



Summative Assessment: Reflection on Practice

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Summative Assessment

Introduction

This essay aims to reflect on the practice exhibition, using the critical model of Gibbs' Reflective framework to provide learning from experience. It encompasses 6 different stages (description, feelings, evaluation, analysis, conclusion and action plan) that require the reflector to consider all phases and steps throughout the project, activity or experience. Ensuring that each successful and non-successful stage was discussed (Gibbs, 1998). Reflective practice enables gaining an understanding of the practice and promotes both personal and proficient growth.

Description

The overall reflection will be based on a website, designed by an organisation called 'Liverpool Nights Out' using wixsite. Created to give individuals planning a night out in the city all the information they need. It's suitable for a wide range of customers based on age, price range, location and preferred genre of night. The target audience ranges from 18-40, as it is illegal for any person under the age of 18 to enter a bar or club which sells alcohol. For each age group, different venues and events were recommended. For example, formal venues are typically the concern for more mature age groups whereas drink prices are usually the main concern for 18-25 year olds. Through the creation of the website, I gained an in-depth knowledge of different features digital media practices use to uphold concepts such as interactivity.

To promote the website and connect to users effectively, the digital media platform Instagram was used. The username: Liverpool.nights.out allowed users to easily find the organisation and connect. The different features Instagram provides fits perfectly with this particular theme. Live stories allowed different nights out to be illustrated and saved for future reference under appropriate titles, such as 'MK' and 'McCooleys'. Each event/venue had its highlight to provide users the full experience of different clubs, drinks venues, and events through the use of images and short video clips; encouraging consumers to engage with the organisation by liking and tagging friends in posts. Instagram was set as a business profile to provide tools to grow, reach and engage with users. There was also a direct link to the website, contact details, and a performance tracker. The visual platform allows a personal

connection with the end-user. The feed at a glance allows users to see what the company is promoting as does the logo and slogan also provided on the website. It also provides an opportunity to get in touch with the organisation through private messaging. Creating competitions on Instagram boosts traffic to the site and the use of hashtags makes it easier to reach a wider clientele.

Feelings

Creating the presentation was something I quite enjoyed, I felt this was a strong section of the exhibition as the project was a website. I wanted to present it in a PowerPoint rather than typically going through the website page by page. This allowed full attention from the audience as they would be focused on what I was discussing rather than the other features on the page which were to be mentioned at a later stage. Additionally, doing so allowed me to use intriguing and attention-grabbing animations, without looking overwhelming. For example, I animated the slide to display a device, either phone or laptop and place the webpage to sit inside the screen of the device. This gave the illusion that the device on the screen was scrolling through that particular page on the website. Each slide only consisted of keywords and allowed me to expand and explain to the audience. Throughout the exhibition, there was references to weekly logs throughout, one in particular was explaining the benefits of using a website rather than an app, I referred back to week 10.

However, during the presentation it would have been significant to mention that an app would be more appropriate for a means of growth, to expand on services and ideally introduce new interactivity and digital concepts. Each slide on the presentation had a different layout, focused on different pages within the website, different videos or screenshots to ensure the attention of the audience was upheld. From experience, I believe if each slide had the same layout or had a vast amount of information it could get boring or the audience would read on and not take note of what I was saying.

My intention of the exhibition was to ensure it was not tedious, as the peers within my class age were my targeted group I felt they were the perfect age group for reflection of the theme. I ensured to maintain a high level of information in both the website and presentation, using personal background research to explain why

certain choices were made, an instance included a website was used instead of an app referencing both Wheeler, et al (2011) and Markatos, (2017). Whilst demonstrating the level of information given to users for each bar, venue and event there was a link to the venue's website, opening hours, location, whether tickets are required and if so, a link to purchase tickets. I felt this made the website very informative. However, the only use of statistics throughout the presentation was when mentioning the most common age on Instagram; 18-25 and number of active users on Instagram; 26.9 million (eMarketers, accessed 8/1/2020). This was documented as a weakness if there were most statistics throughout it would have demonstrated more numerical supported rather than just literaturally referring to other intellectuals.

