

SOCIAL BOOKMARK CONTRIBUTIONS

Social bookmarks do not only carry important PR applications, but they also constitute a powerful pedagogical tool. For that reason, we will be using them as a way to get everyone to actively contribute course resources and to share them with the class.

You will be expected to contribute 10 high quality resources on the topic of social media and PR to Blackboard Scholar by November 18th (roughly 1 per week). These can be links to blog posts, videos, podcasts, slideshows, etc. The important thing is that they provide quality information for your peers as well as others interested in the study of social media and its PR applications. We will occasionally review these bookmarks in class. During those reviews, you will be expected to tell your classmates about the resource and why you decided to include it in our course resources repository.

We will spend some time in class learning how to add resources to Blackboard Scholar. If you are absent that day, or if you need further instruction, you will need to make arrangements with me to learn how to post your content to it. If you encounter technical difficulties adding your resources, you need to let me know before the due date. There will be no extensions given for content added late. Also be sure not to duplicate resources that have already been added by your classmates or me.

For each resource you add to Blackboard Scholar, you need to fill out the following fields:

- Bookmark Name: Give your bookmark a name if it doesn't already have one
- URL: The URL should be added automatically. If it isn't be sure to add it
- Description: Summarize the resource and explain why it is a good source to include
- Tags: Include a number of tags that describe the resource you've added (the same way you would tag your blog posts)
- Discipline Tag(s): Select "Communication studies" as the discipline tag
- Course Tag(s): Select the Course Tag for our class
- Status: Select "public"

Grading criteria:

1. Included 10 resources by the deadline (to make sure you don't add all 10 at once, you can only add 2 links on any given day)
2. Resources contain all necessary fields
3. Tags appropriately describe resources
4. Summary is comprehensive and clear
5. Rationale for inclusion of the resource is sound

Extra-credit opportunity: (this is optional)

Pick any topic you are personally interested in. This can be anything: a hobby, an issue you are researching for a paper, a concept you'd like to explore, etc. Using Scholar or a different social bookmarking service (i.e. del.icio.us, Diigo, etc.), locate someone who shares that interest.

To do that:

1. Bookmark a resource on your topic of interest. Pick a good one here. The more specific the resource, the easier the rest of the assignment will be
2. In your list of social bookmarks, look to see who else has bookmarked that resource and what else they tend to tag. Examining their tag cloud will give you a good idea of what their interests are.
3. Keep looking until you identify someone who really fits your interests (i.e. who tags resources you would tag). This person should have bookmarked lots of pages on the topic of interest to you, and not just one or two. You may have to repeat steps 1-3 a few times to find that “perfect match” 😊
4. Write a one page profile of that person. What are their other tags? What interest categories does the tag cloud reveal? What do these tags suggest that person does for a living? Can you tell what field or profession they might be in?