

Essay Assignment #2: The Internet in Everyday Life**Due: Thursday, November 13th (See your GSI for specific due date/time).****Length: 4-5 page Analytical Essay plus Addendum**

According to the Internet World Statistics for 2013 Q4, the Internet has reached 39% of the world's population (over 2.8 billion of the more than 7 billion people on the planet). Within the United States, over 78% of the population has access to the Internet. (<http://www.internetworldstats.com/stats.htm>)

This assignment asks you to conduct original *qualitative* research among internet users as a means of testing claims about the impact and meaning of the Internet in the everyday lives of citizens.

To fulfill this assignment, you will need to complete each of the following steps:

ESSAY:

- 1) Choose ONE **Web 2.0** site to investigate. A site might be a chat room, forum, message board, blog, wiki, political/advocacy site, gaming site, social networking site (e.g. Facebook, Pinterest, Twitter, dating site, etc.), or video streaming community site (e.g. YouTube, Vimeo, etc.).
- 2) Choose **THREE** individuals to interview who use the site you've chosen. At least one of these individuals must be a media "producer" (e.g. active in posting original materials on-line. This person does NOT need to be the creator of the site!!!). Try to choose three individuals who differ from you as much as possible in terms of key demographic variables, such as age (younger and/or older), education, gender, occupation (e.g. not students), etc.
- 3) Prepare for and conduct the interviews. You may conduct the interviews either face-to-face, by telephone, Skype, or on-line. If you choose to conduct face-to-face, telephone, Skype interviews, please ask permission to record them so that you will have a complete record of the interview content. (See below for suggested interview questions.)
- 4) Analyze the data you have gathered, identifying key ideas and assessing them according to the scholarship read in class.
- 5) **Write an analytical essay** in which you offer a clear and compelling argument, grounded in media scholarship/theory concerning the impact and meaning of life on-line. Offer substantive evidence to support your argument drawn from the three interviews you conducted as well as from at least TWO of the following authors read in class: Lewis, Ang, Kirby, Lessig, boyd, Rudder, Vaidhyathan, Wessels, DeLuca & Peoples, Shirky, Alterman, Hounshel, LaReviere *et al.*.
- 6) Add a "Works Cited" list to your essay.

COVER PAGE and ADDENDUM:

- 1) Attach a **COVER PAGE** to your essay that:
 - identifies your 3 informants (by first name or pseudonym, age, gender, and occupation)
 - offers a **one-paragraph description** of the site you've chosen. Your description should include the major features/components of the site as well as how users interact with the site and with each other on the site.
- 2) Attach, as an **ADDENDUM**, *at least one page* of your interview notes or an interview transcript.

Basic topic areas for interview questions:

- a) How long (e.g. how many years) has the person used the site? Does s/he consider him/herself an early adopter? late adopter? etc.?
- b) How did s/he first discover the site?
- c) How often does s/he access it (e.g. multiple times a day? weekly? etc.)? Has that frequency changed over time?
- d) Who does s/he interact with on that site? (Who are the individuals, groups, organizations found within that site?)
- e) How does s/he use the site? Has this use changed over time?
- f) What are his/her main reasons for using the site?
- g) Are the interactions within this site meaningful to him/her? How so?
- h) Do these interactions differ from face-to-face or other forms of mediated communication? If so, in what ways? How significant are these differences?

RESOURCES for CONDUCTING SUCCESSFUL INTERVIEWS:

This video offers useful tips for conducting interviews. <http://vimeo.com/1269848>

For interview guidelines, please consult the following web resources. (These cover very concrete tips and are geared towards people conducting the sort of interviews we are asking you to complete.)

<http://www.portigal.com/blog/seventeen-types-of-interviewing-questions/>
<http://www.uxmatters.com/mt/archives/2011/01/developing-your-interviewing-skills-part-i-preparing-for-an-interview.php>
<http://www.uxmatters.com/mt/archives/2011/02/developing-your-interview-skills-part-ii-during-the-interview.php>

Please note that as qualitative researchers, your task is to probe more deeply than would researchers working within the Uses and Gratifications tradition. It is not sufficient to simply gather data on media use and the gratifications sought and derived from that media use. You need to move beyond a statistical portrait of Internet use. In conducting interviews with individuals who are active on line, your aim is to delve more deeply into the role the Internet plays in their everyday lives and the meaning(s) that on-line interactions possess for them.

Grading Rubric for Essay #2: The Internet in Everyday Life

Essay:

Clear, specific, and compelling thesis/argument	/10
Substantive supporting evidence for that argument	
drawn from interviews	/20
drawn from at least TWO relevant authors	/15
Avoids generalizations	/ 5
Offers interesting insights into life on-line	/ 5
Clear & effective essay organization and writing style (e.g. transitions, absence of grammatical/mechanical errors)	/10
Proper citations throughout, including a “Works Cited” page	/ 5
Complete assignment turned in on time	<u>/15</u>
	/85

Cover Page and Addendum:

Brief identification of 3 informants	/ 3
1-paragraph description of Web 2.0 site	/ 7
1 page (minimum) of interview notes/transcript	<u>/ 5</u>
	/15

TOTAL POINTS: /100
LETTER GRADE