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COME 352 A

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Dissemination Project Reflection Paper

The purpose of our project was to present information regarding TED in a video format. We wanted to talk about the history of TED as well as discuss the impact of TED talks popularity. We also talked about how presenters are instructed to present their information as well as who TED's target audience is. We also touched upon how TED distributes their videos and the effects these talks have on their target audience.

The target audience for our project is similar to that of TED. TED had two target audiences, one of which is in person at the actual conferences while the other is their online audience. This is where we're drawing parallels to where we think our target audience is. Our target audience starts around highschool students, moves on to college students and goes beyond to teachers and professors.

Ideally, we would have presented our video to our classmates so they would have been able to learn about our findings. We would have also wanted to distribute our project through Youtube because it is an easy way to get our information out and have it spread. After being posted to Youtube it could be shared virtually anywhere throughout the internet.

Our project's research drew from multiple resources. We utilized google scholar and Mulva library's online collection of information to guide our research. We were able to draw from a diverse collection of perspectives and from credible sources that gave us the ability to touch on many different aspects of TED. Mainly, we used articles to find information, and also followed up with finding a video example to fortify some points we made about the presence of ethos, pathos, and logos in TED talks.

Collectively we all did research. Rita primarily researched the history of TED, Kat primarily researched the Dissemination and Effects of TED talks, and Tom researched the target audience for TED Talks. After we gathered our research, Tom and Kat collectively wrote the script for our video. After this, Tom and Kat recorded themselves presenting the information. These videos were then sent to Rita to be edited and put together into the final video we presented.

We believe we did achieve the purpose of the project. We clearly presented the information that we wanted to convey and touched on a variety of topics under the umbrella that is TED. Our video was informative about many different qualities of TED, and we were able to piece our information together in a way that flowed well and built off of itself. We were especially proud to have found a good example of a TED talk that shows how well it achieves its purpose. Learning about the development of TED was fascinating for us. It was very interesting to see how it has grown and gained its prominence amongst the academia community.

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