



*EMIA6500R (CWB) · CMAA5022 (GZ) ·
CSM160021 (Helsinki)*

Social Media for Creatives

Assignment Guidelines

Spring 2026

Assessment Brief and Grading Breakdown

No Examination! Group projects can be submitted as research/start-up projects! We encourage creativity!

- **Research Essay/Project** — 35% — Individual — Not less than 2500 words
- **Hands-on Creative Project**
 - Project Report — 10% — Group — 15+10 minutes
 - Presentation & Demo — 25% — Group — Description and Reflection
- **Paper Readings & Presentations** — 20% — Group — 15+5 minutes
- **Participation** — 10% — Individual — Online survey in class

No final or midterm exams for this course.

<https://christiep-academic.github.io/Social-Media-Course/>

Group Hands-On Creative Project (25+10%)

- **Total Weight:** 35% (10% Project Report + 25% Presentation & Demo)
- **Overview:** Over the past 10 weeks, your cross-campus team will track, analyze, and present a specific social media phenomenon through multiple lenses (creativity, East/West differences, multimedia, networks, virality, storytelling, XR, gamification, manipulation, etc., as outlined on our template https://miro.com/app/board/uXjVG4ZqvCU=/?share_link_id=774962572902). This group project culminates in two main grading components: your weekly tracking (Project Report - 10%) and your final live Presentation & Demo (25%) occurring in the last two weeks of the course.

Group Hands-On Creative Project (25+10%): Deliverables & Grading Breakdown

1. Presentation & Demo – 25%

- **Schedule:** Presentations will take place during the last week of the course: **Week 13 (May 15)**.
- **Time Limit:** 15 minutes presentation & demo + 10 minutes Q&A (25 minutes total per group).
- **Demo Component (Highly Flexible!):** Use your presentation time to show us the phenomenon in action. We are very flexible with the demo—it can be a live look at the platform, a tour of your FrameVR space, a self-developed system, data visualizations, interviews, or any related video/creative work/findings related to your chosen phenomenon that you want to share!
- **Q&A Requirement:** The 10-minute block following your presentation is entirely dedicated to questions and discussion. Since we have 5 groups in total, **each group is required to ask at least one question to another presenting group**. Please pay close attention to your peers' presentations and prepare thoughtful questions!
- **What to Submit (Due May 8):** Upload all materials used for your live presentation to this Canvas assignment by **the May 8 deadline**. This includes your slides (PDF/PPT), any video files/links, your Miro board link, and any other visual aids used. Submitting early gives you a full week to practice and refine your live delivery!

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**So Next Class (8 May) = No Lecture,
Discussion Time to Prepare your
Presentation! Remember we will still
have Participation Mark !!!**

Group Hands-On Creative Project (25+10%): Deliverables & Grading Breakdown

2. Project Report (10-Week Tracking) — 10% (Group)

- **Format:** Your "Project Report" is the cumulative documentation of your 10 weeks of research. You can submit this as your **Miro Board (the link/extracted files), a compiled document, or a Slide Deck, as long as the 10 weeks are clearly shown and be presented.**
- **Grading Mechanic:** This is worth 10% total, graded as **1 mark per week** for the 10 weeks of tracking.
- **What to Submit (Due May 8):** Please ensure the final link to your Miro board (or your uploaded document/slides) is submitted here.

Group Hands-On Creative Project (25+10%): Example

To help you visualize the final deliverables and the to-dos, let's imagine Group 0 chose the phenomenon: "**Misinformation on Social Media.**"

Part A: The Report (The 10-Week Journey)

During their 15 minutes, Group 0 walks the class through the topics, questions, and answers they discussed each week. Please find the template on

https://miro.com/app/board/uXjVG4ZqvCU=/?share_link_id=774962572902 . You can also include extra / change the discussions or questions outside of our designated ones, as long as they match the weekly topics in our class.