To ensure that I showed a level of creativity, on the screenshot images there were arrows pointing to key features, on the forum page to draw attention to the number of likes, comments, and views on a forum. Whilst displaying Instagram the use of arrows pointed at stories, highlights, website links, and the contact details.

Throughout the exhibition I made sure to link back to how the creativity and interactivity concepts were upheld, the events page showcased videos from previous events whilst promoting upcoming events to give users an insight into what it might entail. However, when reflecting on this during my exhibition, I stated it would have been more creative if I created a small documentary on the event showing the location, getting tickets scanned, the food and music rather than just the music. Which would incorporate another technology; video and iMovie. Individuals tend to use their phones more than computers or laptops so the website I created was developed to be optimised for all devices. This was recognised as a major strength during the feedback as viewing on the go can be done anywhere. The member's page was another one that held a lot of creativity, it allowed users to create their profile, interact with others and the organisation, create blog posts, comment on forums and blogs and even private message other users. The online messaging tool also promoted interactivity. Members and non-members on the website can privately message the organisation with any queries, this was a big feature of the website to ensure users were able to interact easily, receiving a reply typically within an hour. The winning page contained a form that asked users to recommend one thing Liverpool Nights Out could improve on their website, and in return, they will be

entered into a draw to win a bar tab. This was advertised and promoted on social media which moved traffic onto the website.

Throughout the exhibition, for each page, I criticised some features or aspects, mentioning on the member's page the lack of color and no images where it appeared dreary and may refrain individuals from creating an account. I also mentioned that the home page may have looked overwhelming, with too much information and if divided into two pages it may have looked more welcoming rather than bombarding with information. I feel the points I reflected on throughout were just done briefly and could have been done in-depth particularly why I thought something was done badly and what I would have replaced it with in the future. For example, a problem with using Instagram rather than Facebook or Twitter is on certain posts it talks about buying tickets and gives the link however it doesn't hyperlink it meaning users have to type the link into a search engine themselves – the link in bio method can be used but for later posts, the link will be changed. Additionally, unless the images or videos look intriguing users can skip past them, whilst captions of images tend to be short so any lengthy posts will be skipped.

It was quite a disappointment when I found out I had to present my exhibition to flatmates, which was out of everyone's control. Feeling like I was at a disadvantage as my flatmates could not reflect as critically as my peers would have. They had not had experience on critically reflecting before. I found it difficult to use their reflection as it was very limited. To overcome this I had to try and carry out my presentation to a classmate, through the use of skype which allowed me to talk through some slides. This proved to be difficult as I had different animations or videos for certain parts of my reflection points, whilst living in student accommodation I struggled to have a good connection through the Wi-Fi which caused a lot of freezing and frustration. Besides this, my peer was able to reflect on a couple of slides while the connection was good, which I appreciated.

Evaluation

When given the brief during the first few weeks, I felt very optimistic about finding an appropriate topic or theme to focus my project on, which resulted in brainstorming those which firstly interested me (ruling out political campaigns). And secondly, I believed it was important that the idea or theme would have a successful outcome

and could develop further in the future. During the stages of decision making, a few readings took place to develop analysing skills, it was recommended during these readings to answer a list of questions, (please see appendix 1). This increased my understanding of what individuals analyse a piece of work as successful

During the 'acting on media technologies and infrastructures' reading, it caught my attention that for any successful project or piece of writing it requires some level of supportive evidence. This stuck with me as it was an evident limitation to Kutischko, (2017) which encouraged me to do more research before deciding upon a theme or the platforms to be used. With little knowledge of what critical reflection meant, it caused a lot of worry and panic. However, the reading from week 3 by McMillin and Weyers, (2012) gave me in-depth detail defining what critical thinking means, and how to implement it. I felt this reading was the most important, as it broke down the different elements of reflection, referring back to this would ensure the scope of reflection has been addressed.

