**Department of Sociology**

**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Bolchinova, Angela | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 1  I really liked the idea of putting celebrity at the centre of the project. The contextualization of fake news was really effective, and I appreciated the reflections on the group members different relation to news. Research questions were pretty good: media specificity and celebrity culture were both focal points. Overall, I thought this was a very rich project, although sometimes I found it hard to hold these together. The conclusion was impressively sophisticated.  The topics of popularity and celebrity would really anchor this project, and would make it relevant to MCS more generally.  It would have been nice to have heard a brief discussion of some relevant theoretical work or other relevant MCS research perhaps on celebrity or popularity.  A comprehensive use of methods figured in your project design. I thought the summary of method showed very good level of engagement with methods in the course. I was very interested to see how such a comprehensive selection of methods could be brought together in one project. Death, mockery, illness and beauty treatments were all very interesting focal points.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely.  Could be good to focus just on celebrity death. |

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

**Date: 28 March 2017**  **Date:**

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**Department of Sociology**

**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Pike, Max | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 1  I really liked the idea of putting celebrity at the centre of the project. The contextualization of fake news was really effective, and I appreciated the reflections on the group members different relation to news. Research questions were pretty good: media specificity and celebrity culture were both focal points. Overall, I thought this was a very rich project, although sometimes I found it hard to hold these together. The conclusion was impressively sophisticated.  The topics of popularity and celebrity would really anchor this project, and would make it relevant to MCS more generally.  It would have been nice to have heard a brief discussion of some relevant theoretical work or other relevant MCS research perhaps on celebrity or popularity.  A comprehensive use of methods figured in your project design. I thought the summary of method showed very good level of engagement with methods in the course. I was very interested to see how such a comprehensive selection of methods could be brought together in one project. Death, mockery, illness and beauty treatments were all very interesting focal points.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely.  Could be good to focus just on celebrity death. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Sui, Boyu | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 1  I really liked the idea of putting celebrity at the centre of the project. The contextualization of fake news was really effective, and I appreciated the reflections on the group members different relation to news. Research questions were pretty good: media specificity and celebrity culture were both focal points. Overall, I thought this was a very rich project, although sometimes I found it hard to hold these together. The conclusion was impressively sophisticated.  The topics of popularity and celebrity would really anchor this project, and would make it relevant to MCS more generally.  It would have been nice to have heard a brief discussion of some relevant theoretical work or other relevant MCS research perhaps on celebrity or popularity.  A comprehensive use of methods figured in your project design. I thought the summary of method showed very good level of engagement with methods in the course. I was very interested to see how such a comprehensive selection of methods could be brought together in one project. Death, mockery, illness and beauty treatments were all very interesting focal points.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely.  Could be good to focus just on celebrity death. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Yao, Xi | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 1  I really liked the idea of putting celebrity at the centre of the project. The contextualization of fake news was really effective, and I appreciated the reflections on the group members different relation to news. Research questions were pretty good: media specificity and celebrity culture were both focal points. Overall, I thought this was a very rich project, although sometimes I found it hard to hold these together. The conclusion was impressively sophisticated.  The topics of popularity and celebrity would really anchor this project, and would make it relevant to MCS more generally.  It would have been nice to have heard a brief discussion of some relevant theoretical work or other relevant MCS research perhaps on celebrity or popularity.  A comprehensive use of methods figured in your project design. I thought the summary of method showed very good level of engagement with methods in the course. I was very interested to see how such a comprehensive selection of methods could be brought together in one project. Death, mockery, illness and beauty treatments were all very interesting focal points.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely.  Could be good to focus just on celebrity death. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Bohan, Tom | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 2  I really appreciated your discussion of the construction of fake news sites and their consumptions. The focus on discursive construction was very apt. And the connection between fake news credibility and its consumption was excellent – a very sophisticated approach.  