CSG1132 Communicating in an IT Environment

Assignment 1a – Concept mapping and thesis statement

Related objectives from the Unit Outline

1. identify a variety of information sources;
2. demonstrate skills in the location and selection of information and information resources;
3. demonstrate skills in the written, visual and oral presentation of information;
4. describe the processes involved in the production and communication of information.

Student Learning Outcomes

- Describe and demonstrate an understanding of concept mapping as an organisational and thinking tool.
- Demonstrate and improve summary writing.
- Develop critical thinking and analysis skills.
- Develop a topic as one or more thesis statements.
- Demonstrate an understanding of how a thesis statement can be used to direct research and inquiry.

Due Date: Friday, 28 March (midnight)

Assessment Value: 20% of total mark

Assignment 1a topic – Mapping user motivation with social media

In 2012, Facebook floated on the New York stock exchange marking its transition from a private to a public company. The Facebook IPO was the largest tech stock offering by market capitalization in NASDAQ history, eclipsing Google's debut years earlier[1]. Market capitalization reflected investor optimism that Facebook's huge user base could be translated into company profits.

In 2013, Facebook's profitability was mixed but ended on a high recording a third-quarter profit of $425 million as advertisers boosted spending on promotions targeting

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[1] Steadman, I. (2012). *Facebook shares start trading in largest ever tech IPO.* Retrieved from http://www.wired.co.uk/news/archive/2012-05/18/facebook-floats-up-up-and-away (4 February, 2013)

mobile-device users[2]. In 2014, researchers at Princeton University predicted Facebook's demise by 2017.[3] It is unclear if user motivation to adopt and use Facebook will remain strong.

People use Facebook for social networking, communication and collaboration. If people didn't find Facebook useful in these terms, people wouldn't use it. Facebook adoption and user behaviour is also related to **user psychology.** Psychology is the scientific study of how people behave, think and feel. What psychological factors shape user motivation with Facebook? In this assignment, we will research the role of psychology in the personal use of this popular social media tool. Some users find Facebook so attractive, that they display symptoms of cyber addiction, a form of dysfunction.

> The powerful role played by user psychology in Facebook was demonstrated in mid-2014 when it emerged that Facebook had experimented with the emotions of around 700,000 English-speaking users in January 2012. Researchers finding that the tweaking of news feeds could 'shift user emotions.'[4]

Explanation:
With almost any kind of information system, user motivation to use the system means success or failure to the engineers, business analysts, interface designers and other professionals who have contributed to the design and implementation effort. If you want your project to succeed, you need to have a grasp of barriers and drivers to user adoption of systems including user psychology. For social media, user psychology plays a role in acceptance and use along with other factors such as usability, utility and system externalities (see the map below)

For Assignment 1a, you will need to submit:

1. a concept map of the **psychology of personal use of social media** (Task 1);
2. examples of *argumentative, analytical and expository* thesis statements developed from concepts in your map on the theme of user psychology (Task 2).
3. a summary reflection on concept mapping and learner reflection (500 words) (Task 3);

Task 1 - Concept map:

- The concept map should demonstrate your understanding of psychological factors that shape **the personal** use of social media services such as Facebook and Twitter including factors that both promote or detract from acceptance and use. For example, sense of social belonging or connection as measured by social network size might add to *motivation.* If the experience

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[2] http://www.bloomberg.com/news/2013-11-01/facebook-profit-seen-removing-bar-to-s-p-500-membership.html

[3] Cannarella, J. et al. (2014). Epidemiological modeling of online social network dynamics. Retrieved from http://arxiv.org/pdf/1401.4208v1.pdf

[4] Arthur, C. (2014). Facebook's emotions study: yet another reason for distrust. The Guardian, 1 July, 2014. Retrieved from: http://www.theguardian.com/technology/2014/jun/30/facebook-emotion-study-another-reason-distrust

of using Facebook creates envy in users, then this might detract from motivation[5].

> There may be more factors. With the concept map (Task 1), map as many as you can. Your map should be based on evidence found in the peer reviewed literature, as well as other sources. In subsequent assignments, we will develop our foundation understanding of user psychology in the personal use of social media into an investigation of Facebook user behaviour produced as a research report.

It is recommended that you use the concept mapping tool CMap which is installed in labs and available as freeware via the URL found in the resources section of this assignment description. Note: In preparing your map, you should aim to use the terminology of use psychology found in peer reviewed articles (see below).

Task 2 - Thesis statements

Lecture 4 'Thesis statements and Internet Information Literacy' introduces the idea of a thesis statement – a point that you want to make in a piece of academic writing. For example, our research might have convinced us that:

Facebook motivation is related to user attitude to privacy

Three kinds of thesis statements are discussed in Module 4 of the lecture program:
- Argumentation;
- Analysis; and
- Exposition.

> For Task 2, find THREE peer reviewed articles on the *psychology* of Facebook user motivation and develop a thesis statement for each that describes the point or argument of the paper.

Task 3- Your summary paragraph (500-1000 words – approximately 1 A4 page) should contain:

1. A description of concept mapping;
2. An explanation of why we use concept mapping as a thinking and organisational tool; and
3. A learner reflection on your experience carrying out Tasks 1 & 2.

References

Include in-text references in the summary paragraph about concept mapping and an end of text reference list. Check the plagiarism information at the end of this task sheet.

Resources

Concept mapping software (free):

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[5] Vide Chan, A. (2007). The Psychology of Users: The view from social interaction design. Retrieved from http://www.slideshare.net/gravity7/the-psychology-of-users

- o CMap- http://cmap.ihmc.us/
  - o Hint: to save images <shift>PrtSc, then paste into your Word doc.
- Johnston,C. (2010). *Concept Mapping*, Teaching and Learning Unit, University of Melbourne. Retrieved March 1, 2010 from http://tlu.fbe.unimelb.edu.au/pdfs/helpsheets/study_skills/concept_mapping.pdf
- Landsberger, J.F. (2010). Concept - or mind-mapping: Explanation. *Study Guides and Strategies*. Retrieved Macrh 1, 2010 from http://www.studygs.net/mapping/

Thesis Statement

- Module 4 – *Thesis statements and Internet Information Literacy (Lecture).* Contains examples of argumentative, analytical and expository type thesis statements.

Format and Submission

- Your assignment should be word processed with a title page containing your name, student number, the assignment title and your tutor's name.

- Your assignment should be submitted electronically as a single Word document in BlackBoard. The file name should be in the following form: CSG1132_yoursurname_A1a.doc

- Your assignment should reflect current workplace standards and is a working document designed to help you refine both technical report writing skills and evaluative/analytical skills. It should be:
  - o Wordprocessed, using Times New Roman in size 12 font.
  - o Page layout should have 3cm wide side margins and 2.5cm top and bottom margins.
  - o Header information containing the unit code and title.
  - o Footer information containing student name, number and page number.
  - o All headings should be bold, size 14 Arial, sub-headings bold, size 12 Arial.
- Since this assessment is designed to reflect workplace and academic best practice, marks will be awarded for literacy and presentation and the use of references.

Marking Key

The Marking key for Assessment 1a is provided on the Assessment Page of this unit. Use the Marking Key when writing your assignment.

Plagiarism

Please ensure that you have read and understood the information on plagiarism provided on the Overview page of this course.

Every university assignment must demonstrate 2 essential criteria to be awarded a pass:

1. You must demonstrate the depth and breadth of your research by using in text and an end of text reference list; and

2. You must demonstrate your understandings by using your own words.

Dr M. Brogan
Unit Coordinator