

CMT ASSIGNMENT

Comments in Online Media



[image source](#)

Objective:	Reflect on the value of comments in online media
Due Date:	2015-03-06
Procedure:	<ul style="list-style-type: none">• Listen to this CBC radio broadcast about online comments (begins at 13:50)• Read the following articles: The Psychology of Online Comments Behind the online comments: the psychology of internet trolls (passout folder) <p>You will write a minimum one page (double-spaced) article in which you discuss the issue of online comments. Include points and examples mentioned in the radio broadcast and the articles you have read. You will also include your own opinion. When you give your opinion, you must give solid reasons to support it.</p>
Filename:	CMT Online Comments – <i>last name, first name</i> copy and paste, replacing <i>last name, first name</i> with your name Shortcut hint – after selecting a file, the F2 key allows you to rename
Assessment	15 points Partial marks will be awarded if the following criteria are not met: <ul style="list-style-type: none">• minimum length met• examples / arguments taken from the sources are clearly used• you have stated your opinion and supported it well• written in the style of an informative and opinion text• your ideas are clear and well developed• your text is written entirely by you and not copied (exception: short quotes)

Sadism

Machiavellian

Machiavellianism is also a term that some [social](#) and [personality](#) psychologists use to describe a person's tendency to be unemotional, and therefore able to detach him or herself from conventional morality and hence to [deceive](#) and [manipulate](#) others

Erin Buckles Why are trolls destructive?

They think it's fun.

Best way to protect ourselves?

Ignore them.

Kelly McBride Should organizations have comments sections?

Only when they can dedicate resources to monitoring them.

Marissa Neilson on CBC

What proportion comments? 1/3

What proportion reads them? 3/4

Pre-moderated

Reactive moderation / community management

Intentional vs Unintentional

Austin Frackt

What happened on his site?

Turns on comments for certain posts

Using Twitter for conversations

Kelly:

Huffington Post now requires Facebook login to post
She thinks it is a great move that cuts down on trolls because there is no longer anonymity

Marissa:

Real names don't necessarily improve comments
CBC
Anonymity allows free speech without fear of reprisals

Austin:
Discussion can happen elsewhere

Kelly:
Predictions for the future
Perhaps more integration of Twitter
Mobile users have a different way of responding

Activity:

Search for a video on YouTube with comments enabled. Analyze the first 30 comments and categorize them according to what kinds of comments they are. (compliment, racist, sexist, generally mean, unrelated spam, interesting points, etc.) Present your result in graph format:

<http://www.onlinecharttool.com/>