I hope that the new academic year is exciting for you.  I still get a certain rush when I see the new students and their enthusiasm.

I have reviewed the Critical Incident, “Twitter, and Facebook, and blogs, oh my!”  Again I believe that this incident has a lot of potential but it still needs significant revisions.  I emphasize that this has a substantive topic and some very entertaining response from Patrick Stewart.

Here are some of my more serious concerns:

First of all, the author did not answer questions #3 and #5 in the Teaching Notes.  The questions were initially listed but then they were omitted in the section “Answers to Questions.”  I assume that this was just a serious oversight on the part of the author.  Of course, the author was capable of answering these questions but just did not do so in the submission.

Secondly, the hook was not effective.  This was a criticism in the previous review that was submitted.  The author did acknowledge the previous criticism, and changed a few things in the hook but did not understand or address the significance of the criticism of the hook.  The hook is how “could TWC”s customer service staff responded differently to Stewart’s tweet that could have led to a successful resolution?” The author never states the initial response to Stewart’s tweet.  It was obviously not a successful response, but the response is never given.  The hook could probably work by just asking what should be an appropriate response.  This problem could be rather easily resolved with a different hook question.

Finally, references and pedagogical inserts are added, but they are not well integrated to the student questions.  They are just added at the end and not integrated into the questions and answers.  The format, as it is , would not be particularly helpful for students.

I hope that this is helpful.  If you have any questions, please feel free to contact me.  I hope that these are the kind of reviews that you want.  If there is opportunity for improvement, let me know.

Mike

Michael J. Stellern