

# Twitter Assignment for Digital Cultures

DTEM 1402 Fall 2017

## Purpose

The purpose of this assignment is to introduce you to some professional benefits of using Twitter for *content curation*, *information sharing*, and *communication* and invite you to professionally experience it. This is intended to be an opportunity to expand your professional and personal network.

## Background

Twitter's mission is, "To give everyone the power to create and share ideas and information instantly, without barriers." It has over 320,000,000 active users, including nearly all entertainment, political, religious, and professional bodies who use text-sized posts, called Tweets, to communicate and engage with followers. For our purpose, consider some of those within digital culture studies who use Twitter to find and disseminate relevant knowledge. For example @juliapowles, @katypearce, @sivavaid, @TeachGuz, @MarkAndrejevic. Look at the lists they are part of, the people they follow etc. Also try looking up the authors we are reading in this course.

## Assignment

This is a multi-part assignment **stretching over the entire course** that is intended to give you a flavor for some of the benefits and uses of using Twitter to learn, ask questions, share questions, and engage with colleagues. More than many other tools, the true value of Twitter is often not understood until it is experienced.

### Setting up (week 1 - 2)

1. Create a Twitter account (if you do not have one already). It should be a public account so others can see your Tweets. It can be anonymous, and does NOT have to include your name (but you may find an anonymous account without a real name may not be taken as seriously as one where it is really listed as you).
2. Follow me @klangable and (if I know it is you) I will follow you back. Tweet any question or comment to me at any time, though remember DO NOT INCLUDE PERSONAL OR GRADE INFORMATION PUBLICLY (cf. HIPAA, FERPA, etc.). If you would not announce it publicly in the middle of Grand Central Terminal, don't do it on Twitter.
3. Follow our course hashtag — #FHAM17
4. Find and follow AT LEAST 20 accounts (search for your classmates, people you know, employers, professional associations, friends, programs you like . . . anything . . . even @FordhamCMS @FordhamNYC)! Include some things you are interested in for pure fun as well, such as @GameofThrones or even the @metmuseum. If you want more Media/Comms check out the lists maintained by @luishestres <https://twitter.com/luishestres/lists/comms-other-scholars> and @karineb <https://twitter.com/karineb/lists/information-society1>

### Weekly work (week 2 – 15)

1. Contribute or share something related to our course at least 2x / week. Include our course tag.

2. Reply at least 2x / week to other accounts. If it relates to our course, be sure to include the course tag #FHAM17
3. ReTweet at least 1 post / week with something related to our course. Include our course tag.
4. Weekly media diary: Once a week I want you to summarize your Twitter work. Write up a report in two brief sections. Section one detailing number of tweets, retweets, follows etc. Section 2 evaluates your user experience on Twitter. What worked? What didn't? What did you learn? Has it been useful? How? Etc.

## How to use Twitter

In many ways Twitter is like a **public** conversation in text messages, called Tweets. As such, it is very easy to use, follow people, and communicate. Like everything said in public (like on the train, street, or at work) always consider its source / appropriateness. Consider these starting points for how to use it:

Using Twitter in university research, teaching and impact activities: A guide for academics and Researchers [http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter\\_Guide\\_Sept\\_2011.pdf](http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter_Guide_Sept_2011.pdf)

Is Twitter a Pedagogical Tool in Higher Education? Perspectives of Education Graduate Students <http://files.eric.ed.gov/fulltext/EJ1059422.pdf>

Tweeting in Higher Education: Best Practices <http://er.educause.edu/articles/2015/9/tweeting-in-higher-education-best-practices>

Using Twitter in Higher Education <http://ecologyofeducation.net/wsite/using-twitter-higher-education/>

You may want to use a tool like HootSuite to help you see multiple Twitter streams (home stream, mentions, #FHAM17 tag, and Direct Messages) on one screen.