Personal and Cultural Identity Project – New Media 11

Students of NEW MEDIA 11

Develop a project that communicates how **experiences shape identities** – personal, social, cultural - and how do these identities construct meaningful and personal connections with self, texts, and the world.

Who's Trending?
Investigate, analyze, and examine 5 online personalities. How have they communicated their identities in their online world? Show how an online presence clearly conveys the users' identities through their experiences and how they have made connections to self, text, and the world. Consider the resources provided in the book called **Unit 3 PROJECT and Big Idea Reflection** found on the main page of the course. You might research a trending Twitter feed, a Youtuber, a video game identity, blogger, or trending Instagram personality. Include your list of resources at the end of your project. This works cited should be in MLA format.

Consider the following…
- How does social media construct an identity?
- What goes into creating an online personality or brand?
- How have they created their online identity or persona?
- How have their experiences constructed their online identity?
- What IS their online identity or persona?
- Does the medium change how identity is communicated? Eg. Twitter has a 240-character limit.
- How does their language construct their personal, social, and cultural identity and shape their ideas?
- Does writing in an online platform change expression of self and our connections to others?
- Who is their intended audience? What demographic is most likely to follow this account? (age, gender, race, ethnicity, socioeconomic class, sexual identity).
- Is this online persona/identity responsible for any trends, slang, or popular culture references? Why are they trending?

Your project should include
- Digital communication of your interpretation of how experiences shape online identities. Here are 20 alternatives to powerpoint.
- Images, hyperlinks, embedded video
- MLA formatting – includes in-text citation and a Works Cited List
- Formal tone
- Mature vocabulary

ASSESSMENT (24/24):

Learning Target(s): Exemplary (6/6): Final product demonstrates a rich understanding of how experiences shape identity and how identity constructs meaningful and personal connections to self, text, and the world. This understanding results from thorough research and close analysis of texts, language, and the author's intent which is presented in a works cited list with accurate MLA formatting. Students recognize experiences are formative in identity creation and clearly communicate how identity is necessary for building relationships and connection to others, to the world, and to ourselves.

Ideas/Content: Exemplary (6/6): Exemplary comprehension of project expectations. Final product represents all elements of the task. Exemplary development and presentation of ideas. Content is clear, concise and true. Accomplishes the purpose with originality, individuality, maturity, and sophistication.

Reflection and Insight: Exemplary (6/6): Complex connections and original ideas are included in a thoughtful response that includes specific examples of the student's learning process and growth, which has been the result of informed, fact-based, data-driven research.

Conventions/Sentence Fluency: Exemplary (6/6): Sentence structure and vocabulary are varied, skillfully written (or spoken), and carefully chosen. Composition shows maturity in vocabulary, structure, and organization. Reflection on the quality of writing is evident, resulting in few or no errors.