

## **Supplementary Appendix**

### **Interacting with Agricultural Policy 280 Characters at a Time: Twitter in the Classroom**

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## **Agricultural Twitter Assignment (Runs from October 21 to December 6)**

This assignment combines social networking with agricultural policy events ... specifically by the actual leaders who shape those events!

**Goal:** Students will become actively engaged with agricultural policy by creating tweets that reflect policy leaders' responses to current events and course material.

**Important:** You will be provided with a master list of influential agricultural policy leaders from which to choose a leader. Only leaders from this list should be used for this assignment (unless approved by me). Use this [Google Doc](#) to search the leaders and decide who you might be interested in selecting for this project. Type your name beside the agricultural leader that you select.

How does this assignment work?

- You should begin tweeting October 21 and end on December 6.
- You should tweet a total of 35 times during the semester.
- You must tweet 4 times a week about what the leader has done or said, and 1 time a week you must mention and interact with another agricultural leader in our class (not the real one), totaling 5 tweets per week.
- Retweets are not allowed.

### **Expectations:**

1. Follow me: @NCSUagvocates
2. On your homepage, click More, Privacy and Safety, Check the Protect Your Tweets box so that your tweets are seen only by people that follow you.
3. Given course material and current events, how do you think your leader/organization would respond? For instance, how do you think a House Ag committee member would respond to a change in the SNAP program? How do you think they would respond to changes in ethanol policies? Tariffs? Articles written in the press? An example of an excellent post would link

relevant articles that you find along with a tweet of how you think your leader/organization would react to the article/data.

4. Your Twitter profile picture must be either Mr. Wuf or Mrs. Wuf. Your Twitter banner must be an NC State–related theme that states, “For Educational Purposes Only.” If you would like to design a classroom banner for us, please let me know.
5. Do not use your personal account for this assignment. It will be easier to follow everyone if there is a uniform style, and you may not want to have tweets for this assignment under your personal account. Remember to log out after tweeting.
6. These accounts are for information on your specific leader. The goal is NOT to follow everyone and try to get followers back. The only accounts you will be following for this assignment are the other leaders on our master list and @NCSUagvocates. For your leader, if you find the actual leader on Twitter, do not follow them. Do not retweet them.
7. Once policy leaders have been chosen, you will create a Twitter account name in the following format: LeaderFirstInitialLastNameAG295F19. For example, if your leader is Sonny Perdue, your twitter account name will be SPerdueAG295F19.
8. Each time you tweet, you should include only one hashtag: #AG295F19.
9. Give the location of the leader (disregard if you chose an organization). For example, if they are traveling say, “I am in Washington working on the Farm Bill.” Be sure to say when, where, and who they are meeting with.
10. What are they working on? What have they written about? What are the major issues they seem to be dealing with?
11. Focus specifically on their agriculturally related movements related to course themes. This is harder for some than others. For instance, a senator will definitely tweet about things other than agriculture. So be sure you restrict your tweets to agriculturally related topics. Are they meeting with other leaders? Working on the Farm Bill? Meeting with other world leaders? Use only recent information, but if your leader is not currently discussing agriculturally related topics, find topics within the last six months that meet this expectation.
12. You can make judgement calls to put in what the leader may be thinking about if you are confident in your knowledge. But don’t get crazy.

13. Interactions may include disagreements in policies from your point of view as a policy leader, agreements in policy opinions with supporting details, and/or respectfully questioning the validity and accuracy of the details shared in the tweet.
14. Be sure to examine the rubric below to see how you will be graded.
15. You can have a sense of humor but keep it professional.
16. Look on Twitter, Google News, and [this link](#) for stories on your leader and use that as a basis for your tweet. If you talk about another leader from our class, please mention them (@). Please do not mention anyone outside of our class in any tweets.

**Example:**

@MConawayAG295F19: At House Ag meeting with @SPerdueAG295F19 about how we can save crops. #AG295F19

### **Twitter Voice Assignment**

**Directions:**

1. Select your Twitter person/organization on the Google Doc.
2. Search their tweets for at least one month and make a note of the following.
  - a. What are they tweeting about?
  - b. What is their point of view/attitude on issues?
  - c. What is the personality of their tweets (funny, sarcastic, informative, etc.)?
  - d. Do their tweets have a certain style?
3. When writing your tweets based on your Twitter person/organization, what key items from above should you keep in mind?

