

**Assessment Task 2: Finding My Community (30%)**

**Due: Week 10, Monday 9<sup>th</sup> May 2016, 5pm**

**Submission: Paste link to blog post into Assessment Google Doc, see below for details**

**Description:**

When creating content within online networked environments, demonstrating an understanding of, or 'literacy' with, the mechanics of a particular community is essential. Using appropriate language, terminology and etiquette is vital to your credibility as a participant within, and contributor to, different online communities.

For this assignment you will **submit one blog post** consisting of a **500 word analytical reflection** about your participation within an existing online community of your choosing. Your reflection should describe what the community is, how it operates and how successful (or not) you believe your contributions have been, in relation to ideas that you have encountered throughout the course to date. It will be marked on the quality of your insight into the following areas:

- Discussion about your understanding of writing for a particular audience
- Investigation into the use of particular online platforms and how this affects the way that your community communicates
- Exploration of ideas raised in the readings, lectures and other reference material
- Links to some of your relevant blog entries and/or contributions (at least 3) that help demonstrate the above, featuring a range of media (i.e not just text)
- Demonstration of technical skills that have been put into practise
- Quality of your writing; clarity, depth of discussion and independent research

In the introduction of *Culture and Technology*, Potts & Murphie refer to 'the changing notion of community' (2003:1) - a change that has been influenced significantly by the proliferation of the Internet, which they describe as "an anarchic sphere populated by alternative lifestyles, political subversives, hackers, pornographers, cyberartists, anyone with any kind of cause, or simply anyone relishing the untrammelled freedom of communication offered by this vast network without a centre." (2003:8) This assignment asks you to venture into a specific online community, subculture or group, and become an active participant within it, in order to gain a deeper understanding of how this space - and others like it - operate.

The purpose of the analytical reflection is to reflect on your experience within this community, in order to better understand how to write for a particular audience online. Good work is clear and explicit in how it addresses the points listed above, and is not about trying to prove that you were a successful contributor to your community. If you feel that you weren't successful, why? You may also consider; what defines this group as a community? How is it organised, administered or governed, if at all? Are there any recurring themes that run through this group? Does it have a particular set of values, rules or sense of humour?

At first, you may find this task challenging. You should start this investigation by following your own particular area of interest, as this will allow you to engage more readily with other people online. From there, you may find returning to one particular site or platform, or possibly several - where you take it is up to you. **While you do have freedom within this assignment, be sure that the nature of your community is appropriate for academic work and falls within the [student charter](#) guidelines.** Your blog account should also be mindful of any ethical and privacy issues that arise from interactions within these communities and your reporting of your experience in a public blog (these will be discussed in class).

Finally, remember that your reflection is academic writing. As such, you must adhere to proper citation methods and referencing, providing a bibliography of resources at the bottom of the post (not included in the word count).

**Submission:**

To submit this assignment, copy and paste the URL of your analytical reflection blog entry into your *Assessment Task Google Doc* under the heading '**Assessment Task 2: Finding My Community**'. You must do this before the due date and time as noted above – any submissions past this time will be subject to the standard late penalty (-5% of final mark for every day that it is overdue).