**Annual Editions Journal Summary**

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| **Instructions:**   1. Summarize each of the readings in the tables below. 2. You may expand the table to accommodate your information. 3. Write in complete sentences using proper grammar and mechanics.   **Readings:**   * Unit 3 in the textbook: **Social Media and Marketing**   + **How Psychology Will Shape the Future of Social Media Marketing**, Jayson DeMers, Huffington Post, 2014   + **Customized Or Creepy? Websites and Your Data, a Guide**, Steven Melendez, Fast Company, 2016   + **Essena O’Neill Quits Instagram Claiming Social Media 'Is Not Real Life'**, Elle Hunt, The Guardian, 2015   + **The Rising Influence of Social Media, as Reflected by Data**, Andrew Hutchinson, Social Media Today, 2014 | C:\Users\Ginny\Documents\Park Universiy\CS300 2017\Annual Editions Textbook Cover 2018.jpeg |

Reading #9-  **How Psychology Will Shape the Future of Social Media Marketing**,

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| **Main idea of the article:** |
| **Information presented: List at least five points made by the author**  **1.**  **2.**  **3.**  **4.**  **5.** |
| **Response to the article:** |

Reading #10 – **Customized Or Creepy? Websites and Your Data, a Guide**,

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| **Main idea of the article:** |
| **Information presented: List at least five points made by the author**  **1.**  **2.**  **3.**  **4.**  **5.** |
| **Response to the article:** |

Reading #11 – **Essena O’Neill Quits Instagram Claiming Social Media 'Is Not Real Life'**

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| **Main idea of the article:** |
| **Information presented: List at least five points made by the author**  **1.**  **2.**  **3.**  **4.**  **5.** |
| **Response to the article:** |

Reading #12 – **The Rising Influence of Social Media, as Reflected by Data**

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| **Main idea of the article:** |
| **Information presented: List at least five points made by the author**  **1.**  **2.**  **3.**  **4.**  **5.** |
| **Response to the article:** |