During week 5, analysing a video was introduced, I thought of as an effective way to develop critical skills, taking this approach made me aware of little details I would have never considered. These details included the genre of video, location, the technology used and the editing properties (found in appendix 2). I feel this seminar allowed me to decide that movie-making or the use of Youtube would not occur within my project, as it is not a field that interests me. Nor do I like to be in front of the camera or like to record my voice, this was crucial as from this stage it eliminated this form of technology.

This lead me to my collated ideas and decided upon a suitable and amusing topic for me to present and create, creating a proposal style document to hold the different features I would like to include. However, unsure of whether to choose a website or app it resulted in studying many literature on using apps versus websites. Wheeler, et al. (2011) highlighted that users would refrain from downloading an app and using storage on their phone, also Markatos, (2017) stated users prefer using websites as they can search on any device whilst it allows the creator to reach a much larger audience. Reinforced by Padley, (2012) stating websites can be used to give more information to users, whereas given information to users through apps can be difficult. With my experience of creating websites, I felt I would have more success

at designing pages with suitable layouts, colour themes and using features that increases the level of interactivity. This was a big step in the progress of my assessment and allowed implementation to begin.

The next problem I encountered was deciding the most appropriate social media, as 50% of the world's population has now opened a social media account, (Cooper, 2020). It's one of the more effective marketing strategies for organisations to interact with users. Making it extremely important that the correct platform is used to reach the appropriate target audience, in this case, Instagram.

Through all the seminars it gave me ideas about innovation, without attending the seminars I believe my project would have a low level of functionality, interactivity, and creativity. This was due to the adequate tasks set out throughout, in particular, week 6 (please see appendix 3) discussing digital practices that use a platform to present information to the audience, their creativity and the level of interactivity. I was oblivious of being so important, however now I do understand that these integral components of development are major needs for success in digital practice and overall organisations. It highlighted the ways Twitter and Facebook are used to promote businesses and how their interactivity features get users involved. However, character restriction on twitter would limit getting information out to an audience, whilst Facebook is mainly used by the older generations which would not be ideal for this project. Nor would the use of events on Facebook at the organiser of the event would already have an event created.

Analysis

When creating the website interactivity was desired to be the main feature, whilst being informative. With 8 pages, the opening was the home page to ensure it was welcoming and eye-catching it began with an 'about us' section to give a welcoming feel, following on with 'best bars' and 'cocktail lovers'. However, I feel these two sections should have been on a separate page as it looked too overwhelming for a home page, which was discussed during the exhibition. Although, the cocktail section gave users in-depth detail, clicking a particular one took them to another page which had information about the bar, location, opening times and even a direct link to the venue's website. To ensure users could engage effectively, the use of blogs and forums where users can ask questions, create discussions and

communicate with other members enables relationships to form. It allows users to stay up to date with the site as they receive a notification through email when an individual messaged them, comments on a post or likes their post. I believed the forum page was an important feature as the posts were short and took little time to read, which encourages us to get involved whilst using it to promote Instagram, doing so by stating 'check out our Instagram for more!'. However, with the blogs, if they were not continuously updated or consistent it can start looking unprofessional and limit interactivity. During the reflection it was mentioned that there's no time frame for how often blogs would be posted and if comments were made public or kept private.

To include all genres, an events page was created giving information on upcoming events such as the events name, date, location, time and even a link to buy a ticket. Allowing users to view the two videos from events, this also pushes traffic to view more via the Instagram page with the provided link. However, as mentioned above a documentary styled video would have been more intriguing which would have gave users a virtual reality feel.

To ensure the target audience was catered for, a separate page was made called 'students'. In Liverpool, students tend to fund the nightlife whether its clubs, bars or events, and has been known as one of the party cities for students. It was only right to ensure that this website gave information to this group, whilst still including other groups to ensure the website was suitable for the majority of ages. Anyone can become a member of the 'Liverpool nights out' community and can be done through the member's page.

