SOC278: Facebook Project Outline
Week by week hybrid assignments

Each student is responsible creating a Facebook page for a Transnational Corporation (TNC) of their choosing. Using **independently conducted research in conversation with course work,** students will attempt to answer the critical question, **"If corporations are like people, what kind of people are they?"** Your Facebook page will be worked on each week during the hybrid section of class; and shared in a **ten-minute presentation** during the last week of class. During presentations week, students will complete written evaluations of each other's Facebook Projects. Peer evaluations will contribute 1/6 to final project grade.

Grading Break Down:
Facebook Page 200pts
Presentation 50pts
Peer Evaluations 50pts
Total: 300 points

How to Get Full Points:
- Full points will be given for the Facebook Page that includes all of the required weekly hybrid assignments AND goes above and beyond the minimum requirements. This could happen in a myriad of ways. You could add several different profile photos, links to YouTube videos relevant to your TNC, unassigned journal entries posted to your wall reflecting on what your learned in class through the eyes of your TNC, conversations between your TNC and another in your sector that explore issues of globalization, or simply by addressing globalization on your Facebook page in ANY scope beyond what's required in this project outline… these are all possibilities. Be creative! *All projects that include but do not go beyond weekly assigned requirements will earn a B grade. You must exceed the minimum requirements to earn an A.*
- Full points will be given for an effective and interesting 5-10 minute presentation showing your TNC's actual corporate Facebook page, citing information from your TNC Research Report, and clearly answering the critical question, "If corporations are like people, what kind of people are they?", as it pertains to your chosen TNC. **No** PowerPoints or reading directly from your research paper. You should start by introducing yourself as your TNC, then discuss the strengths and weaknesses of your TNC's personality using first person references such as "This is my profile picture", "My friends would say that I am…", "I'm interested in…", "I'm pro/anti-globalization because…", etc…. You can prepare a notecard as a prompt if you wish. You may also show a short video clip with a maximum length of 1 minute.
- Full points will be given for clearly answering the critical question, creativity, and effort, based on generally positive evaluations your peers' write of you.

Project Schedule:

WEEK 1: Familiarize yourself with the idea of globalization (50 minutes)

Buy a copy of the *Wall Street Journal, The Financial Times, The Economist, Business Week, Forbes, Fortune* or some similar pro-business magazine or paper and look for an article in which the editorialist or policy maker or corporate executive says something along the lines of: 'we need to change in this way because of globalization' or 'because of the need to remain globally competitive, we need to do x'. Cut out the article or copy it and bring it to class next Thursday. If you can't find an article like this, at least find an advertisement used by a TNC that uses globalization imagery to market itself, and bring that to class next Thursday. (see syllabus for examples of globalization imagery)

WEEK 2: Globalization 101: Choose your Project (50 minutes)

On your own-
1. Research the history and industry of several different TNCs in your sector
2. Choose your first and second choice TNC for your project
3. Email these choices to your professor. Claiming your TNC will be on a first come, first served basis. That is, if you send your email first, you are more likely to get your first choice company. Therefore it behooves you to get your email in as soon as possible. Your email should say something like, "Dear Prof, my first choice TNC is…. My second choice TNC is…" Subject heading for the email should say, "SOC278 TNC request".

WEEK 3: Critiquing Theories: Start Facebook Pages
1) Sign up for a **new, regular** Facebook account using your name, your Bellevue College email address, and a password of your choosing. (**Do not click** *create a page for a celebrity, band or business*). Select a birthdate and gender at random, as you will change these later. Facebook will send you a confirmation email or text. *Skip* through the prompt to add friends and find friends. Under *Step 3: Profile Information*, type your TNC's actual name (not the name you made up) in the *Employer* field. This will let us know who your TNC is, even if you change the name drastically on your wall. Then click *Save & Continue. Skip* through all prompts to *Add People You Know.* Upload a relevant profile picture of your choosing, then *Save & Continue*.
2) Adjust Privacy Settings by clicking on the gear icon in the upper right hand corner of your wall, then click Privacy Settings and adjust these things:
   a. "Who can see your future posts?" FRIENDS
   b. "Who can look you up…"   FRIENDS
   c. "Do you want other search engines to link to your timeline?" OFF
   d. From the vertical task bar on the left hand side of the Privacy Settings Screen, click *Timeline & Tagging*, make sure all settings are to FRIENDS or OFF
   e. From the vertical task bar on the left hand side of the Privacy Settings Screen, click *General.* This is where you can change your name to your companies name, delete you phone number if you were required to provide one, etc.

3) Find your professor's page by typing "Mickey Deez" into the search bar at the top of your Wall (look for the picture of Ronald McDonald dancing). Send a friend request. Once your request has been accepted, send friend requests to every one of Mickey Deez's friends, until you are friends with all students in our class.

