

Organizational Report: Final Report and Presentation
Computer-Mediated Communication
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I.LOC:

LOC #5: Critically analyze messages

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize influence of messages

II. Length of Assignment: 4-6 weeks

III. Materials Needed: A free online social media listening software:

<https://www.brandwatch.com/blog/top-10-free-social-media-monitoring-tools/>

IV. Instructions:

Description

The organizational report asks you select an organization of your choosing, but one that actively has a social media presence (Twitter, Facebook, etc.). Using a free online social media listening software, you will develop an ongoing search query that pulls in social media content generated by or about that organization. This search query will run for roughly 4-6 weeks. At the end of this search term, you will analyze the social media content you find and use class content to help you in this analysis. For example, you could look at the way the organization using systems approach or through a critical lens. Aside from the assignment, this experience should provide you with excellent experience collecting and analyzing social media data. This likely will look very good on a resume and as something to talk about with a potential employer during a job interview.

Sections

Below are the major sections of the paper that you will need to include, as well as a description of the content that should be included in that section/questions to answer. I do recommend labeling each section in the paper:

- Introduction
- Organization-Identify the organization you have selected. Provide a brief explanation/history of that organization. Assume that the reader of the paper does not know anything about your organization.
- Social Media-Explain how this organization communicates with social media. How active are they on different social media sites? Provide an overview of how you collected data, what were the search terms you used and why did you use them. Did you make any modifications from your original proposal?

- Analysis-In this section you should provide an explanation of what you found and then, using content we have talked about in class, apply that class content to your findings. If you use an approach, what does that approach contribute to your analysis? If you use the processes, what does that content say about what you found?
- Suggestions-What suggestions would you offer this organization to more effectively communicate with people on social media?
- Conclusion

Format

In general, you will need to provide support/evidence to support your claims in the paper. This likely will include the textbook and outside articles, in addition to data from NUVI. The paper should meet the following criteria in terms of format:

- Typed and double-spaced throughout
- One-inch margins on all sides
- 12 point Times New Roman font
- ~6-8 pages long, double-spaced (not including reference page)
- Clearly written, well organized, and free of grammar and spelling errors
- Includes your name, paper title, and date

V. Rubric or Scoring Guide: This assignment is worth a total of 100 points, 85 points for the written portion and 15 points for the in-class presentation. A grading rubric will be provided on our course Canvas site. As a reminder, the following letter grade explanation applies to this assignment.

A-Means your work is excellent. Not only have you met the basic guidelines of the assignment, but you have also demonstrated an in-depth understanding of course material and turned in outstanding work. Work that is considered to be exemplary/excellent constitutes an A.

B-Means your work is relatively good. You likely met the basic guidelines of the assignment and did so by demonstrating a good understanding of the material. Work that is considered above average constitutes a B.

C-Means your work is satisfactory or average. You likely met the basic guidelines/requirements of the assignment. Work that is considered average constitutes a C.

D-Your work does not meet the basic guidelines of the assignment and is poorly developed. Work that is considered below average or poor constitutes a D.

F-Your work does not meet the basic guidelines of the assignment or is substandard and warrants a failing grade. Work that is considered to be substantially poor or not turned in constitutes an F.