

CAS 100A/SP25

**PROMPT**  
**PROJECT 2: RESEARCH PRESENTATION**  
**“TOP YOUTUBER”**  
 (A total of 230 pts)



**Deadline:** See Canvas

**Submit:**

1. PowerPoint Slides (one per group) & Presentation (6:30 min – 8 min) (100 pts)
2. Written Report (70 pts)
3. Individual Assessment & Reflection (IRA, individual) (50 pts)
4. Peer Assessment (20 pts)

**REASON: Why the Assignment?** In the era where information is obtained not only through mainstream media (E.g. news) and printed publication (e.g. books, magazine, journal, etc.), but also new media such as YouTube channels. In this project, you are going to work in a group of three to research a YouTube Channels to explore how a topic is created, crafted, and delivered to intended audience.

**TOPIC: What are you going to do?** The completion of this project will take approximately five weeks where you are going to do several steps to complete the project.

**STEP 1: Topic Selection.** In this step, you are going to select a YouTube channel which has the following requirement:

1. 1 million subscribers (if you select one with less than 1 million subscribers, give me the reason why this channel is worth researching)

2. The channel needs to be in English.
3. Have access to their first video
4. Have access to 'About the Creator' interview or information. This can be from the same channel or from outside source (E.g. other youtube channels, google search, etc.): For example, if you do a research on 'The Diary of CEO', this is one example of 'About The Creator Video': Steven Barlett: [The truth behind the Diary of a CEO](#)
5. Fall into one of the topics below:

<u>Health</u> <ul style="list-style-type: none"> <li>● Dr. Eric Berg</li> </ul>	<u>Food &amp; Travel:</u> <ul style="list-style-type: none"> <li>● Strictly Dumpling</li> <li>● <u>Mark Wiens</u></li> <li>● <u>Lostleblanc</u></li> <li>● Baldandbankrupt</li> <li>● Allison Anderson</li> </ul>	<u>Podcasting:</u> <ul style="list-style-type: none"> <li>● The Diary of CEO</li> <li>● Joe Rogan Experience</li> <li>● <u>Lex Friedman</u></li> <li>● Andrew Huberman</li> <li>● <u>Flagrant</u></li> </ul>	<u>Cooking</u> <ul style="list-style-type: none"> <li>● Maangchi</li> <li>● Marion's Kitchen</li> </ul>
<u>Productivity/Self-Help:</u> <ul style="list-style-type: none"> <li>● Ali Abdaal</li> <li>● <u>Tim Ferriss</u></li> <li>● <u>Boho Beautiful Yoga</u></li> </ul>	<u>Spirituality</u>	<u>Beauty</u>	<u>Gaming</u>
<u>Technology:</u> <ul style="list-style-type: none"> <li>● Mrwhosetheboss</li> <li>● Tech Spurt</li> </ul>	<u>Finance &amp; Economics</u>	<u>Plant Care</u> <ul style="list-style-type: none"> <li>● HarliG (286K subs)</li> </ul>	<u>Vlog (Daily Life)</u>
<u>Books</u> <ul style="list-style-type: none"> <li>● Jack_edwards</li> <li>● Withcindy (563K subs)</li> </ul>			

**STEP 2: Channel Analysis.** Here you are going to research the channel about:

1. *Channel Info:* Who is the creator? What is the channel about? Start year? Upload Frequency, Current subscribers, etc
2. *Creator:* Who is the creator? Prior job/status? Origin story?
3. *Topic:* What is the focus of the channel? Uniqueness: How does the channel separate itself from other channels in the same field/topic?

4. *Channel Trajectory*: Here you are going to represent the following with the use of visuals (E.g. line bar, pie chart, etc):
  - a. First Video (Viewers, About, Length, Year)
  - b. 1<sup>st</sup> Best Video (same as above)
  - c. 2<sup>nd</sup> Best Video (same as above)
  - d. 3<sup>rd</sup> best video (same as above)
  - e. 1<sup>st</sup> Worst Video (same as above)
  - f. 2<sup>nd</sup> Worst Video (same as above)
5. *Language Features*: Mention three typical language features characterize the video and cite examples from the video.
6. *Audience Engagement*: Who is the primary audience for the channel? How does the channel engage the audience? Mention three ways and cite examples from the video.
7. *Free Content*:
8. *References*. You need to use at least three outside sources (one per person).

**STEP 3: PRESENTATION.** In this step, you are going to create a PowerPoint and present them to the class. The PowerPoint slides and/or need to include:

1. All the topics in Project 2 Report
2. History of the creator
3. Visual Data slide (one per person)
4. 30-50 seconds clip (per person)
5. Quotations (per peer)

**AUDIENCE: Who is the audience of this assignment?** You will be presenting this to me and your peers.

**How am I going to be graded?** See Appendix B for the grading rubric of your Essay and Individual Reflection at the end of this prompt.

