11/17/14 - Class discussion about DFP

- Beginning...
  - Tyson describing how and why he made a PowerPoint to conceptualize his part in the DFP.

  - Venn Diagram in PPT

  - Topic Form medium Site

  - Digital Trend

- Just gave example of "bring your child" and now "Four Review..."
  - Visualizing the contenders
    - Gamergate
    - Icebucket challenge
  - Mentioned having a problem with the hashtag (#)... "It's like a badge placed on a poster..."

- LM noted that we can't list "contextualized" trends.
- Bambone brought up our group's experience of talking about #reallwomen 2 weeks ago.
- LM discussing "folspeech".
- Tyson talking about quantitatively measuring a trend's "ripple effects."
- Loc: talking about how it can be prevalent if she sees it...
11/17/14 - Class discussion about DFP

- Beginning...
- Tyson describing how and why he made a Powerpoint to conceptualize his part in the DFP.

[Diagram: Venn Diagram with three overlapping circles labeled Topic, Format, Medium and four outcomes: Digital Trend, Site, Forum, Media]

- Just gave example of "armageddon" and now "Faux Review"
- "Visualizing the contenders"
  - Gamergate
  - Icebucket challenge
- Mentioned having a problem with the hashtag (#) "it's like a barcode placed on a poster..."

- LM noted that we can't list "a contextualized" trends.
- Breeanne brought up our group's experience of talking about #yesallwomen 2 weeks ago.
- LM discussing "folkspeech"
- Tyson talking about quantitatively measuring a trend's "ripple effects"
- Lori talking about how it must be prevalent if she sees it...
-LM moving on and talking more generally about DFP.

-So cool that people keep contributing ideas for the tools they think will help us achieve our goals.
  -Google analytics
  -Wikipedia

- Talking about celebrities
- Talking about self-assessment quiz
  - Designing quizzes (is that a form of folklore?)
- Talking about specific events that happened in 2014.

- Talking about how we should treat the topics we just came up with.
  - Group sizes? <7

[- Interrupted by junior singing]

- I brought up Ebola treatment as potential—being able to sell, discuss, buy fraudulent "cures" for Ebola online.

- Talking about how to most efficiently use tools (CMS) to contribute group work.)
- As a group, we're coming up with a final list of contenders for trends—and give reasons.

Achieving our goal of coming up with trend of the year requires us to come up with/invent/share tools of communication/technical communication that will facilitate our achievement of achieving our goals...