**Department of Sociology**

**Postgraduate Feedback Sheet**

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| Student Name: | Chen Yanzhu, Zheng Xingyue, Wu Dan | | |
| Module: | Critical Methods (Presentation) [https://chineseonlinecelebrity.wordpress.com](https://chineseonlinecelebrity.wordpress.com/) | | |
| Mark (number): | 55 | Late Penalty: |  |

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| **Marker Comments**  Presentation is quite good. Here are some comments to help.   * It would help for you to discuss more about the interaction of corporations in the creation of “fans,” as I discussed. One cannot simply assume that all profiles are “fans” that have found themselves there on their own accord. As Cambridge Analytica and other experiences show, people’s profiles are used in lots of ways, and often corporations pay people to be online “fans” for the exact purposes that you have examined. * When audiences and discussants give feedback, it is best not to argue too too much with them, but to take the information and either discuss your arguments with their thoughts later or to incorporate them or just ignore them, whatever you decide to do. Argument isn’t helpful in a presentation, as it is feedback that generally helps to improve work by pushing us to either do better or to better justify what we have done. * The notion of “vitality” needs to be better explicated in your research. It is confusing what you mean by that, the role of the product, the corporation, the individual celeb, or the user… * The number of data points and sources for analysis is also confusing, and you would benefit from being more clear about what you are work toward with your data, as well as the methodology. |

x

**This module has been moderated**

**Marker:**  **Moderator: Adrian Mackenzie**

**Date:**  **Date: 27 April 2018**

**If you want to discuss this feedback further with me, please come see me during my office hour or make an appointment.**