4) Post to your wall for the first time, by typing the globalization quote from the article you found for week 1's hybrid homework. Be sure to cite the article name and source.

WEEK 4: Transnational Migration: What Countries Does Your TNC do Business in? Enter Basic Information About your TNC   (50 minutes)

On your own-

1. From your wall, click *About*.
2. Leave the *current city* field blank!
3. Find the city where your TNC's corporate headquarters is located, and add it in the *hometown* field by clicking *Edit*, then typing in the city name.
4. Confirm/change the gender of your TNC. When you've made your choice, add a sentence on your wall describing why your TNC is male or female (Facebook only allows one or the other). For example, "Adidas is a female because they manufacture products predominantly marketed toward women" or "Nike is a male because the CEO and board of directors are all males". There is no right or wrong choice here, but you must have a logical and clear reason for WHY you've chosen that gender. Click the *show my sex on my timeline* box.
5. Enter/change your TNCs start-up date, the day the company first began operating, and enter it in the *birthday* field. If your company is older than Facebook will "allow" you to be, you need to write a wall post stating why your birthday is incorrect. For example, "Hello corporate colleagues, my stated birthday is incorrect. My real birthday is….. I know, I know, I look good for being 103 years old".
6. Choose *Show my full birthday on my timeline* from the drop down menu.
7. Leave *interested in* field blank!
8. Find out what countries your TNC does business in, and add the dominant language for each country in the *languages* field. You only need to add one language per country, even though most countries have more than one language represented. **A minimum of two languages must be entered (if the company only operates in two countries). A maximum of twenty languages is required.**
9. Leave the *about me* field blank for now. You will post your Individual Research Report in this field later.
10. Be sure to click *save* at bottom of each window before moving on!

WEEK 5: Personality of Paper Chasers: Develop Your TNC's Character (50 minutes)

On your own-

1. Click on the *edit profile* button in the top right corner of your wall.
2. Click on the *arts and entertainment* tab on the left

3. Do some research on your TNC to determine what bands it might like, and enter band names into the *music* field. An icon will pop up for each band chosen. You must be able to explain why you chose those bands specifically!
5-10 band names are required.

4. Google your TNC to find out what books have been written about them. Add book titles in the *books* field. If you can't find a book about your TNC specifically, use one that involves your TNC, or has to do with the industry that your TNC works in. For example: while McDonald's does have books written about them, there are also books about the fast food industry in general… either of those would work.
5-10 book titles are required.

5. Google your TNC to find out what movies have been made about them. Add movie titles in the *movies* field. If you can't find a movie about your TNC, use one that involves your TNC, advertises its products on screen, or has to do with the industry that your TNC works in. For example: while McDonald's does have movies made about them, there are also movies about the fast food industry in general… either of those would work.
5-10 movie titles are required.

6. Choose your TNC's favorite TV shows and enter them into the *television* field. Here's where you can be as creative as you like. Often times a person's favorite shows says something about their personality. Many athletes like to watch sports games, problem solvers like to watch crime shows and mysteries, people who like to laugh tend to watch comedy sitcoms, and in general most citizens choose TV shows that they can relate to in some way. Develop your TNCs character by deciding which TV shows it likes to watch and why.
1-5 TV shows are required.

7. Enter your TNCs favorite games into the *games* field. Remember the critical question you are trying to address with this Facebook page, "If TNCs are like people, what kind of people are they?" Choose games that your TNC would choose to spend it's time playing if it were an actual human being. You can choose board games, video games, online games, etc.
3-5 games are required.

8. Click *save changes* button at bottom of page.

WEEK 6: Politics: Describe your TNCs personality on your Facebook Wall (50 minutes)
On Your Own-

1. Before you start, change your privacy settings: click the arrow in the upper right hand corner of your Facebook page, select privacy settings. Under "How You Connect", click edit settings. Set your privacy to friends, friends of friends, friends, friends, friends, IN THAT ORDER. Click done to save your new settings.

2. Click on the view my profile tab at the top left. For your third wall posting, write a paragraph explaining what bands the TNC likes and why. Use first person format by using the words "I", not "it", "he/she" or "they". Be clear in your reasoning, give

accurate company information, but it's also ok to make up childhood stories or personal moments for your TNC based on real company information. Describe both the strengths and weaknesses of your TNC's personality. Full points will be earned with longer paragraphs explaining the personality traits, habits, personal quirks and pet peeves your TNC has, and how these show up in its music choices. To ensure full credit, add one or more links for relevant music videos on YouTube to your post by copying the YouTube url, and pasting it into your wall post. A YouTube icon will show up under your wall post when the link has been established. Test the link by clicking on it to make sure it works.
1 paragraph required.

