

Enhancement Project
Due on various dates throughout November

University policy dictates classes offering four credits must include an “enhancement hour.” Essentially, this is additional instruction or work assigned outside of the class meeting time designed to enhance your independent learning in the subject field.

For your enhancement project, you will get into groups of three. Your group will work together to research a social media platform/app and how it is or can be used to report and distribute news. You will provide original research about the platform and a thorough analysis of its strengths and weaknesses as a news tool. You will include a list of at least five scholarly and/or professional sources to support your research. (No Facebook, Twitter or Instagram, and no repeats – first come, first served.)

Your presentation should also include at least three examples of news organizations using this platform/app for reporting and/or distribution. You may include screen shots or video demos from the site.

Your group will also report your own story using the platform. This may be on any topic of your group’s choosing, but it must be professional and up to the journalistic standards we have set in this class.

For example, say I chose Facebook. I would discuss how news organizations have used Facebook in their reporting and distribution of news, including information on Facebook’s own news platform and fake news detectors. Next, I would show examples of how news organizations have used Facebook to generate interest in their stories and create brand loyalty. Finally, I would use Facebook live to cover an event on-campus.

Your team will present your findings and news story in a 10-15-minute online presentation. I am recommending you use Panopto, the university’s tool for recording and sharing video presentations. I will provide an online tutorial for Panopto this week.

Presentations will be staggered throughout November. In addition to your own presentation, you will also be expected to view your classmates’ presentations and post thorough at least one thorough comment demonstrating you watched each presentation and absorbed the information on MyClasses as part of your project grade (10 points for each presentation). Keep in mind that I can check to see whether you have viewed each presentation and for how long on MyClasses. Here is the schedule:

- Oct. 22 – Group plan for the project due in class
- Nov. 5 – Projects 1 & 2 due online
- Nov. 7 – Comments on projects 1 & 2 due on MyClasses
- Nov. 12 – Projects 3 & 4 due online
- Nov. 15 – Comments on projects 3 & 4 due on MyClasses
- Nov. 19 – Project 5 due online
- Nov. 21 – Comments on projects 5 due on MyClasses

I will draw group numbers randomly to determine your order. Technical difficulties will not be an excuse for late projects. Leave yourself plenty of time to complete the work and upload it to MyClasses before your due date.

Possible points	Guidelines	Self assessment	Professor Assessment
25 points	Research: <ul style="list-style-type: none"> - Your research thoroughly explores the use of a social media platform/app for news coverage and distribution - You have included a list of <u>at least</u> five scholarly/professional sources to support your research - Your audience has a complete understanding of the platform/app after watching your presentation 		
25 points	Examples: <ul style="list-style-type: none"> - You have included <u>at least</u> three examples of news organizations using this platform/app for news coverage/distribution - Your examples help underscore the value of the app and promote understanding of its use in a practical sense 		
25 points	New Story: <ul style="list-style-type: none"> - You have reported your own news story using the platform/app - The story is professional and adheres to the journalistic standards set in this class - You have used human sources to provide a thorough, well-reported story - Your story is interesting and newsworthy 		
25 points	Presentation: <ul style="list-style-type: none"> - Your presentation is organized, thorough and well-executed - You have made use of the online technologies to deliver your presentation - Your presentation is interesting and engaging for the audience - Your presentation is 10-15 minutes - Your group responds to comments and questions about the presentation 		