

Student: **LEAH CAHILL**

Common Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
A (very!) brief description of the two sites, including similarities and differences in their mechanics and interfaces. Consideration of the target user groups for the two sites. Is there any overlap or potential to encourage users of one site to migrate to the other? The impact that the sites have had in terms of user numbers, length of use, social familiarity with and acceptance of security and privacy features. <i>Good brief description but remember to add references to the sites themselves.</i>	10	6
<i>Why is G+ more focussed on businesses? FB has more adverts. What about the tech/geek/creative communities?</i>	15	8
<i>Good coverage of FB -ve impact but what about the +ve? And what impact has G+ had?</i>	10	5
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
What elements of psychology, usability, design and copyrighting are significant and how these interact to provide an emotionally satisfying user experience? Are there any elements that don't work? <i>Google + design - are things where you would expect them to be because that's where Facebook puts them? It would be better to look at usability for both, then psychology for both etc than cover all for FB then all for G+. You need to make more comparisons, but the main features covered are fine.</i>	40	22
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
If a user of one system decides to try the other system then what elements are likely to feel comfortable or uncomfortable? Are there any features that might be missed? <i>Good point about G+ users feeling overwhelmed. How are FB users likely to react to G+?</i>	15	8
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
	0	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		
Document presentation and appropriate references to the research literature. <i>well presented. some good references</i>	10	7

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

Late Submission Penalties (tick if appropriate)

Up to one week late	
First Attempt?	☒

55 %