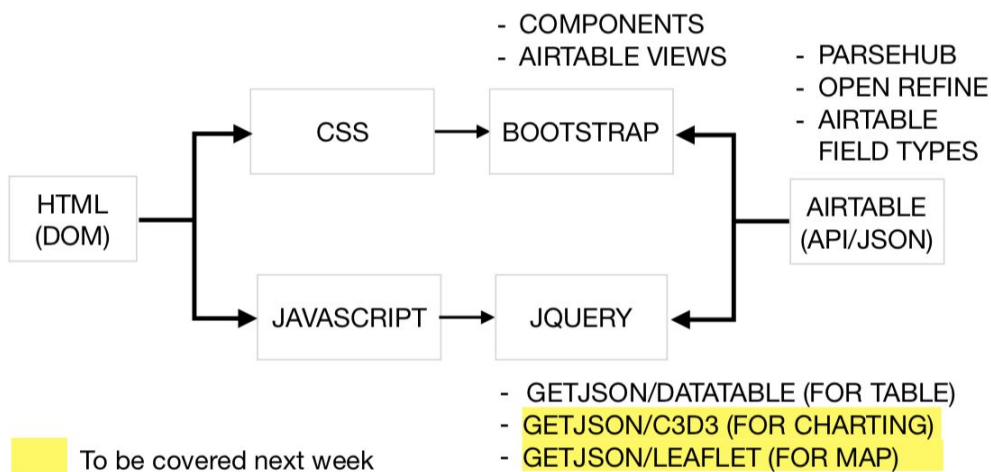Xiaoxiao Chen

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comm5961

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Self Reflection

As a media major student in undergraduate school, what I have learned mostly are journalism, media, and sociology theories, which are based on readings and papers. However, when I try to find an internship in mainland China, almost every company has the requirement for technique, such as the proficiency of PPT, video editing, and some other techniques that based on computers. I was confused about why my school teaches us so many theories but zero technique. It seems that the theories are useless for me to find an entry job. Therefore, I determined to learn some techniques in graduate school to find jobs. After taking three months class in new media program in cuhk, I have learned that new media workers need to have good content before we promote it and market it; the production of media contents do need creativity, the distribution and expression of media do need computing technique; the long-term development, and high-profit guarantee do need business strategies.

Before I take the data-driven class, I was just an idiot consumer of technique and AI that grow with rapid internet development without any computational thinking. I used to enjoy and be controlled by the intelligent people in the world. After taking Bernard's class, my biggest harvest is getting computational thinking. I am impressed by his words that even you may not make websites as good as the professional coders, you at least can communicate with them and get easier to convey your content that you want them to realize. Now I am not the people who are governed, I am the one that can think and create.

When I recall the whole learning process of comm 5961, first we are taught to learn some basic running system after a website, and some basic language of Html, CSS, and javascript, to get a general concept of how websites run. Then, we learn how to use Airtable, in my opinion, Airtable is an improved version of Excel, and the strong function in it explores our ability to systematically and logically manage data. them, we get to know Parsehub and Openrefine, which are two data-cleaner tools that can help us clarify data before we make a website. Then, we get to know JQuery and JSON and two website-create tools, Pingendo and Bootstrap, their relations are simply like the picture below.

What beyond my expectation is, we are not only taught about coding techniques, but also design thinking, which is the theory about how we can discover a new media market that satisfies the social demand. In the early classes, we learned to identify what a certain persona in what journey, and we need to figure out why and what that person face that problem, and how and how much we can solve that problem.

All last, we learned how to use Google analytics and optimize to analyze the backstage market. what we've learned is an integrated running system of a new media application. Comm 5961 is very practical and useful.