**WRITTEN REPORT (70 points)**

<b>REQUIREMENT</b> (20 pts)	<b>LOW (0 - 14pts)</b> Many of the questions are not answered.	<b>MID (8-9 pts)</b> Most of the questions are answered.	<b>HIGH (18-20 pts)</b> All the questions are answered.
<b>Content</b> (30 pts)	<b>LOW (0-17 pts)</b> Many answers are not related to the question. Readers need to struggle to find the connection. Weak evidence.	<b>MID (18-26 pts)</b> Supports are present but some evidence are general and vague	<b>HIGH (27-30 pts)</b> Convincingly & effectively address the questions. All responses are supported with relevant evidence.
<b>LANGUAGE &amp; MECHANICS</b> (20 pts)	<b>LOW (0- 14 pts)</b> Work contains multiple incorrect sentence structures. There are consistent errors in punctuation and/or capitalization throughout the essay.	<b>MID (15-17 pts)</b> Sentence structure is generally correct. Some awkward sentences do appear. There are one or two errors in punctuation and/or capitalization.	<b>HIGH (18-20 pts)</b> Easy to read. Sentence structure, punctuation, and capitalization are mainly correct. Used varied and effective vocabulary.

### PRESENTATION (100 pts)

<b>PREPARATION EVIDENCE</b> (15 pts)	<b>LOW (0-12 pts)</b> Minimal evidence are submitted. Info Letter only vaguely explains the evidence.	<b>MID (13-14 pts)</b> Submitted somewhat strong evidence of preparation. Info Letter explains the evidence.	<b>HIGH (15 pts)</b> Submitted multiple evidence showing how they prepare the preparation. Info letter clearly & convincingly describes the evidence.
<b>DELIVERY</b> (30 pts)	<b>LOW (0-21 pts)</b> Presenter was somewhat prepared. Presentation was made but strong dependence on notes and hesitation. Some eye contact & good voice volume, tone & pacing. The presentation is too short. <b>No Unified Voice Strategies present.</b>	<b>MID-HIGH (22-26 pts)</b> Presenter was prepared. Ideas are delivered with some dependence on notes. Volume, pacing, gestures, & eye contact generally are okay although a few times might be uneven. The presentation did not meet the time requirement (1 min or less shorter). <b>Unified Voice Strategies present but inconsistent.</b>	<b>HIGH (27-30 pts)</b> The presenter is <i>very well-prepared</i> . Ideas are delivered in a clear & concise manner <i>without depending on notes</i> . Volume, pacing, gestures & eye contact <i>contribute effectively</i> to the presentation. Meeting the time requirement. <b>Presenter demonstrate Unified Voice Strategies by aligning their deliver with the group's shared style &amp; using clear transitions that connect their section smoothly to the previous presenter.</b>
<b>GENERAL CONTENT</b> (20 pts)	<b>LOW (0-14 pts)</b> Content shows a <i>limited</i> understanding of the topic. Limited supporting materials. The relationship between the topic and supports are somewhat unclear.	<b>MID (15-18 pts)</b> Content shows an <i>adequate understanding</i> of the topic. Supports for the topic are somewhat relevant; <i>may</i> contain a few inconsistencies in connecting the support and topic.	<b>HIGH (19-20 pts)</b> Content is relevant & shows a <i>thorough understanding</i> of the topic. Include detail examples that convincingly support the topic. If sources use, <i>they</i> are properly cited.

<b>VISUAL DESIGN</b> <b>(20 pts)</b>	<b>LOW (0-14 pts)</b> Slides generally lack visual appeal and are text-heavy with little or no visuals and/or exhibit an overuse of color or animations. Presentation appears disjointed rather than unified and/or frequent language errors. <b>No attention cues are present.</b>	<b>MID-HIGH (15-18 pts)</b> Slides are appropriately designed with visual appeal including white space, visuals, and minimal text for the most part. Color and images are used appropriately. Minor language errors. <b>Students use some attention cues (e.g., highlighting key words, simple animations, circles/arrows).</b>	<b>HIGH (19-20 pts)</b> Slides are visually well designed, aesthetically pleasing with effective use of white space, visuals, and minimal text, on each slide. Color and animations are used judiciously. <b>Students effectively use attention cues (e.g., highlighting key words, simple animations, circles/arrows)</b>
<b>ORGANIZATION &amp; LANGUAGE USE</b> <b>(15 pts)</b>	<b>LOW (0-12 pts)</b> Speech seems choppy. Need to struggle to understand connection between ideas. Work contains multiple incorrect sentence structures to the point that they are distracting. There are consistent errors in punctuation and/or capitalization throughout the essay.	<b>MID-HIGH (13-14 pts)</b> Somewhat easy to follow. Clear connection between one idea to the next. Transitions are used although a few can be more effective. Sentence structure is generally correct. Some awkward sentences do appear. There are one or two errors in punctuation and/or capitalization.	<b>HIGH (15 pts)</b> Easy to follow. Very clear connection between one idea to the next. Use effective transitions to connect ideas. Sentence structure, punctuation, and capitalization are mainly correct. Used varied and effective vocabulary. Free of noticeable language errors.