The framing of the questions showed a strong relation to MCS. I was really impressed with this. It showed good awareness of different methodological issues. I thought the analysis of ‘sources’ was an interesting lead to follow up. What would an MCS account of ‘source’ look like? Especially when it comes to the media visibility of ‘advisors.’  Good that you found some relevant publications directly on fake news. It would be also possible, obviously, to draw more widely on MCS work on television, newspaper, media and consumption. It would be very interesting to pursue theories of satire and irony or humour as ways of understanding consumption of fake news.  It was really helpful to have your sample analysis of specific examples, ranging from satire to mainstream high-end newspaper. I could see how visual and textual analysis would help understand credibility effects. The timetable was quite linear, and looked neat. I didn’t get a strong sense of how different methods fitted together, especially in relation to the very nice idea of a ‘spectrum of fakeness.’  Great to start with the NYTimes ad. Very evocative. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Jia, Xintong | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 2  I really appreciated your discussion of the construction of fake news sites and their consumptions. The focus on discursive construction was very apt. And the connection between fake news credibility and its consumption was excellent – a very sophisticated approach.  The framing of the questions showed a strong relation to MCS. I was really impressed with this. It showed good awareness of different methodological issues. I thought the analysis of ‘sources’ was an interesting lead to follow up. What would an MCS account of ‘source’ look like? Especially when it comes to the media visibility of ‘advisors.’  Good that you found some relevant publications directly on fake news. It would be also possible, obviously, to draw more widely on MCS work on television, newspaper, media and consumption. It would be very interesting to pursue theories of satire and irony or humour as ways of understanding consumption of fake news.  It was really helpful to have your sample analysis of specific examples, ranging from satire to mainstream high-end newspaper. I could see how visual and textual analysis would help understand credibility effects. The timetable was quite linear, and looked neat. I didn’t get a strong sense of how different methods fitted together, especially in relation to the very nice idea of a ‘spectrum of fakeness.’  Great to start with the NYTimes ad. Very evocative. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Khli-In, Apisara | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 2  I really appreciated your discussion of the construction of fake news sites and their consumptions. The focus on discursive construction was very apt. And the connection between fake news credibility and its consumption was excellent – a very sophisticated approach.  The framing of the questions showed a strong relation to MCS. I was really impressed with this. It showed good awareness of different methodological issues. I thought the analysis of ‘sources’ was an interesting lead to follow up. What would an MCS account of ‘source’ look like? Especially when it comes to the media visibility of ‘advisors.’  Good that you found some relevant publications directly on fake news. It would be also possible, obviously, to draw more widely on MCS work on television, newspaper, media and consumption. It would be very interesting to pursue theories of satire and irony or humour as ways of understanding consumption of fake news.  It was really helpful to have your sample analysis of specific examples, ranging from satire to mainstream high-end newspaper. I could see how visual and textual analysis would help understand credibility effects. The timetable was quite linear, and looked neat. I didn’t get a strong sense of how different methods fitted together, especially in relation to the very nice idea of a ‘spectrum of fakeness.’  Great to start with the NYTimes ad. Very evocative. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Sarma, Kausiki | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 67 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 2  I really appreciated your discussion of the construction of fake news sites and their consumptions. The focus on discursive construction was very apt. And the connection between fake news credibility and its consumption was excellent – a very sophisticated approach.  The framing of the questions showed a strong relation to MCS. I was really impressed with this. It showed good awareness of different methodological issues. I thought the analysis of ‘sources’ was an interesting lead to follow up. What would an MCS account of ‘source’ look like? Especially when it comes to the media visibility of ‘advisors.’  Good that you found some relevant publications directly on fake news. It would be also possible, obviously, to draw more widely on MCS work on television, newspaper, media and consumption. It would be very interesting to pursue theories of satire and irony or humour as ways of understanding consumption of fake news.  It was really helpful to have your sample analysis of specific examples, ranging from satire to mainstream high-end newspaper. I could see how visual and textual analysis would help understand credibility effects. The timetable was quite linear, and looked neat. I didn’t get a strong sense of how different methods fitted together, especially in relation to the very nice idea of a ‘spectrum of fakeness.’  Great to start with the NYTimes ad. Very evocative. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Chen, Yanhui | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 72 | Late Penalty: |  |