A competition featured on the 'win' page and involved users, upholding both the interactivity and connectivity concept, as users are actively explaining their thoughts and opinions. It allows members and non-members of the site to get involved and help the website improve and grow. I thought this was an important and very smart feature of the website, the competition requires critical feedback from users who are in turn getting something back (entered into the draw). However, I feel like this would have looked more effective on the home page or advertised on the home page as well. It was also a main post on the Instagram page to push traffic to view the website to enter.

I originally wanted to add a feature when any person entered the website it would require their date of birth; this is a site for those aged 18 and promoting venues and events. However, if I created the website using hypertext markup language coding I would have been able to do this whereas wixsite did not provide a feature to.

Conclusion

To conclude, using the Gibbs Reflective Cycle has increased my awareness of how to critically reflect on a personal project, particularly the importance of my feelings throughout. I have also learned that throughout the project, particularly in the first couple of readings without statistics and evidence to back up why choices were made, it can be deemed as unsuccessful. This experience has equipped me with everlasting skills that I will be able to transfer to life and future employment.

Action plan

From the reflection on my project, I have found many different features in the future I would change to make a more successful exhibition and project. As this project is focused on nights out and drinking it would be extremely important to add a help section, for those who suffer from alcohol abuse. This feature would provide individuals with alcohol-free areas, or places they could go where alcohol is not the main attraction, for example, a bowling alley. It would also be professional to add contact details for alcohol abuse call lines and give advice to these users. Another section on this page would provide students and older adults with mental health advice, as alcohol is a depressant it would be required to provide help for those who suffer. Again, giving a call line and providing them with an email if they would require extra advice. This would create a very strong bond between users and organisation, ensuring all their needs are met. As would giving users recommendations for travelling and taxi companies to promote and provide safety for example Delta, Uber and Alpha.

I would reflect more throughout my exhibition, and explain what I would have liked to do in the future. One thing being expanding the website into an app, the app would then include more interactive features such as an interactive map which would highlight all the places near you at that location and time, showing the name, the location, price range, drink price and finally a personal rating by the Liverpool Nights Out.

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Appendix 1

Student Name: Ellen Gault

Student Number: 17001172

Platform(s) used:

Practice Date: 16th October 2019

Project title:

Project context (what are the latest factors and developments related to the project?):

Brainstorming ideas and themes.

Practice actions (describe what you did):

During this seminar, we started the block of reading and discussions, to gain and develop our critical analysis skills. The piece of work we were critically analysing was called 'acting on media technologies and infrastructures: expanding the media as practice approach' by Sebastian Kutischko, to do this correctly we were given a set of questions to base the reading off and gave us insight into what we should look out for.

The questions answered were below.

What is the paper about?

It is a paper exploring what people do with media, in particular, any form of political engagement today relates to media in some way and develop our understanding of contemporary social transformations

What is it trying to do?

It is trying to prove that media technologies and infrastructures today are in one way or another essential for the formation of social-cultural, economic and political life. How researchers change their minds and attitudes, it also advocates a change in addressing existing knowledge.

Sum up the paper

It highlights and explains that there is a need to widen and advocate our understanding of media practices, which particularly focus on politics in their own right. 'Acting on' is then introduced as a means of investigation, opportunities, and limitations related to media and there is a needs to be a deeper knowledge.

Acting on means denotes the efforts of a wide range of actors belonging to different fields to take part in the moulding of the media technologies and infrastructures that have become part of the fabric of everyday life.

'Actors' talking about everyone, need to rethink who political actors are redefining this term.

Do you agree? Why?

Yes, I do agree that there is a lack of research into this topic and it requires more exploring as there are still unanswered questions such as 'who can and does act on the conditions, formations, and affordance of media technologies and infrastructures? To some extent – it depends on the individual's involvement with political engagement. A response could be a new article

How would you define media practice?

