

# Chapter 1 Review

## Create and Design Extension Activity 1B

### Evaluating Electronic Communication Tools

#### Instructions

A rubric is a list of criteria one would use to evaluate something. For this activity, you will be creating a rubric that you will use to evaluate the following electronic communication tools:

- Facebook
- E-mail
- Video conferencing
- Radio
- Website
- Instagram
- Twitter
- Telephone

1. In **Part 1**, you will brainstorm a list of categories (criteria) you think should be considered when selecting the best electronic communication tool for a given task or situation.
2. For **Part 2**, create your own rubric that incorporates the criteria you have chosen in **Part 1**. You may wish to use the Internet to research ideas about how to format your rubric. You will use your rubric to evaluate how each of the eight electronic communication tools listed above measures up to the criteria you have chosen.
3. In **Part 3**, read the scenarios about situations in the business environment. Using your rubric, determine which tool(s) would address the business needs presented in the scenarios. You will be required to support your choice.

#### Part 1: Categories to Evaluate Electronic Communication Tools

Create a list of categories you think should be considered when determining the value of electronic communication tools. For example, you may wish to include cost, access to the tool, ease of use, etc.


## Part 2: Creating Your Rubric

Using the internet, research ways to organize and design a rubric, then use word processing software to create your rubric. Complete the rubric with your evaluation of the eight electronic communication tools that have been provided. As you consider the best way to use your criteria to evaluate the electronic communication tools, you may decide to revise your criteria.

## Part 3: Evaluating Electronic Communication Tools Effectively

Read the following business scenarios and answer the questions about how electronic communication tools could be used to address the business needs that are presented. Be prepared to support your responses.

### Scenario 1:

Dr. Suarez is expanding her medical practice to include new services that will be provided by two specialists who have recently joined her team. She needs to share information about the new services that will be available, provide brief biographies about the two doctors, and advertise new hours of operation that will allow more patients to receive treatment.

1. List all of the electronic communication tools Dr. Suarez could use to communicate this information to her patients.
2. Of the options you listed above, which tool do you believe would be the best option to efficiently communicate all of this information to her patients? Explain the reasoning behind your choice. You may wish to reference the pro/con information in **Part 1** as you develop your response.

## Scenario 2:

Leah is the Publicity Manager for Elite Fitness, a new gym that will be opening in a nearby town. She is passionate about maintaining an active lifestyle and wants people to know Elite Fitness can help them achieve their fitness goals. She needs people who live locally to know about the variety of exercise equipment available at the gym, as well as group fitness classes and personal training services that will be offered. Leah's major problem is that there are still so many people who do not know the gym even exists because it is located on a secondary road that doesn't get a lot of traffic.

1. Since the gym is not ideally located, what is the best way for Leah to reach people who live locally and why do you think the communication tool you chose is the best option? You may wish to reference the pro/con information in **Part 1** as you develop your response.
2. After the gym opens and gains regular clients, which other communication tool(s) do you think would be helpful communicating schedule change to group fitness classes to a local audience?

## Scenario 3:

Mike and Kathy are responsible for coordinating the collaborative work of people all over the country. Their firm is wrapping up a large project for an important client when an electrical surge knocks out the company's computer server. When the system is restored, they find that they do not have any of the recent file updates that were made by team members who are scattered across the United States. Mike and Kathy have to communicate with the team to let them know what is missing, but they also need team members to communicate with each other to recover what has been lost.

1. What are some complications that need to be considered when determining the best method of communication for an audience that is not in the same geographic location?
2. Considering the complication(s) you just identified, select what you believe to be the best electronic communication tool to resolve the issue presented. You may wish to reference the pro/con information in **Part 1** as you develop your response.