Concept Proposal for a Social Media Platform (20% / 200 points)

Due dates:
- April 3: Initial bibliography (5 sources, bring hard copy to class)
- April 6: Annotated bibliography draft (5 sources, bring hard copy to class)
- April 10: Group proposal draft (every individual brings a hard copy to class)
- April 14: Final proposal and annotated bibliography (everyone submits both to T-square)
- April 15: Pecha Kucha Prezi presentations (in groups, in class)

Task
In groups of four, you will identify and research a group on campus that is in need of a social media platform to strengthen its community. Each member of the group will conduct individual research, including an interview with a member of the targeted community, and resulting in an annotated bibliography. Together the group will write a proposal, addressed to the targeted community, describing the social media concept and the community need the proposed platform serves. Finally, the group will create a Prezi presentation of its concept, which it will deliver pecha kucha–style to the class.

There are three components of this project:

1. an annotated bibliography of five individually researched sources;
2. a written proposal prepared collectively by the group;
3. a pecha kucha presentation delivered by the group to the class.

Submission
Drafts of your initial bibliography, annotated bibliography, and group proposal should be printed out and brought to class on the dates given above (April 3, 6, and 10, respectively).

The final draft of your annotated bibliography and concept proposal should be submitted together on T-square by noon on April 14. Every member of the group will individually submit the same collectively written concept proposal.

Each group will deliver a pecha kucha Prezi of its concept proposal to the class on April 15. Everyone must individually submit the group’s Prezi on T-square by 5 p.m. on the same day.

Social Media Concept Proposal
Every member of the group will individually submit the same collectively written concept proposal on T-square by noon on Tuesday, April 14.

Each group will compose a proposal addressed to a specific Georgia Tech community or organization, persuading it to adopt your social media platform, which you’ve tailored to a particular communication need in that community. The proposal should be 1000–1250 words and consist of an introduction, community profile, platform description, comparison with the competition, and a concluding restatement of the solution. Attached but not included in the word count should be a Works Cited list of the sources referenced in the proposal.
The **introduction** should briefly define the problem or opportunity the proposed social media platform addresses, including the community it serves and the need it fulfills, and outline the purpose and organization of the rest of the proposal. The introduction should clearly name the social media platform and define any key terms or specialized terms that will be used in the rest of the proposal.

The **community profile** should describe the group or organization the proposed platform will serve and the problem or opportunity it addresses. What do the community members have in common? How is the community organized? What brings them together? Where, when, and how often do they get together? What aspect of the community’s activities could be served by a social media platform? Did the community express the need your platform addresses, or did you independently observe the need in your interviews? Your profile should incorporate quotations from the community members, culled from the interviews the group conducts.

The **platform description** should clearly identify the name of your application and the device on which it best operates (smartphone, computer, tablet, something else? drone?). It should explain how the community members will acquire the application and what they’ll use it for. The description should give a vivid example of a situation in which the identified problem arises and how the proposed platform improves on the way that problem is currently solved by the community. It may prove useful to research how similar communities solved similar problems.

The **competition comparison** should present your research on platforms this community might also consider as a solution to the problem you’ve identified. What are those platforms’ advantages and disadvantages? Why is your platform better?

The concluding **restatement of the solution** should review the main points of the proposal and emphasize the strongest case for your proposed platform. Persuade the addressed community that it will work better if it adopts your concept.

The **Works Cited** is a bibliography of only those works you cited in the proposal. It need not be annotated, and it doesn’t need to include the sources given in every individual group member’s annotated bibliography.

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**Annotated Bibliography**

**Your individually researched and annotated bibliography is due on T-square on Tuesday, April 14.**

Each member of the group will compile a bibliography of sources used to develop the proposal. The bibliography should include an interview that each member of the group conducts with someone in the community the proposed platform will serve. You may use trade publications like *Wired* or *CNET*. You may use scholarly research (articles or books) on social media and communication.

The primary audience of your annotated bibliography is the other members of your group, and the professor is your secondary audience. Every group member’s bibliography should be different, though they might overlap slightly. As a group, you might consider dividing the research you need to do for the different elements of the proposal among the group members, in which case your annotations serve to inform the group members of your findings. As in the previous assignment, the annotation should explain why this source is relevant and significant to your proposal and summarize the source in a way that illustrates that significance.
Pecha Kucha Prezi
Each group will present a pecha kucha Prezi to the class on Wednesday, April 15. Each member of the group will individually upload the Prezi file to T-square by 5 p.m. the same day.

Each group will translate its five-part written proposal into a five-part pecha kucha presentation, accompanied by a Prezi visual aid. Pecha Kucha is an efficient and dynamic presentation of exactly 20 slides, allowing no more than 20 seconds to each slide for a total of about 6 and a half minutes. Each member of the group must present five slides; you may distribute and choreograph the speaking parts however you like to most effectively present your concept to the class. Slides may contain text and/or images, but be sure to create slides that prompt you while illustrating or reinforcing your point. Do not simply read the slides. Also keep in mind that now your audience is the class, rather than the target community.

Intellectual and Practical Goals of the Assignment
At the end of this assignment, you should:

- have a better understanding of how technology and communication are integral to the way communities form and interact
- have experience doing field research on human subjects
- have improved confidence and competence explaining the relevance and significance of a source to your developing argument
- have greater awareness of how to contribute to a productive group and share responsibility within it
- have greater familiarity with research databases and how to assess sources appropriate to your genre and audience
- be convinced that Prezi is better than PowerPoint
- have strategies for speaking to an audience efficiently while effectively referring to visual aids
- have greater competence in MLA citation format

Grading
Your annotated bibliography, group proposal, and pecha kucha Prezi are worth 200 points, which is 20% of your final grade. You will be evaluated on:

- how well you summarize and defend the significance of the sources you contribute
- the substance and appropriateness of your sources to your concept and target community
- how thoroughly your proposal covers the five required parts
- how clearly you define the community’s need and describe how your proposed concept meets that need
- how substantively you contribute to the success of the group’s proposal and presentation
- how well your speech and slides complement each other
- how creative and poised you are about engaging the class with your voice, eye contact, and body language
- whether your bibliography follows MLA citation format