The definition by the writer is more politically based, doesn't take in social sciences, it's quite narrow. There are different ways of looking at media practice, can use it as bedrock but then in this context I would define it differently.

Limitations?

- Lack of research
- How can you analyze people etc
- Everyone who studies media is political actors – assumption and not backed up, which makes it untrue.

Once we had individually answered the questions we were through it as a group, discussing the pros and cons of the article.

The integrated project, platform, and audience engagement considerations

(give specifics about how the factors integrate concerning your unique project nuances):

During this seminar, it increased my understanding of what it means to thoroughly go through large pieces of text and analysing it in a way I would never have thought of. Using the 5/6 questions to answer whilst going through the text allowed me to have a clear summary of what the text was about, in particular asking the question 'do you agree' allows there to be different opinions incorporated, as during the discussion many individuals agreed whilst others disagreed, with supportive reasons backing up their answer. It made me conscious that everyone has different opinions on a piece of work and that everything stated in the article may not have any supportive evidence backing it up, as stated above when there are assumptions made and not backed up. This lead to the limitations of the piece of work, which is a massive area to critically analysis, as there are always pros and cons to pieces of work, during the limitations section it opens up the door to explain what you think was wrong with the text and what could further be improved.

Critically consider and analyse the practice process (e.g. reflect on what you did and consider how you could improve it):

I thought this class benefited me a lot, as I would never have thought about carrying out summary questions like the first 4 before going into whether I agree with the writer, and lastly the limitations with the improvements. By encouraging the reading of the article in depth-first and using a highlighter to pinpoint notes, then going to answer the questions allowed the understanding of the article to be at the centre. To improve my reflection on the article or any work in the future I would most definitely go through the piece of work with a more critical eye and have a list of points to remind myself what I am looking e.g. the length of the piece, words used, the order of the work rather than just the actual work.

Appendix 2

Student Name: Ellen Gault

Student Number: 17001172

Platform(s) used: Facebook

Practice Date: 5th November 2019

Seminar: Examples of digital practice critique and reflection

Project title:

Project context (what are the latest factors and developments related to the project?):

As this was quite an early stage still there was still many ideas of what to base my project on, as like the weeks before I was uncertain of what topic I would enjoy picking. I decided to brainstorm multiple ideas and even start to sketch out ideas of what I could present to ensure the theme fitted the representation of evolving techniques.

Practice actions (describe what you did):

During this seminar we focused on looking at other's work and analysing it in what is a known as a critical way, looking at the numerous factors which makes a piece of work outstanding, or what could subsequently be improved to make it better. The piece of work we looked at was done by Anthony Ridge Newman, who created a movie and uploaded onto Youtube, whilst watching the 20 minute video we were not to talk but however take notes and points on the video which would be later discussed, we were told there was no right or wrong answer for this it was just important to have a critical eye. Once the video was over we then went onto discuss what the video was and the little details to which we wouldn't have first thought to think about.

The pointers we discussed about the youtube video was :

- the platform used which was youtube
- the technology used to create the video which was an iphone
- it was discussed what was happening in the video which was people were dancing at the beach at the start which moved to them dancing in different cities with a mysterious time of music in the background which fitted the dancing
- the people then move onto wearing masks and cover their faces
- the genre of the video and dancing we agreed to be digital art

There was a great deal of editing used within the video, which allowed there to be different sounds, music, locations and overlays used

The digital art genre interpreted the dancing style of body weather which was explained by the tutor as a comprehensive training and performance practice that investigates the intersections between body and environment, this was used in the video and was clear to see as the dancers used the weather and other pedestrian movements throughout the video.

They go into a big, open space and observe the things they see, which was discussed as weird which was discovered to be the purpose as the creatures or dancers were looking like aliens also known as human evolution. This critical analyse was replacing human existence under the microphone.

