

Second Reaction Paper Assignment MAS 555-001 Spring 2013

Due Date: Tuesday, March 26, 2013

Here's the description of the Reaction Paper assignments, lifted directly from your course syllabus:

Reaction Papers: These assignments require you to write three five-six page papers based on an explanation and analysis of, and personal reaction to, three specific components of the curriculum of this course.

Chapters 5, 6, and 7 in the Tapscott book are "The Net Generation...

As Learners: Rethinking Education"

In the Workforce: Rethinking Talent and Management"

As Consumers: N-Fluence Networks and the Prosumer Revolution"

Your job is to pick one of these chapters, any one you like, and place your self squarely in the context and content. You are the first generation to have computers in schools nearly all your lives. You are the first generation to have cell phones at an early age. You are the generation for which MySpace and Facebook were designed.

Each of the three chapters describes the trends and experiences of people your age in the fields of education, the workplace, and shopping/consumerism. Tapscott keeps using his Eight Gen Norms throughout, and you can continue using that model. But beyond that, Tapscott doesn't simply describe. He presents issues and conflicts, the past and the present, and makes comparisons and offers solutions.

Whichever topic you choose to write about, describe your experiences, but do it within the framework of the chapter. Make sure I know you read it. Demonstrate that you understand the issues and the changes that have taken place. If you write about education, compare the "broadcast" vs. the "collaborative" experiences in your life. Describe in detail the role information technology plays (or played) in your life. Try to assess the education you have received. Could it have been better?

Most of you already work, but soon you will have to whether you want to or not. The chapter on the workforce is especially illuminating. Tapscott believes the entire nature of the workforce will change because of the way your generation was raised. He presents a number of issues regarding the use of technology and the nature of leadership and collaboration, including inclusiveness. Place yourself in the workforce of the near future. What would you like for it to look like? What experiences have you already had?

All of you shop, listen to music, go to movies, and all that stuff, so it should be a topic near and dear to your heart. Besides his intro with the eight gen norms (again),

Tapscott emphasizes two concepts: N-Fluence networks and prosumerism. Examine each of these closely and prove to me that you can convey the ideas underlying them. Then describe how your life is, or is not, an illustration of the ways things have developed in the marketplace over the last few years.

Hope this helps you organize your thoughts. Remember this is a five-six page paper, so I need to see at least five full pages. Email me if you have any questions.