

.Soc 101 Project Assignment Description

First things first:

1. Form a group
2. Create google doc collection for your group (shared with your group members and your TA)
3. Put a document in the collection that looks like this:
 - a. <https://docs.google.com/document/d/1unoNfong8jZOYfSZ3pPnd-1xbSbxPhwH-B0Shoh2r1U/edit?hl=en&authkey=CL3crZMO>
 - b. Brainstorm ideas
 - i. Make sure everyone in the group contributes to the discussion about the possible projects

Final version of Project Due date: Friday of Week 10 (or earlier if you want).

Your task is to provide a new and interesting insight into sociological issues and concepts from this class as they relate to social change in some group, institution, or relationship(s). Learning objectives for the project: (1) build in-depth understanding of a concept addressed in soc 101 (2) convey the value of understanding that concept(s) for understanding something about social change (3) gain experience in production of a multi-media presentation (4) communicate to a global audience (5) create something of value beyond a simple assignment.

Three fundamental rules:

1. Do no harm. Don't make anything that you would not be proud to have associated with you, your university, and your career.
2. Show integrity. Give credit where due for materials and work used in your

creation, be explicit about the nature of your contribution, and make sure that group is the source of creative contribution of the project.

3. Be creative. This is your chance to transcend the simple term paper, so make something new and interesting.

Forbidden: Finally, although these may seem interesting, "tell-all" documentaries of drinking or university dating culture are over done, and are totally off-limits for this assignment.

Advice from TAs: A TA from earlier versions of this class offered some advice and it is still helpful.

(1) Do something new and innovative. This means finding novel topics, combining ideas in new ways, or applying a theory to a topic that one might not expect.

(2) Avoid overused topics. It is a lot harder to stand out and get a good grade if your group is one of several on the same topic. The most over-used topic has been using a fraternity or sorority as group. Be more innovative than that.

(3) Don't skimp. The concept "aggregate" is not very interesting, nor sociological, and a bunch of pictures of crowds of people illustrating the concept of "aggregate" is barely meeting the minimum expectations for the assignment.

(4) Connect concepts clearly. The connection between the content and the concepts from the course should be strong, and the concepts should really help us understand something NEW about what is going on in the example/topic.

Examples from 2010:

<http://projectsinsocandsocialchange.blogspot.com/2010/04/excellent-projects.html> Examples

from 2009:

<http://projectsinsocandsocialchange.blogspot.com/2010/01/intro-to-student-projects.html>

The super duper bonus:

1. Meet all assignment requirements
2. Get over 10,000 views (Youtube)
 - a. 10,000 group members FB

- b. 10,000 unique page views (Blogger)
3. Get automatic A on your assignment
 - a. all group members
4. Break 100,000? All students who complete the assignment in class
 - a. Get Automatic A's on the assignment
5. Conditions:
 - a. You have to write a brief paper explaining what you did to draw attention
 - i. leverage personal networks, etc.

Three main types of projects for 2011:

1. YouTube Videos
2. Blogs
3. Facebook groups
4. Android or Iphone Application

1. YouTube Projects

Students will create instructional and entertaining films concerning an important concept from our intro to sociology course. Students propose topics, and work in teams of 2-5. **Films should be brief--** no longer than **4-5 min.** The examples give a good sense of strategies that have worked well in the past, varying from voice over with slides to live action dramas. The more people the more substantial the film should be (in terms of effort, quality, production values, etc.)

How we will evaluate YouTube Projects

The instructional component is most important. Entertaining is good, and decent production values are worth something too. But by far most of our evaluation will be on the capacity of your project to teach about and encourage interest in concepts, theories, and research in sociology. The clips we showed in class got good grades. Other projects did also, but we should learn something when done. All the better if we laugh along the way or are amazed by some other attribute of your video. Make sure the connection to course material is clear.

2. Blogs

Create a blog about an interesting and relevant topic. Write at least 5 high quality blog posts per each person working on the blog.

Remember!

-Avoid repetition and monotony. Part of the challenge of creating a good blog is keeping the posts related to a single theme, but not repetitive. A 5 person group means 25 blog posts; we don't want to see 25 examples of the Tragedy of the Commons from the news. Be creative and branch out.

-Blogs are about more than just text content. They should be aesthetically pleasing and visually interesting. Utilize images and choose an interesting backdrop.

Here is an example of a high quality post:

<http://stuorganizing.blogspot.com/2010/11/chris-andersons-free.html>

3. Facebook groups

Create a Facebook group about an interesting and relevant topic. Write at least 5 high quality posts per each person working on the blog.

FB group work would also include smaller posts and status updates; and obviously, getting people to join the group.

4. iPhone/Android application or other real world digital contribution

Another totally viable path to a successful project is an application for use on the iPhone/Android platform that is sociologically relevant. I realize this is a stretch, but if we have any programmers in the class, or even any entrepreneurs who can create a viable concept and contract a programmer are welcome to create an application for the iPhone/Android platform.