

Short Writing Assignment #3: Online Profile of an Academic Researcher

Due Date: October 20th by the start of class via Blackboard

Directions:

- 1) Create the necessary social network accounts (Facebook, Twitter, etc.) if you do not already have them. You can close these accounts when you are done with your assignment.
- 2) Search Google, Facebook, and Twitter for a researcher or research organization in your field (does not have to be affiliated with Mason).
- 3) Follow the researcher and examine several of his or her posts/Tweets for at least 1 week.

4) In a written response (at least 750 and no more than 1000 words), answer the following questions:

- a) Over the course of the week, did the researcher/organization attempt to use social media to communicate research findings/ideas in any way? If so, how? What was communicated? To what audience (if you can determine it)?
- b) How would you characterize the majority of the posts that the researcher/organization sent?
- c) If you were going to communicate research via Facebook and Twitter, what might you do differently than this researcher/organization to improve circulation or readership for non-expert audiences?
- d) Any other thoughts/reflections on your observations.

When you turn in your assignment, please identify the FB/Twitter handle of the person or organization that you analyzed.

Grading Rubric

1. All directions in the prompt were followed
2. Writing is clear and well edited, using an academic tone. Imagine your audience to be the researcher/organization that you are analyzing, and that you are delivering an analysis designed to improve their online presence.
3. At least 750 and no more than 1000 words. Include a word count.
4. Formatting expectations are listed in the syllabus.