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| **Marker Comments**  Group 3  I really liked the twin focus on local and global. ‘Overheard at Lancaster’ was an excellent case study, and was skillfully framed in the presentation. It was a little bit harder to see how you were going to connect the case study to broader discourses around ‘fake news.’  It was a good idea to ask the elementary question ‘how does news matter in peoples lives?’ That is too often take for granted in discussions of fake news.  Your group situated the project briefly, but well in relation to existing MCS work. It might have been useful to frame the case study in terms of other work on Facebook.  It was really helpful and indeed clever to have the very specific focus on events that you can analyse immediately and then trace out into wider media-culture. The research design was excellent overall.  Nice use of presentation visuals and to show sample empirical materials. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Dale, Alexandria | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 72 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 3  I really liked the twin focus on local and global. ‘Overheard at Lancaster’ was an excellent case study, and was skillfully framed in the presentation. It was a little bit harder to see how you were going to connect the case study to broader discourses around ‘fake news.’  It was a good idea to ask the elementary question ‘how does news matter in peoples lives?’ That is too often take for granted in discussions of fake news.  Your group situated the project briefly, but well in relation to existing MCS work. It might have been useful to frame the case study in terms of other work on Facebook.  It was really helpful and indeed clever to have the very specific focus on events that you can analyse immediately and then trace out into wider media-culture. The research design was excellent overall.  Nice use of presentation visuals and to show sample empirical materials. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Hale, Thomas | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 72 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 3  I really liked the twin focus on local and global. ‘Overheard at Lancaster’ was an excellent case study, and was skillfully framed in the presentation. It was a little bit harder to see how you were going to connect the case study to broader discourses around ‘fake news.’  It was a good idea to ask the elementary question ‘how does news matter in peoples lives?’ That is too often take for granted in discussions of fake news.  Your group situated the project briefly, but well in relation to existing MCS work. It might have been useful to frame the case study in terms of other work on Facebook.  It was really helpful and indeed clever to have the very specific focus on events that you can analyse immediately and then trace out into wider media-culture. The research design was excellent overall.  Nice use of presentation visuals and to show sample empirical materials. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Zhang, Yuning | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 72 | Late Penalty: |  |

|  |
| --- |
| **Marker Comments**  Group 3  I really liked the twin focus on local and global. ‘Overheard at Lancaster’ was an excellent case study, and was skillfully framed in the presentation. It was a little bit harder to see how you were going to connect the case study to broader discourses around ‘fake news.’  It was a good idea to ask the elementary question ‘how does news matter in peoples lives?’ That is too often take for granted in discussions of fake news.  Your group situated the project briefly, but well in relation to existing MCS work. It might have been useful to frame the case study in terms of other work on Facebook.  It was really helpful and indeed clever to have the very specific focus on events that you can analyse immediately and then trace out into wider media-culture. The research design was excellent overall.  Nice use of presentation visuals and to show sample empirical materials. Everyone spoke well, and the presentation was fairly neatly divided between different group members. |

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|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Ai, Yiran | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 68 | Late Penalty: |  |

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| **Marker Comments**  Group 4  Great to have this institutional focus, with a global comparison. The introductory discussion of differences between China and England was a good starting point. I thought the overall design of the project was feasible.  The discussion of the difficulty of the notion of ‘fake news’ and ‘post-truth’ by looking at what the term means for different groups and different practices was really thoughtful. Good to have the historical context too.  I understand the attraction of Baudrillard in relation to this topic. It was good that you were cautious in your treatment of Baudrillard. Maybe it would have been good to look at some of the MCS work on media institutions to complement the simulation theory.  I really appreciated your discussion of the messiness of Facebook – that was an excellent auto-ethnographic observation. Well done on that. The mixture of methods seemed fine. An ethnography of news production in China would be excellent, if you could gain access. Were there UK ethnographic sites? In relation to textual analysis, I wasn’t certain what texts you would analyse. It seems fine to use semiotics and the broader notion of textual environment, but social media in general is huge. How would you filter this amount of material? The timetable looked interesting, but we saw it for only a few seconds.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely. |

