

Assignment #1 – Using Social Media for Scholarly Communication

This assignment is a self-directed, creative project that can be completed individually or with a partner. The purpose of the assignment is to communicate and generate academic/scientific content about promoting a particular domain of childhood or adolescent development to the general public. You will select a social media platform (e.g., Twitter, Instagram, Facebook, Flipboard, a blog using WordPress) to create a profile on and use as your platform for disseminating content on your chosen domain in either child or adolescent development. The essence of the assignment is to educate the general public on ways to promote positive childhood or adolescent development.

For this assignment, you must choose one domain of childhood or adolescent development to focus on. Choose one of the following:

- Promoting reading literacy in childhood or adolescence
- Promoting writing literacy in childhood or adolescence
- Promoting language development in childhood or adolescence
- Promoting emotional regulation in childhood or adolescence
- Promoting social skills in childhood or adolescence
- Promoting motor development in childhood or adolescence

As an example, let's say you choose writing literacy. Your project will then focus on generating and communicating academic and scientific content about ways in which writing literacy can be promoted throughout childhood or adolescence.

This assignment requires self-direction and creativity. As a result, there are no concrete steps to take when completing this assignment. To quote Dr. Anthony Isacco from the graduate psychology program, who assigns a similar project, *"I understand that some of you will love this assignment and some of you will not like the assignment or me, as a result. That's ok. I understand."*

Some examples of social media and/or technology that incorporates academic and scientific content to educate the general population about a particular topic are:

a) Self-help books and a blog: <https://www.psychologytoday.com/us/blog/stress-and-sex>

b) Ted Talks:

https://www.ted.com/talks/sheryl_sandberg_why_we_have_too_few_women_leaders

c) Newspaper Op-Eds: <https://www.post-gazette.com/opinion/Op-Ed/2014/02/23/Chatham-psychology-professor-ANTHONY-ISACCO-Counseling-101/stories/201402230009>

Assignment Grading

a) Is the topic relevant to childhood or adolescent development? (15 pts.)

Examples: how to promote fine-motor development in early childhood, how to promote learning two languages, and how to promote emotional self-regulation in middle childhood.

b) Do you use “lay” methods to transmit your information? (35 pts.)

Good examples: videos, articles, blogs, tweets, Facebook pages, essays, interviews, and technologies that an old, out-of-touch professor like myself hasn't heard of.

Bad examples: literature reviews, APA-formatted papers, scientific research articles, critical analysis of peer-reviewed articles, lengthy PowerPoint presentations with bulky slides.

Additional considerations: Easy-to-understand language, easy to access, visually and auditorily appealing, has a personal perspective that can be relatable, and creativity.

c) Content Integration (35 pts.)

A clear indication that you are passing along professional information within your “lay” method. In other words, you are speaking from an informed, expert perspective and not just making stuff up. The content integration is not all fun and games or boring academic text, but the content is present in an interesting, informative, and thought-provoking manner. I recognize this can be subjective and ambiguous—as previously mentioned, some of you will not like me as a result of this.

d) Mechanics (15 pts.)

Content has no errors in grammar, capitalization, punctuation, and spelling. Hyperlinks work and represent current resources about the topic. Images, media, or text created by others display appropriate copyright permission and citations. High-quality graphics and multimedia are used when appropriate to enhance the visual appearance and readability.

General Instructions

- a) If you create a public account, the following disclaimer must be included and made visible: *“This is a student-driven psychology project. The information provided is for general information purposes only. The information mentioned is not intended to be used as professional or medical advice. The information is not a substitute, nor does it replace, professional medical and psychological advice, diagnosis, or treatment. Always consult a qualified professional should you need specific advice.”*
- b) All content, images, media, and text created by others must display appropriate copyright permission and citations. This is no joke and is not to be taken lightly.