

Mulia Widjaja (Noble Huang)

ENGL 101H

Dr. Turner

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Reading Response 3

When I attempt to digest the information contained in chapters 3 and 4 of "In Topsight 2.0: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations" written by Spinuzzi, I become curious in diving how non-profit organizations actively communicate through various strategies. I am interested in pursuing the investigation of the techniques that non-profit institutions make social media their tools throughout the exchange of information with their audience and determinations of their efficiency in social media from the feedback they obtain. As Spinuzzi said, "Thus, while activity theory sees community as a necessary condition for activity, it also sees activity as a necessary condition for community."

During my attempt to figure out the answers to these research questions, I am seeking to utilize methods that combine and mix quantitative and qualitative aspects toward data analysis and collection. I would prefer to gather information on performance metrics of the social media accounts owned by non-profits, e.g., reach and engagement, and conversion rates. An example pertaining to genres states that interconnection between them is important, said as follows, "By examining a genre set as a system, we can see how genres are interrelated and how they work together to create meaning."

I am looking forward to analyzing the contents of the social media accounts owned by non-profits. It is the most efficient way of identification of common patterns and themes and how they communicate. Lastly, I would implement a survey pertaining to perceptions of the audiences that these non-profits communicate with from their social media accounts. In conclusion, I believe that the investigation of communication approaches of these non-profit organizations would make values of information appear as social media is playing a significant role in non-profit organizations and having abilities to efficiently exchange information with their audience for their accomplishments.

Works Cited

Spinuzzi, C. (2018). Chapter 3 Developing a research design. In *Topsight 2.0: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations* (2nd ed., pp. 40-55). Urso Press.

Spinuzzi, C. (2018). Chapter 4 Building in protections. In *Topsight 2.0: A Guide to Studying, Diagnosing, and Fixing Information Flow in Organizations* (2nd ed., pp. 55-71). Urso Press.