Name:

Technology for International Development

94-812 - Fall 2014

Final Exam

Due Thursday, December 4, 11:59:59pm to Blackboard

# Logistics:

## This is a take-home, open-notes, open-papers, and open-wiki exam.

## This is an individual exam. You are not to discuss any aspect of the exam with any other class member.

## All words must be your own. Cutting and pasting from any other source will be considered cheating.

## Use Microsoft Word or some similar word processing program that can read and write .docx format files.

## Submit the completed exam, as a .docx file (not a pdf or other format) to Blackboard, in the Final Exam assignment slot. If you send a pdf or other format you will be docked 5% and asked to resubmit.

## Be sure to Submit your file once you upload it to Blackboard.

## Exams received **on** or after 12:00:00am December 5 will lose 20% per day.

## No exams will be accepted by email

### Background

Review Doctors without Borders' (USA, also called MSF USA) use of social media. All links to their social media can be found on their web site. Don't refer to the global site. http://www.doctorswithoutborders.org/support-us/share-msf/social-media

Also review MSF USA's Charter and Principles.  
http://www.doctorswithoutborders.org/about-us/history-principles/charter

### Assignment

Summarize MSF USA's recent use of social media (i.e. in the last few months), then critique their use of social media from the perspective of Malcolm Gladwell, Clay Shirky and Kentaro Toyama. That is, what analysis and commentary would each of these three bring MSF USA's use of social media for development? For each, you should first summarize their relevant position, and then critique MSF USA's use of social media from that position.

In your opinion, how does their use of social media contribute to or detract from their charter and principles?

Write 800-1000 words:

## Summarize MSF USA's recent use of social media

## For each of Gladwell, Shirky, and Toyama

## Summarize their relevant position

## Give an analysis of MSF USA's use of social media from their perspective

## In your opinion, how does MSF USA's use of social media contribute to or detract from their charter and principles?

Do **not** go over 1000 words. ( -1 point for every 5 words over 1000)

Grading Points:

24 – Concise summary of MSF USA's recent use of social media across all (8) mediums.

36 – For each commentator, broken down by:

4 – Clarity and accuracy of the summary of their position

8 – Sophistication of the analysis of MSF USA's social media from their position

40 – Persuasiveness of the argument that MSF USA's social media contributes to or detracts from their mission

-1 point for every word over 1000