Activity 2 – ILT6013 SOCIAL NETWORKING

Starting date- 11th September 2009
Ending date – 28th September 2009
Marks [10 marks]

The objectives of this activity are to enable you to distinguish between the main characteristics/features of Social Networking sites, their potential, the similarities and differences. The activity will require that you engage in personal research, decision making process, collaborative discussions, and time management.

This activity will be carried out as follows

PAIRING UP PHASE

- Since you are a group of 13 students, the teams will be composed as follows: (5 teams of 2 students) and (1 team of 3 students)
- You are required to get in touch with your peers as soon as possible to decide on the team composition.
- Each team will then need to inform me via the 'coordination and tutoring forum' about the names of people within the team.
- The lecturer will then create a Team forum where you will be able to leave evidence of your collaborative work.

INDIVIDUAL - Analysis of a social Networking site
(* deadline 21th September 2009)

Please note that before the individual phase starts, each team members should agree on the site they will be analyzing. Obviously they should make a sensible choice so as to be able to carry out the collaborative part effectively.

For the individual part of this activity, You will identify **ONE** Social Networking site from the list provided accessible on the platform and devise a **comprehensive analysis grid** presenting the following:

- The site's main features and characteristics
- Its potential as a social networking tool/ its benefits
- Its associated dangers/drawbacks

Collaborative Phase- Making a comparative analysis of Social Networking sites

(* deadline 28th September 2009)

1. As a team, you will then collaborate to make a comparative study of the sites which have been analyzed in the first part of the activity by respective team members, pointing out clearly the differences and similarities in terms of information sharing, privacy issues, underlying structure, and any other aspects you deem pertinent to be discussed in your comparative study. You are free to devise your own presentation format for the comparative study.

   You will need to engage in collaborative tasks to discuss and finalize the comparative analysis. You are supposed to leave evidence of your online discussions as well as your face to face meetings, if any - minutes of chats and face to face meetings to be uploaded in your team forum space). There should also be evidence of how the work is progressing within the team (updated versions of working documents, work plan, etc)

   With regards to the collaborative phase, you are requested to devise a planning (work plan) to clearly show how the work will be tackled within the team. An example is provided on the platform. You may modify it as needed.

   ***Please note that for both phases, you will need to cite your reference sources

   Outcomes
   - The team's work Plan showing clearly the responsibilities of each team member as well as the details of how the work is going to be carried out.
   - Individual Analysis grid
   - Comparative analysis work
   - Evidence of online and offline meetings/discussions (minutes and discussions in the team forum)

   Criteria for assessment

   1. Clarity of individual analysis grid/depth of information
   2. Relevance and pertinence of views shared in the comparative analysis
   3. Clarity of the presentation format
   4. Detailed work plan submitted
   5. Planning and management of collaboration work/individual input
   6. Adhering to deadlines

   Deadlines
   Individual Phase – 21th September 2009
   Collaborative phase – 28th September 2009