**Psychology of Self in Social Media: Impact Project Proposal Template**

*Please complete the following form. Delete the instructions/suggestions in red and add in your responses. Bring 6 copies to class on Thursday February 11 (includes enough for your Working Group and one to hand in). The entire form should require no more than about 2 pages.*

1. First Name:
2. Last Name:
3. Working Group Number:
4. Project Type (A, B, or C):
5. Your Impact Project Title (or Working Title):
6. *If Option A*, your overall Textbook Title:
7. Brief description of your project plan (about five sentences).

Please consider the following questions as prompts. You might not have an answer for all of them at this time, but be as complete as you can at this stage.

**Option A:** What are the main ideas are you planning to explore in your chapter? What role does your chapter play in the whole textbook (how does it exemplify or relate to the broader theme)? Does your chapter require learners to know certain things from other chapters? What are some key terms and/or learning objectives you are considering using? How will you survey the literature to select studies and theories to include, that will help you best represent the state of the field on your topic?

**Option B:** What is your hypothesis? What are your variables? How do you plan to measure them? What kind of comparison are you making? For example, are you examining something about the comments left for photos that include one face versus no two faces? How will you identify what archives you will be using?

**Option C:** What is your intervention about? How will you create it? What is your strategy for promoting it on social media? What comparison are you making? For example, will you use different platforms or the same platform with different messages? What is your hypothesis about which will work best? What specific analytics data will you collect to measure the impact of your strategy? How will you collect it?

1. Ethical Considerations. Briefly state (in a couple of sentences) the ethical implications of your topic. Option A, this might include issues that may come up in the research you’ll be summarizing that you will want to communicate to your learners. Options B and C, this will include how you will ensure your research falls under minimal risk (see next page).
2. Past research. Identify one or two past research articles that are helping you think about your project (you may or may not go on to use them, but they’re getting you thinking). Provide the APA-style reference.
3. What are your next steps? List the next three specific things you need to do to make progress on this project, including deadlines for when you will accomplish them.

**Acknowledging Specifications**

*Please acknowledge awareness that your final paper must abide by the following specifications. To signal this acknowledgement, add your name here between these brackets [ ], and delete the specifications irrelevant to you.*

**Option A**

1. 3-5 Learning Objectives to alert learners to what they should be able to do as a result of reading this chapter
2. 3-5 content area subtopics
3. a short section discussing the ethical considerations related to the topic and/or the way the research on this topic is conducted (e.g., as recommended by Kosinski, Matz, Gosling, Popov, & Stillwell, 2015).
4. a summary section at the end of the chapter to provide an overview of the topic as it pertains to the chapter
5. at least 5 key terms, noted in **bold** and defined for a glossary
6. 3-5 Discussion Questions that will help people learn and dig deeper into the material
7. at least 10 primary source references
8. comply with overall specifications: 10-15 pages in length (not including References, title page, and figures, if relevant), double-spaced, 1 inch margins, 8.5 x 11 inch paper.
9. written independently, incorporating feedback from Working Group, TAs, Instructor
10. acknowledge and attribute ideas to others as appropriate, in accord with ethical authorship principles. Consult with the course instructor and/or a TA if unsure about how to do this.
11. use APA style to format references.

**Option B**

1. the study must fall under the minimal risk category. To ensure this, we require items 2-5 below…
2. archives can only include publicly-available posts to Twitter, Facebook, and other platforms. In other words, you must be able to access the content if and only if you are fully logged out of the platform.
3. only past, pre-existing, publicly available information is to be used; no direct interactions with participants are permitted.
4. no identifying information about the participants may be collected.
5. complete the [TCPS tutorial](http://www.pre.ethics.gc.ca/eng/education/tutorial-didacticiel/)if you haven’t yet, and submit the completion certificate before collecting data (ideally when you hand in your 1-page proposal)
6. comply with overall specifications: 10-15 pages in length (not including References, title page, and figures, if relevant), double-spaced, 1 inch margins, 8.5 x 11 inch paper.
7. written independently, incorporating feedback from Working Group, TAs, Instructor
8. acknowledge and attribute ideas to others as appropriate, in accord with ethical authorship principles. Consult with the course instructor and/or a TA if unsure about how to do this.
9. use APA style to format references and the overall paper.

**Option C**

1. the study must fall under the minimal risk category. To ensure this, we require items 2-6 below…
2. the cause you are promoting must fall in the minimal risk category.
3. no identifying information about the participants may be collected.
4. the intervention must include a brief disclaimer to readers: “*The author of this material is a student at the University of British Columbia. Readers’ engagement with the site may be used for research purposes. No identifying information will be collected.*”
5. if you’re posting the intervention on your own social media accounts, you must link to material to an external site (rather than putting material directly in your status update).
6. complete the [TCPS tutorial](http://www.pre.ethics.gc.ca/eng/education/tutorial-didacticiel/)if you haven’t yet, and submit the completion certificate before collecting data (ideally when you hand in your 1-page proposal)
7. comply with overall specifications: 10-15 pages in length (not including References, title page, and figures, if relevant), double-spaced, 1 inch margins, 8.5 x 11 inch paper.
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