Integrated project, platform and audience engagement considerations (give specifics about how the factors integrate in relation to your unique project nuances):

After this seminar I had definitely decided I was not going to carry out any project which contained any videoing or movie making, the reason for this was because it is not a field which interests me, I also do not like to be in front of the camera or like to record my own voice, which eliminated this from the choices of technology to use.

Critically consider and analyse the practice process (e.g. reflect on what you did and consider how you could improve it):

This seminar give an insight of what our personal end projects could look like, in a way that would allow us to critique it and understand if there was anything we would change to make it better. It also highlighted the importance of critically analysing something which was not a reading as done in the 3 week prior to this week.

To improve the video which was shown I would limit the amount of overlaps.

Appendix 3

Student Name: Ellen Gault

Student Number: 17001172

Platform(s) used:

Practice Date: 12th November 2019

Project title: The best of Liverpool – we've got you ..

Project context (what are the latest factors and developments related to the project?):

On the 11th I had finally collated my ideas and decided the topic and area which was more suitable and enjoyable for me to present, I decided to have the topic based on Liverpool nightlife, with target audience of students. I created a proposal type of document which would let me include all my ideas for the project and brainstorm, it included-

A map will be available to give users an overview of Liverpool with popular venues highly liked by students highlighted. As it is about going out the user will be prompted for their date of birth before they can enter as it is 18 plus by law.

The user can click on each venue, it will bring up information about them:

- How long it will take to get there from a certain location
- Events on at that venue near that particular date – they can also have a link to site of the organiser
- Drinks price range
- Opening times
- Entry prices – tickets or not? If so there will be a link to buy ticket

Home screen will have a menu –

- Venues
- Social media
- Contact us
- About

As it is for nightlife in Liverpool I remembered about the legal age to drink which is 18 or to enter a nightclub so would like to include some sort of feature which would make them click yes or no if they are over the age of 18. This was just a brief idea to which will change throughout the weeks to make it more suitable for the project.

Practice actions (describe what you did):

We were put into groups of 3 or 4 and were told to discuss the digital practice we brought in and discuss one as a group on the screen, keeping in mind how the business / organisation uses that particular platform to present information to their target audience, their creativity and the different concepts which they bring about to have success on these platforms, such as interactivity.

As a group we decided upon the phone company o2, as it is a big corporation and has many strategic skills, whilst being able to successfully promote their service with the use of different digital media platforms. We discussed the pros and cons of each social media networking site they had, picking twitter as their main site to show on the screen and talk about to the class. The reason we picked twitter was because they had a huge following, and is the platform used most to promote deals and keep followers up to date with what is going on in the company.

Throughout presenting it to the class we talked about the following:

- The consistent theme o2 had throughout their twitter; with each tweet being self-explanatory and full of information for users
- They incorporated their other digital media platforms and their website throughout to push traffic onto their other pages and subsequently create a contract with o2
- They tweet daily to show all their deals
- It was used to promote their priority app which is for o2 customers only
- They have a high level of interactivity with their customers / following on twitter, with individuals liking tweets, replying, retweeting and even having competitions to push traffic onto their website to enter.

Integrated project, platform and audience engagement considerations (give specifics about how the factors integrate in relation to your unique project nuances):

During this class it made me more aware about what our personal projects should include, with the interactivity discussed above it and moreover the importance digital media platforms such as Twitter does to the success of businesses and organisations like o2.

In relation to my project as I had only thought of what I was planning to do, it brought about ideas and made me start thinking what digital media platform would relate to my topic successfully, at this stage I was uncertain of which one to choose.

Critically consider and analyse the practice process (e.g. reflect on what you did and consider how you could improve it):

I feel like during class we could have talked about o2 and twitter more in depth if we were more conscious of the advantages it brings about and the different concepts digital media holds. Maybe choosing a different company other than o2, which incorporates Twitter or even choosing Facebook we would've had a lot more to discuss, other than just the deals.