Individual Term Paper Guidelines

Here are guidelines for the individual term paper due at the end of the semester. I’ve also added some brief recommendations to help you do as well as possible on this assignment.

You may submit the term paper (via hard copy or email) any time after Week 13 of class: in the two weeks between 5:30 p.m. on Wednesday, November 20, and 8 p.m. Wednesday, Dec 4.

Term Paper Guidelines

At the end of the semester, a final 5-7 page report documenting your class experience is due. This report has three major components:

Section 1. At least 1 page of analysis of your website traffic with detailed information from Google Analytics, including at least one segment analysis. Other appropriate topics include trends in traffic and most popular content.

Recommended: In addition to 1+ page of discussion, consider including one or more graphs based on your Google Analytics data. These can either be shown as Figures within the document or as additional Appendix at the end of the document.

Section 2. A reflection on what you learned during through:

• Class Preparation and Participation,
• Community Hub contributions,
• Social Media Activities, and
• Group assignments
Recommended: To ensure that you have addressed each component, consider creating a subheader for each one with a minimum of several sentences in each sub-section. If you are not familiar with the expectations for a reflection you may find this guide helpful.

Section 3. An evaluation of lessons learned from your Social Media Activities. Include:

• Recommendations of at least three things you would do the same again, and
• Recommendations of at three things you would do differently in creating another blog in the future.

Recommended: Make sure you have at least 3 in each category (same, different). It is better to have 3 insightful ideas in each rather than 5 mundane ones. Also, avoid the temptation of making all of the “different” items the exact opposite of your “same” ones.

Summary

To meet expectations, the end of semester report must be submitted on time, and it must substantively address all of the above elements and sub-elements. Submit your paper to me in hard copy OR via email in either a .DOC or .PDF format.

Recommended:

• Plan ahead. This is the kind of paper that is best written in multiple sittings with plenty of time to proofread your final copy before submission.
• The length guideline is purposely broad. More important than length is that you submit a professional document that meets
all of the stated requirements.
• This is your opportunity to demonstrate what you have learned for the semester. For students “on the edge” between grades, the term paper is frequently the deciding factor.

Good luck! I look forward to reading your submissions.