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|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Ordonez, Jessica | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 68 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 4  Great to have this institutional focus, with a global comparison. The introductory discussion of differences between China and England was a good starting point. I thought the overall design of the project was feasible.  The discussion of the difficulty of the notion of ‘fake news’ and ‘post-truth’ by looking at what the term means for different groups and different practices was really thoughtful. Good to have the historical context too.  I understand the attraction of Baudrillard in relation to this topic. It was good that you were cautious in your treatment of Baudrillard. Maybe it would have been good to look at some of the MCS work on media institutions to complement the simulation theory.  I really appreciated your discussion of the messiness of Facebook – that was an excellent auto-ethnographic observation. Well done on that. The mixture of methods seemed fine. An ethnography of news production in China would be excellent, if you could gain access. Were there UK ethnographic sites? In relation to textual analysis, I wasn’t certain what texts you would analyse. It seems fine to use semiotics and the broader notion of textual environment, but social media in general is huge. How would you filter this amount of material? The timetable looked interesting, but we saw it for only a few seconds.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely. |

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**Postgraduate Feedback Sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | Simpson, Oliver | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 68 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 4  Great to have this institutional focus, with a global comparison. The introductory discussion of differences between China and England was a good starting point. I thought the overall design of the project was feasible.  The discussion of the difficulty of the notion of ‘fake news’ and ‘post-truth’ by looking at what the term means for different groups and different practices was really thoughtful. Good to have the historical context too.  I understand the attraction of Baudrillard in relation to this topic. It was good that you were cautious in your treatment of Baudrillard. Maybe it would have been good to look at some of the MCS work on media institutions to complement the simulation theory.  I really appreciated your discussion of the messiness of Facebook – that was an excellent auto-ethnographic observation. Well done on that. The mixture of methods seemed fine. An ethnography of news production in China would be excellent, if you could gain access. Were there UK ethnographic sites? In relation to textual analysis, I wasn’t certain what texts you would analyse. It seems fine to use semiotics and the broader notion of textual environment, but social media in general is huge. How would you filter this amount of material? The timetable looked interesting, but we saw it for only a few seconds.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely. |

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|  |  |  |  |
| --- | --- | --- | --- |
| Student Name: | lisha, liu | | |
| Module: | SOCL923 Critical Methods in MCS | | |
| Mark (number): | 68 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Group 4  Great to have this institutional focus, with a global comparison. The introductory discussion of differences between China and England was a good starting point. I thought the overall design of the project was feasible.  The discussion of the difficulty of the notion of ‘fake news’ and ‘post-truth’ by looking at what the term means for different groups and different practices was really thoughtful. Good to have the historical context too.  I understand the attraction of Baudrillard in relation to this topic. It was good that you were cautious in your treatment of Baudrillard. Maybe it would have been good to look at some of the MCS work on media institutions to complement the simulation theory.  I really appreciated your discussion of the messiness of Facebook – that was an excellent auto-ethnographic observation. Well done on that. The mixture of methods seemed fine. An ethnography of news production in China would be excellent, if you could gain access. Were there UK ethnographic sites? In relation to textual analysis, I wasn’t certain what texts you would analyse. It seems fine to use semiotics and the broader notion of textual environment, but social media in general is huge. How would you filter this amount of material? The timetable looked interesting, but we saw it for only a few seconds.  The presentation in general was very good. Slides were evocative and provocative, and mixed visual and textual materials effectively. Verbal delivery and response to questions were done nicely. |

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