1. View each of your PIGS group members Facebook pages. Establish a relationship with the other TNC by determining what kind of dialog the two companies will have. If the two companies are involved in the same industry then comments might be geared toward professional commonalities and mutual interests. If the two companies are direct competitors then the dialog may be competitive or downright malevolent in nature. If the two companies have an actual history of doing business together then there should be a high level of professionalism and possibly some ass kissing involved. All communications between TNCs should remain politically correct at all times. After all, every TNC is extremely interested in creating and maintaining a good image.

3. Once you've determined the nature of the relationship between your TNC and the others in your PIGS group, post a comment on each of their walls. Your comment can be a question about why they like a certain TV show or book, or it can be a dialog starter such as, "Hey Nike, its Adidas… I see that we are both contenders for a contract to be the official sponsor at the next Olympic Games. Do you know which country has been chosen to host the next Olympic Games?". *Dialog starters must be based in factual information* that you have found in your research about your TNC or your PIGS TNC.
1 post per PIG member required.

WEEK 7: Cultural Globalization: Respond to your TNC Community (50 minutes)
On Your Own-
2. Read all of the posts to your TNCs Facebook Page from last week.
3. Answer each question that has been posted to your wall by clicking the *comment* button at the bottom of their post and typing in your reply, then hit the *return* button on your keyboard. You will see your reply just below their post when it has been successfully submitted. A sufficient answer to a question involves several sentences of explanation, bringing new aspects of your TNCs personality to light, clarifying your TNCs character not simply by describing it as third party, but rather by 'acting the part' in first person perspective. To ensure full credit, send a link with each response to illustrate the answer you are providing to their question.
1 answer to each question posted is required.

4. Answer each comment or dialog starter with an appropriate response.
   Full points will be given to the comments that are more than just a few words. Strive to bring new aspects of your TNC's personality to light via the comments your TNC makes on others' walls. **1 response to each comment required.**

WEEK 8: Social Arrangements: Create the "About Me" Section (50 minutes)
   On Your Own:

1. Open window on your computer with your TNCs Facebook page.
2. Click *edit profile* in the upper right hand corner.
3. Click the *about me* tab on the left hand side of the page.
4. Leave that page and open up a second internet window, type the url turnitin.com
5. Click on SOC278 and find your research report to check the plagiarism status.
6. If your report is more than 10% plagiarized you will need to rewrite, and resubmit to this website until there is less than 10% detectable plagiarism.
7. Pending a negative plagiarism report, (less than 10% plagiarism detected) post the final draft of your TNC Research Report on your Facebook Page by copying the entire document and pasting it into the *about me* field in the *basic information* tab. If your report includes a map (and it should), add all maps as links at the bottom of the About Me section, after the report. Or you can upload maps to your wall as PDFs.

WEEK 9: Identify Social Problems associated with your TNC (50 minutes)
   On Your Own:

1. Use what you read about social problems this week in conjunction with what you learned in class to identify what social problems your TNC may be involved in. Write a paragraph in your status bar. This should be a journal style entry, almost like a person who admits publically that they just had an embarrassing moment like rear-ending another car or forgetting a friend's birthday. Your status update should be a paragraph long, addressing the various social problems that your TNC is involved in; and citing specific organizations that have voiced their concerns to your TNC. *All data for this section must be factual!* You don't have to admit to, lament over, or publically regret these alleged actions. Simply state them as an acknowledgement about the social concerns that have been directed at your company.

WEEK 10: Reflect on the Role of TNCs in Anti-Globalization Movements (50 minutes)
   On Your Own:

1. View each of your group members' status updates from last week and comment on how their company may benefit from learning about anti-globalization movements. For example, if the company is involved in the textiles industry you could comment that they need to examine their human rights practices and suggest that they offer fair wages, offer more jobs in the US instead of outsourcing, or consider selling fairly traded products. There are plenty of social movements to speak of, so each PIG member should address a different possible solution tactic for the TNC to consider in

effort to better their image. In other words, if someone has already suggested one type of activism, don't copy theirs. Instead come up with something different. If you're not sure, do some research. Full points will be given for listing at least one solution tactic that *YOUR* TNC has already tried within the sector. For example, "Hey Mickey Deez, you may want to try adding a salad bar in your restaurants to avoid the junk food stigma. It seems to be working for us" - from, Pizza Hut. Describe your TNC's results in implementing these solution tactics in your comments. For Bonus Points: add a link to a non-profit or other organization that supports your solution tactic suggestions. For example, "Additionally, check out this website from the FDA on how salad bars are considered a healthy, quick and convenient alternative to junk food…." **1 comment per PIG member required.**

2. Tie up any loose ends on your Facebook Project. Review this outline week by week, making sure that you have completed all hybrid assignments. Rehearse your presentation for next week.

WEEK 11: Project Presentations

Each student has 10 minutes to present
In class assignment: Write Peer Evaluations (turn in at the end of class)