

Applying Social Psychology on the Web

Due April 19th

Worth 25 marks

1. Choose a social media platform; such as Dating apps, Twitter, Facebook, Snapchat....
2. Explore at least 3 concepts outlined in the textbook and tie these concepts to the Social Media platform you've selected.

For example, you might choose a dating app – match.com. You will describe how (3 of these) attraction, intimacy, prejudice, behaviors/attitudes, self-presentation, or self-comparisons are 'played out' (shown on) this platform.

For example, you might choose a 'movement' (#payitforward, #metoo, #BLM) and discuss 3 course concepts as they apply on Social Media. (Prejudice, conformity, persuasion, altruism, aggression...)

You may NOT use anything from Group Influence Chapter 7 – we already had a paper for that!

3. Submit in PDF or DOC formats only - 1500 words max limit. Use your own words – only quote if necessary. Watch for plagiarism.
 - Create a title for your work (Don't use a whole page for the title, just start body of work under title)
 - Create a short introductory paragraph
 - Describe the concepts you are highlighting from the text or lecture.
 - Referencing can use this format (Textbook, page #) or (LectureVideo #, Time Stamp). Please use direct quotes properly and sparingly. I expect most of the paper to be in your own words. The purpose of the paper to highlight how well you can take the topic from the text and apply it in the 'real' world. If you use any outside sources, you should use APA formatting.
 - You may include other visuals or screenshots to explain the concepts. Reference all material location with URL at end of paper.
 - Make the connection with examples from social media
 - New paragraph (or subheading) for each concept
 - Give an overall discussion to tie separate concepts together and include a 2-sentence conclusion.