

Unit 2 Assignment: Evaluating a Website

Due: **Sunday by 11:59pm at the end of Unit 2.**

In this unit, we explored the role of the media industry in the process of persuasion. Increasingly, audience members are afforded a more interactive role in the process of persuasion through social media platforms and other mobile technology. Persuaders are using these various technologies to create interest in their products and make their promotional materials more exciting.

For this assignment, you will evaluate the effectiveness of a website. The website you choose can be one associated with a product, company or organization. You may even choose to focus your analysis on the University's website. Your analysis will focus on how effectively the company or organization communicates to its audience. This will include the website's use of convergence and social media components.

Assignment Guidelines:

- Your analysis should be approximately 2 pages in length and include application of concepts from the textbook and unit resources. Please double space and adhere to standard margins and font size.
- Your analysis should include APA citations for referenced works and a works cited page.

Assignment Requirements:

- Choose a website associated with a product, company, or organization. Briefly describe the website. What is the overall visual appeal? Is it user-friendly? Does it make you excited about the product, company, or organization?
- Focus on the concept of convergence. How might the website use convergence to communicate more effectively with its audience? What examples of convergence do you see?
- How does the website use social media? Are there links to social media platforms? Briefly describe the social media present on the website and identify ways the website can better utilize social media.
- Analyze the information found on the website. Is there information missing that would be beneficial for audience members to have access to?
- Summarize the overall effectiveness of the website in communicating its message to audience members. What could be done to get users to log on more frequently?

Students: Be sure to read the criteria, by which your paper/project will be evaluated, before you write, and again after you write.

Evaluation Rubric for *Evaluating a Website* Assignment

CRITERIA	<i>Deficient</i>	<i>Development Needed to Proficient</i>	<i>Exemplary</i>	<i>Points Earned</i>
Description of Website	0-1 Point Does not provide an adequate description of website or is missing.	2-3 Points Description of website is presented, though may not be clear or complete.	4-5 Points Description of website is clearly presented including all criteria outlined in the assignment guidelines.	
Convergence and Social Media	0-5 Points Does not provide an adequate analysis of convergence and social media use or is missing.	6-10 Points Analyzes the use of convergence and social media, though may not be clear or complete.	11-15 Points Analyzes the use of convergence and social media in a clear and detailed manner.	
Website Information	0-5 Points Does not provide an adequate analysis of the information on the website or is missing.	6-10 Points Analyzes the information found on the website, though may not be clear or complete.	11-15 Points Analyzes the information found on the website in a clear and detailed manner.	
Effectiveness of Website	0-5 Points Does not provide an adequate analysis of the effectiveness of the website or is missing.	6-10 Points Analyzes the effectiveness of the website, though may not be clear or complete.	11-15 Points Analyzes the effectiveness of the website in a clear and detailed manner.	
Clear and professional writing and format	0-1 Point Errors impede professional presentation ; guidelines not followed	2-3 Points Few errors that do not impede professional presentation	4-5 Points Writing and format is clear, professional, APA compliant, and error free	
Total Points:				55