

2: News Blog and Social Media

Due 27 Sep by 23:59 **Points** 30 **Submitting** a file upload
Available 1 Sep at 0:00 - 4 Oct at 23:59 about 1 month

This assignment was locked 4 Oct at 23:59.

Write a brief (500 word) news blog based on a scientific journal article that outlines the research underpinning a new breakthrough/innovation for a particular field. You are to source your own as it relates to your particular interest. The format and criteria are;

Empirical evidence: All the claims and suggestions you make need to be directly related to scientific evidence from the primary literature sources, which should be properly cited.

Note: *The citation format used on the blog is a bit different to standard APA style; they use footnotes instead.*

Pictures: The blog post should be readable and visually appealing. You must include two original pictures in your blog post: either photos, figures or hand-drawings

Title: Please think of an engaging title to attract readers!

Format: Type your blog post in a Word document, and copy & paste the pictures into the appropriate location in the text.

Length: Your blog post should be 500 words long (not including the ref list).

Social Media Audience: You are targeting first year University students, those in the early stages of their education.

Science News Blog and Social Media

Criteria	Ratings				Pts
Title You want people to read what is written - does this title make you want to click on it?	5.0 to >4.0 Pts Top marks Title innovative and immediately engaging	4.0 to >3.0 Pts Partial Marks Title descriptive but not innovative	3.0 to >0.0 Pts Partial Marks Title present but not descriptive of content nor innovative	0.0 Pts No marks Title missing	5.0 pts

Scientific content Has this blog conveyed accurately the science in the journal article?	5.0 to >4.0 Pts Top marks Key scientific facts and outcomes from article clearly conveyed and appropriate terminology	4.0 to >3.0 Pts Partial Marks Scientific facts present but not conveyed in a manner that is easily understood, too much jargon	3.0 to >0.0 Pts Partial Marks Not all key findings presented accurately, patchy description of scientific content	0.0 Pts No marks Science not accurately conveyed, missing key points, not able to be understood.	5.0 pts
Formatting and style Use of column format, sub-headings, shorter paragraphs, punctuation to make it easy to read quickly.	5.0 to >4.0 Pts Top marks Blog visually appealing, appropriate length and readable.	4.0 to >3.0 Pts Partial Marks Formatting is readable, length appropriate, lacking visual appeal	3.0 to >0.0 Pts Partial Marks Some attempt at formatting but lacking in visual appeal and/or length not appropriate	0.0 Pts No marks No formatting	5.0 pts
Use of Social Media Include either a FaceBook or Twitter post that targets first year University students.	5.0 to >4.0 Pts Top marks Social media post is creative, engaging and pitched appropriately	4.0 to >3.0 Pts Partial Marks Social media post provided but limited creativity and pitched not appropriate to target audience	3.0 to >0.0 Pts Partial Marks Social media post not creative, doesn't link to blog content, not pitched at all to target audience	0.0 Pts No marks Social media post missing	5.0 pts
Use of Images Inclusion of two original images	5.0 to >4.0 Pts Top marks Two original images provided of high quality	4.0 to >3.0 Pts Partial Marks Original images provided but not descriptive or of good quality	3.0 to >0.0 Pts Partial Marks Either only one image given or not original and poor quality	0.0 Pts No marks No images	5.0 pts
Citations Used appropriately and in the correct	5.0 to >4.0 Pts Top marks Citations given,	4.0 to >3.0 Pts Partial Marks Citations	3.0 to >0.0 Pts Partial Marks Citations not complete,	0.0 Pts No marks	

format for a blog (following other science blog examples)	correct format	present but formatting issues	either not all present or not formatted correctly	Citations missing	5.0 pts
Total points: 30.0					