

ISL 101: Biology of Sex Media Research Project

You will develop and implement a media based presentation on a sexual health issue for UNCG students. This media presentation must be an original creation- media that you gather and connect into a media form. The presentation will be based on your individual findings from research and interviews from the UNCG student body. There is flexibility with the type of presentation you can do, as long as it effectively displays your findings in a useful and productive manner. By the last day of class, each member will present their project to the class.

Use your imagination to put the research into practice! You can develop a short You Tube commercial, a 16-line rap, a photographic image, a Tweet program, or a social media program. Your choice- be creative but make sure your message address a sexuality issue important to college students or provides some truth or knowledge to promote sexual health and change their perception of risk. You can even re-create a role-play script that can be later used in a learning community class.

Minimum requirements: You must complete the following and submit:

- Develop interview questions
- Complete interview information sheets
- Conduct at least 10 interviews that are audio-tapped and summarized
- Reflective Field Notes and Memos: (guidelines will be provided)
- Planning write-up (response to the following questions)
- Link to media presentation

During your presentation you should address the following planning and implementation points:

1. TOPIC: What topic did you choose to address? Why?
2. STUDENT ASSESSMENT: What did you learn about the student body and their thoughts regarding your sexual health topic? Why is this one of the best ways to present information on sexual health to college age students?
3. MEDIA TYPE: What presentation type will you use, e.g., Film (video camera), Facebook page, PowerPoint, Blog, Website, etc. Why do you think this media presentation type will be successful?
4. LOCATION: Where will you present your media project? When will you do it? How long will it take?
5. AUDIENCE: Who is your target audience? Why?
6. STUDENT TEAM: Who else was involved in the media planning, production and/or presentation? What role(s) did they play?
7. GOALS: What are your goals for the media presentation? What do you hope to achieve?
8. MATERIALS: What materials did you use?
9. EVALUATION: How would you evaluate this process? Was it beneficial? Did you learn anything new? Was there something you were surprised about?
10. RECRUITMENT: Based on your findings how can you recruit men and women to sign up for PPE events?
11. RESOURCES: What professional and scholarly resources did you use?

Assessment: You will be assessed by a peer review and faculty review based on a common rubric.