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Blog Post #3

1. Learning Artifact thread
* I would like to create a social media analysis project that will help students gain knowledge and understanding of social media data and how to analyze it. This project will allow students to receive hands-on experience by creating a social media infographic using Canva. Canva is a tool used to create a variety of engaging content and create designs for web or print such as presentations, blog graphics, Facebook covers, flyers, posters, invitations, etc. This project will be developed in three parts as well. First, the Social Media Infographic-First Draft (Due April 10th), in which students will design an infographic that presents the relevance of social media to their intended audience members for their final project using the data they gathered from their Social Media Analysis Discussion 1. In their social media analysis discussion 1, students were required to investigate the social media presence of the company/organization to which their intended audiences for their final project belonged using Twitter, Instagram, Facebook, and other social media networks and provide a summary of how each resource is used. Second, students will have their Social Media Infographic-First Draft peer review (Due April 12th), in which I will assign for students to conduct (2) peer reviews and compose questions for them to answer based on their peer’s infographic. Third, students will turn in their Social Media Infographic Final Submission (Due April 14th), in which they will take the feedback they received from me and fellow peers and turn in a final draft of their infographic making necessary changes. Lastly, I will have students do a reflection of some sort explaining what they found most interesting and most difficult in doing this project. I’m still developing this project in my head, but this is the basis of what I would like to do so far.
1. DIY Thread
* As I stated above, I would like to do a Learning Artifact, but not in paper form. Also, not only do I want my students to use Canva to create their infographic, I want them to use third party tools such as Voice Thread to respond to certain questions I create about a sample infographic. I want this social media analysis project to be a combination of a variety of resources students can use and I would like this project to be collaborative. I will provide links to articles that could be helpful in students creating their infographic on Canva as well.