First Oral Presentation
February 17–19
Graded

Topic

In a prepared speech of about 3–4 minutes, share a concrete, documented example of how the use or misuse of social media has had an effect on society, good or bad, that resulted in a noticeable change in society or in the way that people use the social medium involved in the incident.

The example can be an isolated incident or, more generally, a noticeable and identifiable collection of related incidents that can be collectively identified as a “concrete” phenomenon or trend.

Try not to choose an example that is simply an isolated instance of poor judgement, bad taste, or corporate mishandling of an incident—there are far too many of these! On the other hand, a long string of such examples by the same entity over a long period of time might qualify. I’m much more interested in uses (or misuses) that seem more intentional rather than accidental. However, if you are not certain, ask!

By “social media” I mean any electronic means by which groups of individuals take part in a public shared exchange of information (examples: Facebook, Twitter, Snapchat, Periscope, and many others, and, of course, blogging!).

By “concrete, documented” I mean that there should be a credible description of the example or incident (for instance, a news report from a mainstream media source).

And finally, by “noticeable change” I mean something like any of the following:

- the particular social media application and/or the person or organization sponsoring it experienced legal or financial repercussions (a website was shut down, or someone had to pay a fine, or someone won an award...)

- large numbers of people boycotted the particular social media application or product, or consumer demand for the product skyrocketed, or there was some other significant change in the way people used the application in question

- legislation was passed, regulations were adopted, or other legal consequences resulted from the incident in order to manage, prevent, or encourage future repetitions of the incident

- the attitudes or beliefs of a large number of people changed as a result of the incident

This is not an exhaustive list; the main idea is that the incident had a broader impact than just on a single person or a small group of people.
Specific Requirements

In the talk you must describe specific factual details of the incident(s) and identify the credible source(s) of these details.

You may use notes, but the talk should not be read directly from the notes or memorized.

You may use Google slides as visual aids, but no more than three of them.

On Friday of this week we will decide the order of speakers, beginning with volunteers and then moving to random selection if necessary. There will be nine speakers each day (9 × 4 = 36 minutes will allow 14 minutes for speaker evaluations, transitioning between speakers, and for one or two audience questions per speaker).

Grading

You will be graded both by the instructor and by the rest of the class. A portion of your grade will be based upon your evaluations of the other students in the class. Student evaluations of one another will be anonymous (except to me). More precise criteria will be discussed in class closer to the date of the presentations.