

JOU 348: EMERGING MEDIA IN ADVERTISING AND PUBLIC RELATIONS

Assignment: Technology Communication Log

Point Total: 100

Overview: Student will deliver a 2-page, single spaced report that analyzes the communication.

Components: Students will spent one week tracking their digital communications, looking for patterns (much like you would with a food log). The student will log the number of communications they make each day with: text, instant message, Twitter, email, Facebook (email and chat), blog posts and comments.

These will be broken down in at least three categories: Friends, Family, School, Professional (if you have a job/internship). You will, at the end of each day, write a journal about your interactions throughout the day, summarizing the numbers into a narrative.

The paper will include:

- **Abstract:** This will be a brief overview of the project and the goal of the project
- **Methodology:** This will explain how you went about collecting information (e.g. end of the day, as you went). This should be brief, but very specific.
- **Findings:** This section should explain the summary of each day and make a larger point about the patterns that you found. You should include theoretical connections to the literature and discussion we've had in class.

The paper will also include, but not be counted as part of the 2-page requirement:

- **End Notes:** This will be the section for citations.
- **Daily Journal (appendix):** Students will be required to turn in their daily journal -- broken down by day. It should include both the written reflection (with qualitative and quantitative examples) and the written breakdown: Friends, Family, School, Professional
- **Presentation:** Students will be required to sum up their journal for in-class discussion. This will not be a formal presentation, but the student should have 2-3 concise and salient points.

Grading: Students who complete the *minimum* requirements for the paper will receive a "C", which is average work. To receive higher marks:

- The work will cite more than 3 end notes, including work not from the required list
- The work will be clear, concise, professional and analytical
- The work will demonstrate a creative angle and presentation

	A	B	C	D	F
Abstract (5)					
Methodology (10)					
Findings (50)					
End Notes (5)					
Daily Journal (30)					
Presentation (+/-)					
Total					

*This paper should include *at least* 3 end notes. Any referenced material or thought that comes from a source other than the student must be attributed as such.