Group Hands-On Creative Project (25+10%): Example

Part B: The Presentation and Demo (Highly Flexible)

To bring their research to life, Group 0 can choose ONE (or a mix) of the following flexible demo formats to share with the class:

- **Self-Developed System/Design:** A live demo of a prototype browser extension they designed using their collected data to flag fake news articles.
- **Quantitative Data Presentation:** An interactive data dashboard (like Tableau or Flourish) showing the real-time spread velocity of a specific fake news story they tracked, or some interesting findings on the data collected.
- **Qualitative Work:** A presentation of the findings found in interviews they conducted with university students about their personal experiences falling for misinformation.
- **Any Other Demo in any form:** A live walkthrough of a FrameVR space they built, designed as an "escape room" where the audience has to spot the fake news to get out. Or a relevant review on the chosen phenomenon. Note that creativity counts towards your marks, so be creative!

Group Hands-On Creative Project (25+10%): Example

Part C: The Q&A

For the remaining 10 minutes, Group 0 takes questions. At least one question from Groups 1, 2, 3, 4, and 5 about Group 0's findings or demo. Group 0 also needs to ask at least one question to at least one of the other group.

Group Hands-On Creative Project (25+10%): Final Reminders for Submission

- **Only one member** of the group needs to submit the final files and links to this Canvas assignment on behalf of the team by May 8.
- Make sure all links (especially Miro, FrameVR, and video links) have their permissions set to "Public" or "Anyone with the link can view" so they can be graded without access issues.
- Get ready for an engaging final week of presentations on May 15. We look forward to seeing the culmination of your cross-campus collaboration!

Individual Research Essay/Project (35%)

Weight: 35% of your final grade

Length: Minimum 2,500 words (with a maximum of 3,000 words) (reference & appendix exclusive)

Tentative Deadline: May 21, 2026, at 11:59 PM

Submission: Please upload your final document (PDF/DOC) to Canvas

Topic and Format Guidelines:

- This assignment is highly flexible to allow you to explore what interests you most. Your essay can cover any content related to our course materials or take a deeper dive into the phenomenon your team selected for the group project.
- You also have the freedom to choose the format that best suits your topic.
- It can be:

A traditional Research Paper investigating a specific social media trend. / An Argumentative Essay where you take a strong stance on a specific statement or debate. / A Reflective Essay critically analyzing your own experiences, practices, or observations as a creative on social media, backed by academic concepts

Individual Research Essay/Project (35%): Examples

Some Examples (also on the Canvas!)

If you wanna do from your group topic, and i.e., your group project focused on the phenomenon of "Misinformation on Social Media."

- **Argumentative Essay:** You could argue a specific thesis, such as: "Deepfakes and AI-generated content pose a significantly greater threat to democratic elections than traditional text-based fake news on platforms like X."
- **Research Essay:** You could investigate a specific mechanism, such as: "An analysis of how algorithmic echo chambers accelerate the spread of health-related misinformation on TikTok."
- **Reflective Essay:** You could write a critical reflection: "A personal reflection on my media consumption habits and the challenges of verifying sources as a digital content creator" or a personal reflection after the group discussion in our class.

Or let's say if you do not wanna do any related topic from your group, but you have your own idea on the project, i.e., "The CREATOR Economy and Algorithmic Burnout."

- **Argumentative:** "Instagram's shift towards prioritizing Reels has forced visual artists to compromise their primary medium, ultimately stifling authentic creativity."
- **Research/Essay:** "Examining the psychological impact of algorithmic unpredictability on full-time YouTube creators."

Individual Research Essay/Project (35%): Final Reminders for Submission

- Writing 2,500+ words requires substantial research, drafting, and editing. **Please do not leave this until the last minute!** Remember, you also need to submit your Group Creative Project materials by May 8 and present your group work live on May 15. Please plan your time wisely!
- For citations, regardless of the format you choose (even reflective essays), you must support your claims with proper academic sources, course readings, or credible industry reports. **Please ensure your citations are properly formatted. You can use whatever you find convenient, but it should be consistent** (i.e., APA in the entire submission).