

CAT 125 Smart Classroom Exercise

1. MORE PUBLIC FIGURES WHO ARE RECENT COLLEGE GRADUATES

<http://virgil.gr/>

Virgil Griffith achieved fame for creating WikiScanner -- <http://wikiscanner.virgil.gr/> -- a program that identifies the owners of IP addresses belonging to anonymous Wikipedia edits that revealed how corporations and politicians were changing their own Wikipedia pages for public relations purposes.

- a. We've talked about political video blogger James Kotecki and how he describes himself on his home page. How does hacker and Cal Tech graduate student Virgil Griffith, who is approximately the same age, describe himself?
- b. How is Griffith's rhetorical approach different from Kotecki's?
- c. How does he incorporate social media and video differently?

2. HOW DOES THE "ABOUT ME" SECTION FUNCTION IF THE MAIN WEBSITE IS NOT DEVOTED TO SELF-PROMOTION OF THE AUTHOR

I.

<http://uncultured.com/>

Shawn Ahmed dropped out of grad school after hearing a speech about ending poverty, and he began "The Uncultured Project," which he describes as "not an organization, charity, or anything formal" that is devoted to showing "the complexity of global poverty" in ways that encourage the poor to represent themselves rather than be represented by others.

- a. How does Ahmed use ethos, logos, and pathos?
- b. Who is Ahmed's audience?
- c. What do we know about his areas of expertise?

<http://uncultured.com/about/>

- d. How does Ahmed organize his "about" page?
- e. What biographical details are important?
- f. What achievements are highlighted?
- g. How does he relate his personal history to his subject matter?
- h. Why does he not appear solo in the one photo in which he appears?
- i. Why does he include his mother's photo?

II.

<http://blogs.discovermagazine.com/notrocketscience/>

Science writer Ed Young is the author of *Not Exactly Rocket Science*

- a. Why is Young's "about" page on the main page of his blog?
- b. What is the ethos, logos, and pathos of his photograph?
- c. Does including "My Wife Who Made It All Possible" help or hurt his ethos?
- d. What various purposes do the materials from the margins of his blog serve?

III.

<http://emsbasics.com/>

Recent college graduate and EMT Brandon Oto runs this site, which he describes as "an educational blog intended for prehospital emergency medical professionals."

- a. Which articles in EMS Basics seem aimed at a specific professional audience?
- b. Which articles in EMS seem aimed at a more general audience?
- c. What do you notice about his writing style?

<http://emsbasics.com/about/>

- a. How does the author of the blog establish his authority?
- b. Is his credibility undercut or enhanced by his disclaimer? (Why would I say it is enhanced?)

<http://degreesofclarity.com/>

- a. How is Oto's "personal website" different from his professional website?
- b. Evaluate these statements: "If you're familiar with most personal sites, this will be nothing new; it provides a clearinghouse for the various creations I've been author to over the years, as well as whatever else I might want to make public and available."

IV.

<http://www.ilovecockpit.com/jin/>

Former ICAM student James Choi put his web design portfolio on the same domain as the fan website for the girl group Cockpit (<http://www.ilovecockpit.com/>)

- a. Does this make sense as a strategy to publicize your work?
- b. Do the two sites seem connected at all?

3. CAREER E-PORTFOLIOS

I.

<http://www.wix.com/jdcarlisle/profile>

Jason D. Carlisle created this simple “research portfolio” to publicize his background in wildlife science.

- a. What advantage does his use of wildlife photographs serve?
- b. What are the possible disadvantages of only making the content on his poster presentations available as PDFs?

II.

<http://michaelnaper.com/>

Computer Science and Mathematics major Michael D. Naper created this portfolio that includes sample programs highlighting his computer programming abilities.

- a. How could Naper’s professional statement page at <http://michaelnaper.com/statement.html> be more specific and present a more coherent and structured narrative?
- b. How could he show the value of his computer programs to others?
- c. Why do you think he discontinued his blog at <http://blog.michaelnaper.com/>?

III.

<https://sites.google.com/a/g.clemson.edu/jenniferjohnsonengineering/>

Civil Engineering student Jennifer Johnson included a biography at <https://sites.google.com/a/g.clemson.edu/jenniferjohnsonengineering/>

- a. What might be the problem with including a picture of herself with her dog on her biography page and the epigraph about “fight” in a dog attached?
- b. What might be the problem with including Bible verses for some professional audiences?
- c. How would you have organized the main navigation to the site?
- d. Should “Engineering Graphics” have been used as a more prominent visual element in the website’s design?
- e. How impressive does her capstone project (a catapult) look at <https://sites.google.com/a/g.clemson.edu/jenniferjohnsonengineering/general-engineering?>

IV. Compare these two very different e-portfolios from teachers

<http://people.clemson.edu/~jmwhite/JennaWhiteePortfolio/Welcome.html>

<http://www.kellylarmour.com/>

- a. Which teacher seems more “teacherly” and a figure of authority?

b. Which teacher might receive a broader audience coming to the site for information and why?

V. Does this e-portfolio from a biology student make her look like a serious researcher?

[http://people.clemson.edu/~lindsaa/Gen Ed ePortfolio/Home Page.html](http://people.clemson.edu/~lindsaa/Gen_Ed_ePortfolio/Home_Page.html)

4. ONLINE PORTFOLIOS FOR GRADUATE SCHOOL APPLICATIONS

a. What do you think of this “undergraduate architecture” portfolio?

[http://issuu.com/gracefulspoon/docs/080206 arch portfolio](http://issuu.com/gracefulspoon/docs/080206_arch_portfolio)

b. Why do you think Columbia University admitted John Locke based on this portfolio?

<http://issuu.com/gracefulspoon/docs/locke-grad-portfolio>