**Social Media Project Statement**

Fall 2019

Assigned: November 24, 2019

Due: December 10, 2018 (before 11:59 pm)

Write a project report that analyses Wikipedia’s move to launch a new social media service that would compete with Facebook. Write a discussion that ends with a conclusion on whether you think this move is useful to the public and may/not attract many/most of Facebook’s members. Here are guidelines to help you go through the project:

1. Get the facts in. Search the web for articles that evaluate and/or analyze both Wikipdedia and Facebook, independently. To what extent did the two services follow business ethics in conducting their business? Did governments, institutions, or the public have known complaints about either one of the two services? What was the merit of such complaints, and how strong/severe were they? Did either one or both services have a repeated pattern of making the same serious mistake in business ethics, and what were those mistakes? Is there a public trust rating in either one or both of the services?
2. At the end of the first guideline, to what extent did each of the two services succeed in following business ethics?
3. How do you link the results from 1 and 2, above, to public satisfaction and possible success or failure, given what we have learned in this course about the relation between business ethics and public satisfaction and success in the business as a whole.
4. From 1, 2, 3, above, is it likely that Wikipedia’s move may be successful, in the long run, based on your business ethics analysis?
5. Are there important factors, other than business ethics, that may have to be considered, and do such factors apply to all users around the globe, or are they specific to some people in certain geographical locations? Are such (hypothetical) factors strong enough to the extent that they become more import than business ethics? How so and why?
6. Write a final conclusion that is based on your analysis of the facts in parts 1-6, above. A **conclusion is not a summary of the report**. A conclusion is a commentary on previous smaller conclusions and analyses that brings to the reader intelligent thoughts and offers new ideas and insights.

**Requirements and format of your project:**

1. Your project should be 3-10 pages long with 1.5 line spacing and size 11 with Cambria font (like this document’s font).
2. A title page and a references page must be included and will not count as part of the reports pages. Pick a title of your own choosing for this project and be creative in what you pick.
3. A structured report is required, but there is no specific format. For example, it is better to have an analysis section and a conclusions section.
4. A table of contents page is not required.
5. You are requested to include supporting images, graphs, or other types of sketches, if they are needed, conditional that they do not exceed 25% of the document spacing.
6. Choose a proper title for your project. Be creative. Your name should be typed right below your title.
7. Be sure to break your ideas into paragraphs, but paragraphs should not be too small to consist only of one or 2 sentences.
8. The line spacing between paragraphs may not be more than one line.

**Late submission policy:** there will be a 10% penalty for every late day past the deadline, but no more than 5 late days. The late day includes the first hour of being late.

**References policy:** this course is based on professional ethics and therefore you should give credit to people that authored the information you used in your report. Not including any references will receive -10 points penalty.

**Relativeness:** a report that is partly or fully not relative to the subject matter and goes into discussing other matters or talks about social networking in general will suffer a substantial loss of points. The number of points lost depends on the degree of loss of relativeness.

**Grading will be guided by the following grading guideline:**

1. **Completeness: 4 points.** Was the report complete? Did it tackle all relative aspects? Was it written according to the requirements of this document? Was it structured?
2. **Analysis: 4 points:** Was there a proper analysis of the information in the report, as requested in the problem statement?
3. **Specificity: 4 points.** Were presented ideas specific and detailed, or were they abstract and general?
4. **Readability: 4 points. Was** it easy to read the report, or were ideas unclear or vague? Was the report free of grammatical errors and misspellings?
5. **Conclusion: 4 points.** Did the conclusion offer new ideas and insights into the researched topic? Was the final conclusion objective and relative to the report? Was it useful to the reader?