

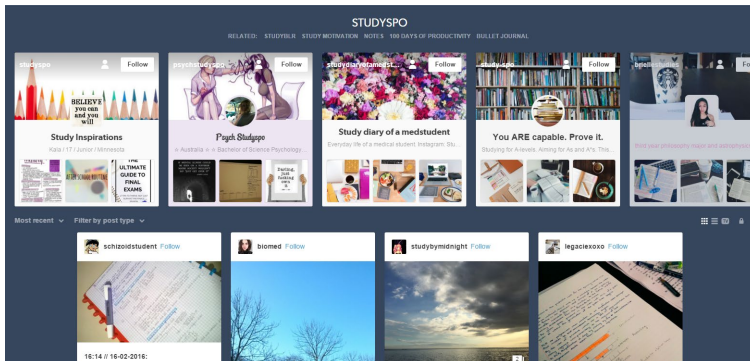


**#BLOGABOUTIT:  
USING TUMBLR  
AS A MULTIMODAL  
RESEARCH JOURNAL**

**Prof. Jennifer McLaughlin**

# WHAT IS TUMBLR?

- “A microblogging platform”
  - Basically, you have a blog, can create posts for it, and follow people.
  - It also connects blogs via their posts, specifically through #hashtags.
  - Most importantly
    - Free and incredibly user friendly

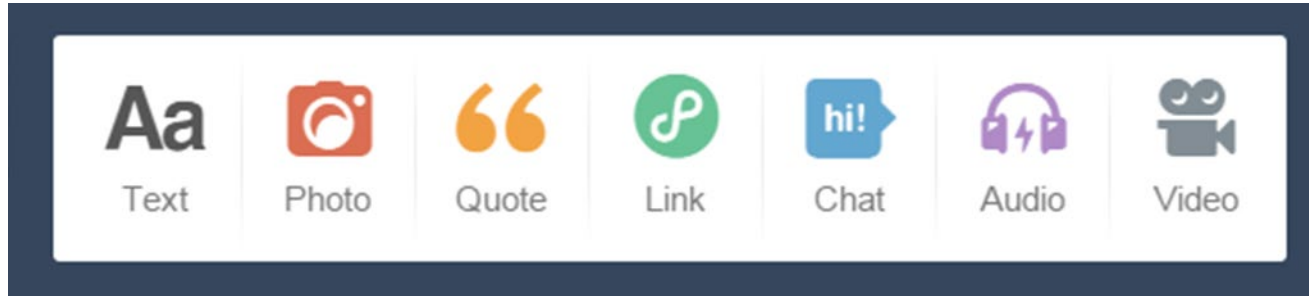


# COMPUTER & SMART PHONE ACCESSIBLE

- There's the website and the app (IOS and Android)
  - Making it easy to record and upload a wide variety of content from anywhere



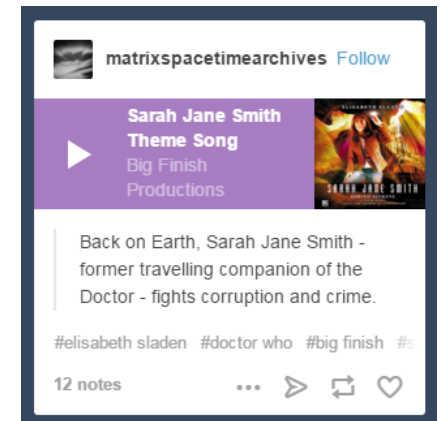
# 7 DIFFERENT TYPES OF POSTS



The wide variety of post types allows for a lot of versatility in what students can do on the site.

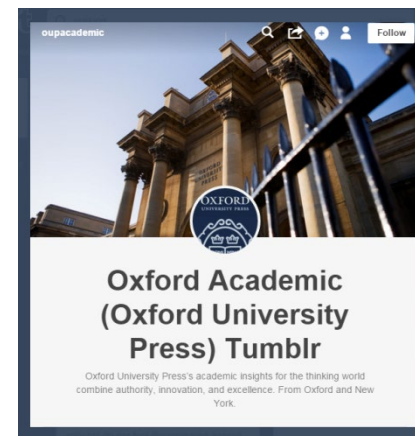
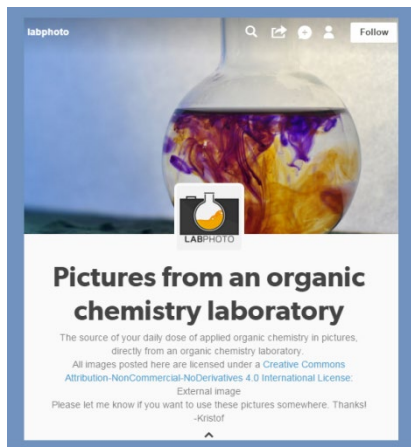
## Just Some Examples

