



Social Media and Communities

Objective

In this activity, you will describe different blogs on any subject and compare and contrast personal and commercial blogs.



Introduction

Social media traces its roots back to the evolution to the Internet and the World Wide Web. Like its predecessors, social media has significantly impacted us as individuals and as a society. The advent of blogs, in particular, has allowed people to publish their views and experiences on diverse topics, or simply publish their own personal views on the world around them.

Scoring


| Task 1: Non personal Blog Research Presentation | Task Points: 100 |
|--|-------------------------|
| a. Depth and detailing of research | 30 |
| b. Data provided to support the argument | 30 |
| c. Level of reasoning | 20 |
| d. Structure of the response | 10 |
| e. Spelling, grammar and overall presentation | 10 |

Nonpersonal Blog Research Presentation

You have learned about social media, the Internet, and blogging. You have also created your own blog. In this activity, you will introduce a blog owner (a company, organization, or school). You'll analyze a professional blog owned by a company or by a not-for-profit organization. Professional blogs are different from personal blogs in many ways. You'll compare these two types of blogs.










Compare and contrast the professional blog that you have chosen with the personal blog on the following dimensions:

| Features of the Blog | Professional Blog | Personal Blog |
|---|-------------------|---------------|
| Topic: What is the topic of the nonpersonal blog? How is it different from the topic of the personal blog? | | |
| Design: How do the designs of the two blogs (layout, font, color theme, images, styles, and so on) vary? | | |
| Structure and Content: Explain how the structure and the presentation of data and content in the two blogs vary? | | |
| Audience: (followers/subscribers) Who is the target audience for each blog? What is the targeted demographics for each blog? What kind of audience does each blog attract? Is the audience different from the intended audience? How is the audience for your personal blog different from the audience for the professional blog? | | |
| Other Social Media Links: Which other types of social media are linked to each blog? How do they help drive more traffic to the blog? How are the social media links in the nonpersonal blog different from the links in your personal blog? | | |
| Evaluation: Summarize how the blogs are different. | | |

 Active time to complete: 2-3 hours

 You will need these materials:

- paper
- a pen or a pencil
- a laptop or a computer

B *I* U x^2 x_2 Font Sizes \downarrow **A** \downarrow **A** \downarrow          \downarrow

Type your response here.

Characters used: 24 / 15000

TASKS 2 AND 3

Type “Exempt” in the box for the response.

Do NOT do these activities.

Click Save & Exit to submit your assignment.