online. This social media does not limit in terms of character length, like Twitter, and has the most affordances for communication of the media we discuss this semester. This mini-task asks you to demonstrate how the microblog Twitter would be useful to illustrate the What/Why/Who/How of your group topic.
- ii. Choose what you wish to mock-up on Facebook wisely. You will be assessed on how well you connect to your topic, research. It may be best to map it out with your group on paper before tackling the online application.
- iii. A creative team may incorporate your meme, handout, or other mini-tasks into this Facebook feed!
- iv. Your results should be referenced in your individual final papers and group presentation.

b. Logistics:

- i. You will be using <http://thewallmachine.com> to complete this mini-task. You may be required to allow the application to access your own Facebook profile. After this project, feel free to disallow this access.
- ii. You are expected to have at least five (5) original Facebook posts from at least 2 original users. You can start a conversation based on your group project and have “others” comment, ask questions through Facebook, and your original conversationalist reply.
- iii. Make sure you customize the photographs of the “users” you create, the number of likes or replies. Don’t just focus on the minimum if more responses or posts help make your point.
- iv. Once you create the Facebook thread, download and save the document or print it to a PDF.
- v. Upload the saved document to Carmen by the deadline.

c. Rubric:

Category	Excellent (2 point)	Fair (1 points)	Poor (0 points)
Format	5 original FB posts, 1 is responsorial, 2 users	2-4 original FB posts, or only 1 user, or no responsorial	<2 original FB posts, or only 1 user and no responsorial
What	Topic is clearly illustrated through task	Topic is somewhat illustrated through task	Topic is not evident through task, unclear
Why	The posted text is very important to the narrative	The posted text is somewhat related to the narrative	The posted text is only peripherally related, or unrelated to narrative
Who	Posts or responses are clearly relevant	Posts or responses are not relevant, but attempted	Posts or responses are not relevant or apparent
How	Excellent use of Facebook to advance purpose of topic	Fair use of Facebook to advance purpose of topic	Poor use of Facebook to advance purpose of topic

4. Five (5) mock Tweets from Twitter

a. Purpose:

- i. Twitter is a useful social networking site for disseminating information, requesting information or feedback, sharing links to videos or other information online. This mini-task asks you to demonstrate how the microblog Twitter would be useful to illustrate the What/Why/Who/How of your group topic.
- ii. Choose what you wish to mock-up on Twitter wisely. You will be assessed on how well you connect to your topic, research.
- iii. Your results should be referenced in your individual final papers and group presentation.

b. Logistics:

- i. You will be using <http://www.faketweetbuilder.com> to complete this mini-task.
- ii. You are expected to have at least five (5) original Tweets from at least 2 original users. You can start a conversation based on your group project and have “others” comment, ask questions through Twitter, and your original conversationalist reply.
- iii. Make sure you toggle (choose) to have show names/IDs, set full names, customize the avatars, and have at least one of the comments retweeted.
- iv. Once you create the Twitter thread, download and save the document.
- v. Upload the saved document to Carmen by the deadline.

c. Rubric:

Category	Excellent (2 point)	Fair (1 points)	Poor (0 points)
Format	5 original Tweets, 1 is responsorial, 2 users	2-4 original Tweets, or only 1 user, or no responsorial	<2 original Tweets, or only 1 user and no responsorial
What	Topic is clearly illustrated through task	Topic is somewhat illustrated through task	Topic is not evident through task, unclear
Why	The tweeted text is very important to the narrative	The tweeted text is somewhat related to the narrative	The tweeted text is only peripherally related, or unrelated to narrative
Who	RT or responses are clearly relevant	RT or responses are not relevant, but attempted	RT or responses are not relevant or apparent
How	Excellent use of Twitter to advance purpose of topic	Fair use of Twitter to advance purpose of topic	Poor use of Twitter to advance purpose of topic

5. Handout

a. Purpose:

- i. Handouts, usually a flyer of some sort, accompany many campaigns for different purposes. On social media, these images appear as a visual or a photo available for supporters or interested parties to download and disseminate on their own. This handout is an opportunity to have your information be shared both online and offline. This mini-task asks you to demonstrate how a handout would be useful to illustrate the What/Why/Who/How of your group topic.
- ii. Choose what you wish to include on your handout wisely. You will be assessed on how well you connect to your topic, research.

b. Logistics:

- i. Your handout is expected to be one (1) page, single-sided, with no less than ½” margins. You are not limited to black and white, any particular font, visuals, etc. Be creative yet respectful with what you include.
- ii. Be mindful of your text:visuals ratio
- iii. You do not need to photocopy handouts for your presentation. Instead, include your handout in your group presentation as either an image or actual reference.
- iv. Upload the saved document to Carmen by the deadline.

c. Rubric:

Category	Excellent (2 point)	Fair (1 points)	Poor (0 points)
Format	1pg handout, visually appealing	1/2pg or > 1pg, visually adequate	Barely 1/2pg or well over 1.5pg, text & font not visually appealing
What	Topic is clearly illustrated through task	Topic is somewhat illustrated through task	Topic is not evident through task, unclear
Why	The handout is very important, fits nicely to the group project narrative	The handout fits somewhat into the group project narrative	The handout is only peripherally related to the group project narrative
Who	Intended audience is clearly relevant in handout	Intended audience somewhat relevant in handout	Intended audience is not clearly relevant in handout
How	Excellent use of handout to advance purpose of topic	Fair use of handout to advance purpose of topic	Poor use of handout to advance purpose of topic