- Video or audio analysis with the primary actually embedded into the post
- Interview transcripts
- Picture of local landmark or object, with commentary or analysis attached



# WHO'S ON TUMBLR?

- Loads of Academics
  - Use it as “fansites” for their field
    - Intellectually discuss (and geek out) about it
- Production Companies
  - Crash Course – educational “tutor” videos
- College Students
  - those A students in your class?
    - They use it for #studyspo



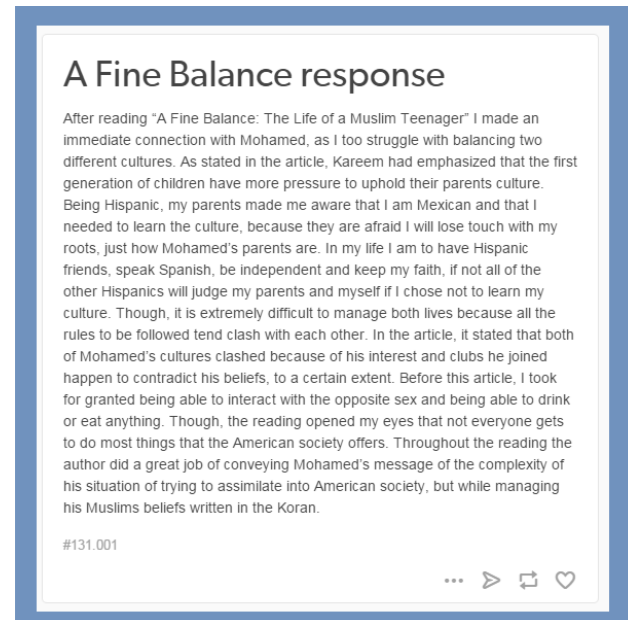
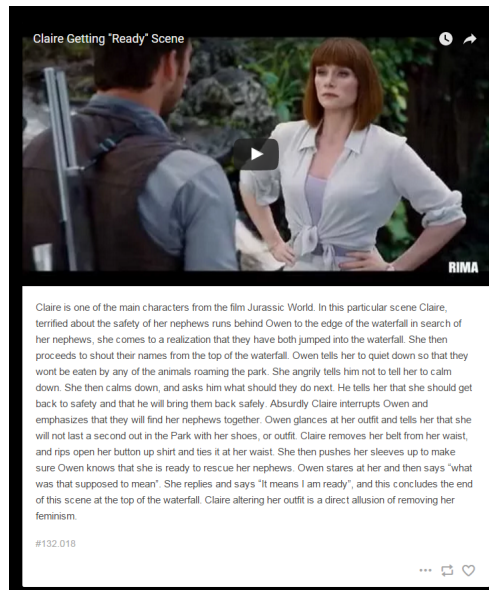
# HOW I USE IT

## ○ 132 - Research Journal

- They catalogue and assess sources, as well as develop content for their papers

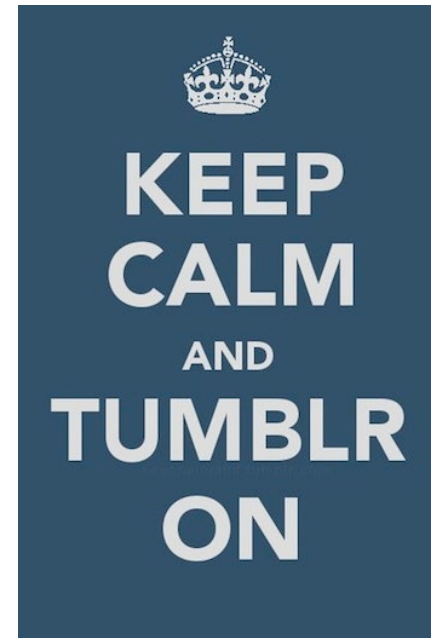
## ○ 131 – Writing Journal

- Develop writing skills and paper structure



# ASSESSMENT AND GRADING

- I use a simple Excel spreadsheet with the blog addresses embedded
- Takes about 30-60 minutes for one class, depending on the complexity of the assignment
- Makes great low stakes assignments



## 132.018 Unit One Blog Posts

Name	Address	1.1	1.2	1.3	Total
Student, Sample	<a href="http://sampleaddress.tumblr.com">sampleaddress.tumblr.com</a>	10	15	20	45

