Writ 101 Social Media Influencer Critical Analysis Activity

Select an influencer's social media account that you'd like to analyze for your forthcoming essay and provide a link to their account, then compose a 250 word paragraph addressing at least five of the questions below. You must answer five, but you are free to answer more or branch out and answer your own questions.

* What topics does the person/ organization focus on?
* How are the posts composed?  Are they grammatically correct? How are images used?
* Do the posts sound polished, use photoshopped photos, or are they more informal?
* What language is used?  Is there profanity?  Does the person/ organization use jargon or slang?
* How often does the person/ organization post to their feed?
* At what times of day does the person/ organization post the most?
* How much is original content vs. retweeets, likes, or quotations?  What is significant about those choices?
* How much is promotional vs. personal content?  What is significant about those choices?
* Which other people does the person/ organization reference, if any?  Why these specific celebrities?
* If you knew nothing about this person/ organization other than these posts, what would you think of him/her?

How to Submit your Response:

After writing your response, click on the title of this post and enter our Eduflow course page. Use your go.olemiss.edu credentials to create an account. Follow directions in Eduflow to post your submission.

* Initial submission due midnight, Thursday 9/3

How to Peer Review:

Peer Review only opens after a certain number of students submit, so I suggest not logging back into the submission until the morning of Friday, 9/4 to complete your peer reviews. The system will anonymously assign you partners to review your work.

* Complete all peer reviews by midnight, Sunday 9/6

**Critical Analysis Rubric**

As you review your fellow classmates' submissions, remember to be a critical friend and make certain that your praise and criticism is balanced and measured. Give examples and explain how and why you think a submission can be improved.

Q1 · Text

Offer your partner praise on what they've done well thus far. Identify at least two areas from their submission that you think they did an awesome job with. Tell them why you think these areas work well. 👍

* Response

Q2 · Yes / No · Requires additional comment

In your opinion, can the author create a thoughtful and engaging analysis from this submission?

Explain your reasoning by commenting below.

* No
* Yes

Q3 · Text

Offer your partner some critical feedback. Choose an item from the list below and identify an area that they can improve upon. Once you've made your selection, explain how and why you think they can improve.

1. Developing more depth in their response
2. Focusing less on summarizing and more on analyzing the influencer
3. Identifying more areas that they can analyze
4. Analyzing more about how their influencer reaches their audience
5. Possibly picking a different influencer, if you believe it will help them
* Response

**Critical Analysis Reflection:**

Q1 What did you learn from the feedback you received?

* Response

Q2 · How do you plan on using that feedback to improve?

* Response

Q3 · Scale

How useful is the feedback?

* Not useful at all.
* Not very useful.
* Somewhat useful. Could be more elaborate.
* Very useful. Minor things could be better.
* Extremely useful.