## Rubric

ELEMENT	Exemplary 10	Proficient 8	Partially Proficient 6	Unsatisfactory 2	Points Earned	Possible Points
<b>Reflects Course Themes (Points x2)</b>	The themes, ideas, and essential questions for the class are reflected in tweets. Excellent demonstration of knowledge of course content.	The themes, ideas, and essential questions for the class are reflected in most tweets but not all. Good demonstration of knowledge of course content.	The themes, ideas, and essential questions for the class are represented in less than half of the tweets and/or course content is poorly demonstrated.	No themes, ideas, or essential questions are represented in the tweets.		<b>20</b>
<b>Content</b>	Tweets are creatively and succinctly written to stimulate dialogue and commentary. The leader's voice and attitude are reflected in the tweets.	Most tweets are written to stimulate dialogue and commentary. Leader's voice and attitude are reflected in most tweets but not all.	A few tweets are written to stimulate dialogue and commentary. Leader's voice and attitude are reflected in some of the tweets.	Tweets are poorly written and do not stimulate dialogue and commentary. Little understanding of leader and/or leader's attitude not reflected in tweets.		<b>10</b>
<b>Interaction with classmates</b>	Interactions consistently provide meaningful addition to the class discussion such that interactions lead to additional tweet conversations from other classmates.	Interactions with other leaders provide a meaningful addition to the class discussion.	Some interactions and responses to tweets are negative and disrespectful, and/or interactions provide little value to the discussion.	Few interactions with other leaders and/or interactions to tweets are negative and disrespectful, and provide no value to the discussion.		<b>10</b>
<b>Total Tweets and Frequency</b>	Creates and sends tweets more frequently than required. (Total tweets exceeds 35 and at least 5 tweets weekly. No retweets.)	Creates and sends tweets as often as required. (Total tweets equal 35 and 5 tweets weekly. No retweets.)	Creates and sends tweets somewhat less often than required. (Total tweets between 27 and 34.)	Creates and sends tweets too infrequently to meet the requirements. (Total tweets less than 27).		<b>10</b>
<b>Mechanics</b>	N/A	Writes with no errors in grammar, capitalization, punctuation, and spelling.	N/A	Writes with numerous major errors in grammar, capitalization, punctuation, and spelling. (More than 5 errors per tweet).		<b>8</b>
				<b>Points</b>		<b>58</b>

Agricultural Leader/Organization	Twitter handle
Sonny Perdue	@SecretarySonny
House Agriculture Committee	@HouseAgDems
Mike Conaway	@ConawayTX11
Pat Roberts	@SenPatRoberts
Collin C. Peterson	@collinpeterson
USDA	@usda
FAO News	@FAOnews
National FFA	@NationalFFA
American Farm Bureau	@FarmBureau
Helena Bottemiller Evich	@hbottemiller
Megan Cassella	@mmcassella
Catherin Boudreau	@ceboudreau
Sarah K Mock	@sarah_k_mock

Agricultural Leader/Organization	Twitter handle
Leah Douglas	@leahjdouglas
Charles Abbott	@chuckabbott1
Liz Crampton	@liz_crampton
Adam Posen	@AdamPosen
Dr. Haynes-Maslow	@WellnessPolicy
SNAP-Ed Connection	@SNAP_Ed
Jenny Hopkinson	@JennyHops
Willie Vogt	@Willie1701A
Nate Birt	@TrustInFoodNews
Jerry Hagstrom	@hagstromreport
Sherrod Brown	@SenSherrodBrown
Jeannine Otto	@AgNews_Otto
Zippy Duvall	@ZippyDuvall

<b>Agricultural Leader/Organization</b>	<b>Twitter handle</b>
Philip Brasher	@PhilipBrasher
Jake Parker	@jakeparkerjr
Loretta Boniti	@LorettaBoniti
Danielle Nierenberg	@DaniNierenberg
BASF Agro	@BASFAgro
Real Agriculture	@realagriculture
Daphne Burgida Ewing-Chow	@daphneewingchow
John Newton	@New10_AgEcon
Scott Irwin	@ScottIRwinUI
Joe Glauber	@JoeGlauber1
David Rouzer	@RepDavidRouzer
US farm Data	@Usfarmdata
Institute for Agriculture and Trade Policy (IATP)	@IATP



Agricultural Leader/Organization	Twitter handle
Kevin Ross	@krossfarms
Greg Ferrara	@ngagreg
Chloe Sorvino	@choloesorvino
Clinton Griffiths	@ClintonReports
Jim Costa	@jimcosta
Alma Adams	@repadams
Rick Crawford	@RepRickCrawford
Sen. Debbie Stabenow	@SenStabenow
Sen. John Hoeven	@SenJohnHoeven
Sen. Chuck Grassley	@chuckgrassley