coms 298   social media audits

During the semester, students will conduct two separate, but likely related, social media audits. The first asks students to assess their personal activities online or using technology to communicate with important others. The second specifically analyzes relational work accomplished online or via technology.

Learning Goals:
- To analyze personal and relational communication on social media or related technologies such as direct messaging/texting
- To apply concepts from communication literature to explain personal and relational activities online or via technology
- To critique how social media and various technologies shape communication, identity, and relationships

Personal Social Media Audit, Due March 5, 2020, 75 points possible
(Due on Canvas and in hard copy)

Analyze your personal social media or mediated communication activities (e.g., for those who do not use social media, consider text messaging, email, etc.). Then craft a 3-4 page analysis, linking in relevant social media and communication studies literature. Don't forget a references page in APA style.

Questions to guide your thinking… What platforms do you use regularly? What platforms do you check but not post on? How much time do you spend online? What types of messages are you sending? What do you think you are communicating about yourself? Are you involved in content creation online? Who are your imagined audiences? Who are your actual audiences? What conflicts and tensions have you managed, relative to your personal social media activity? What would you change about your social media presence? Have you taken a social media break? Do you need to? How do your personal online activities influence your offline communication activities or persona?

Relational Social Media Audit, Due March 26, 2020, 75 points possible
(Due on Canvas and in hard copy)

Analyze your relational social media or mediated communication activities (e.g., for those who do not use social media, consider text messaging, email, etc.). Then craft a 3-4 page analysis, linking in relevant social media and communication studies literature. Don't forget a references page in APA style.

Questions to guide your thinking… How do you perform relational work on social media or mediated tools? What types of relationships do you cultivate online? Personal? Professional? Romantic? Familial? What platforms are useful for which relationships? What types of relational conflicts have you managed, relative to your online or mediated activities? How has social media or mediated communication shifted the way you start, maintain, or end relationships? How do your online activities influence your relationships offline? How do the online activities of *others* influence your relationships offline?