U14587: ADVANCES IN BIOTECHNOLOGY (SEP-2017 TO DEC-2017)

Module Guide

7. Coursework assessment criteria

7.1. CW1: Twitter biotechnology feed

Assignment Title

Twitter biotechnology feed

Assignment Aim

To curate a professional Twitter feed highlighting current and emerging topics in biotechnology.

Learning Outcomes Assessed

- *Understand and explain key advanced concepts of biotechnology and its various applications.*
- *Discuss the use of genetic tools to develop transgenic plants and animals for research and biotechnological applications.*
- *Appreciate some of the ethical concerns and public perception of genetic technologies and applications, and engage in discussion about these issues.*
- *Create and curate a professional Twitter account and critically evaluate its impact on themselves and their audiences.*
- *Learn independently or as part of a group, work collaboratively offline and online, and share ideas and resources.*

Assignment Task/Brief and Assessment Criteria

In a small group, you will create and curate a professional biotechnology-themed 'Twitter' account. This will give you experience in communicating science, and will create a group-sourced repository of resources covering current biotechnology topics, helping you with your reading. Most of this activity will take place online, with feedback emailed to each group in Week 4. There will be a briefing session in Week 1, and peer assessment and marking will take place in Week 9.

You will:

- Collaboratively develop a sustainable social media posting strategy and schedule. You will be able to do this during the lecture slot on Mondays, to make it easier for groups to meet.
- Identify, explain and critically evaluate high-quality resources such as science news articles, primary or review science papers, explanatory websites, engaging videos, or other media. Your content should draw upon the topics discussed in the lectures, and increasingly connect topics and themes from different weeks.
- Run a creative campaign for Biology Week (7-15 October 2017) to engage non-experts with biotechnology.
- Your tweets should have a short explanation or commentary - do not just copy and paste a URL and its title. You can use Twitter's 'thread' function to expand the character limit (you can thread your tweets by replying to your own tweets).
- Engage with the other module Twitter accounts and other Twitter users through re-tweets and replies.
- Evaluate your account's impact and reach using Twitter's analysis function and specialist websites.

Your final mark will consist of two components:

1) An electronic portfolio of all of your individual tweets in a Word document, submitted electronically for anonymous marking via TurnitIn by Tuesday Week 9, 23.55 pm. This will be graded by the module leader and have a weight of 50% for your final coursework mark.

2) Anonymous peer assessment of your group Twitter account (deadline for feedback emailed to module leader is Tuesday Week 9, 23.55 pm). Each group will assess the other groups using a marking pro forma. The module leader will calculate the average peer mark, which has a weight of 50% for your final coursework mark.

Specific assessment criteria and grade bands can be found here:

2017 U14587 General peer assessment criteria_microblogging.docx

Peer marking pro forma (for group account):

https://moodle.brookes.ac.uk/pluginfile.php/1339802/mod_resource/content/1/2017%20U14587

Individual portfolio marking pro forma:

https://moodle.brookes.ac.uk/pluginfile.php/1339800/mod_resource/content/1/2017%20U14587

Submission Weighting : 15%.

Submission Method: Electronic submission of individual tweets for anonymous marking via email to module leader, by Tuesday Week 10 23.55 pm. Peer assessment of groups, pro formas emailed to module leader by Tuesday Week 10, 23.55 pm.

Return Method: Marks and collected feedback will be distributed electronically by the module leader.

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