

Item 1

Contributor: Mackenzie Keller
Informant(s): Rebecca Sales
Title: Color Run
Semester/year: Fall, 2014
Instructor: John McDowell

Context:

The Jill Behrman 5K Color Run/walk is an annual campus wide charity event in memory of a student who was murdered during a bike ride. Teams can sign up for the event, and the proceeds go towards safety awareness and a scholarship fund. During the run, colored powders are thrown at the participants at certain intervals, ensuing that everyone is coated with an assortment of colors.

Points of Interest:

This particular image has been enhanced through Instagram's photo filters and the glitter side panels (most likely added on a computer or through another photo-editing application). This could have remained an ordinary event photo, however the informant creatively stylized the image to make it more fun and aesthetically pleasing before sharing it. The glitter panels themselves are especially of interest, as they aren't a feature in app, so extra efforts were put into that particular addition

Contributor: Mackenzie Keller
Informant(s): Rebecca Sales
Title: Snow Selfie

Semester/year: Fall, 2014
Instructor: John McDowell

Context: The informant is from an area of the United States in which it does not snow, and really enjoys it. However, many of her friends are either Indiana or other more northern states who are much less endeared by the concept.

Points of Interest: This is a good example of the every pervasive "selfie", and this one in particular takes place behind Memorial Hall. While the informant could have just text posted her excitement to Twitter or Facebook, she chose to show rather than tell.

Contributor/Informant: Mackenzie Keller
Title: #scarf **Semester/year:** Fall, 2014
Instructor: John McDowell

Context: This was taken on the first truly cold day of the year. In the Indiana University setting, weather plays a large roll in determining student actions because most students walk or have to be outside in order to get to class.

Points of Interest: Like many Instagrams, the focus is on the expression, and the expression conveyed through the image, which is then annotated slightly through text. Furthermore, this follows some of the unspoken textual conventions of the site that can be noticed by scrolling through a feed; short, to the point, with the occasional hashtag or emoji.

Item 2

Contributor: Mackenzie Keller
Informant(s): Sasha Souki
Title: Doc Martens **Semester/year:** Fall, 2014
Instructor: John McDowell

Context: This was taken within the main fashion design studio, likely before class. Typically for the afternoon courses, there are people lingering from morning undergraduate teaching assistant positions, and students that have arrived early either to get work done before class, or socialize.

Points of Interest: This particular item is very artfully framed, and depicts a classroom scene, most likely before the start of class. It is in a way depicting a calm before the storm, and is creatively showing the everyday life of a student, as well as some pieces of one of the current campus fall “uniforms” of leggings and Doc Martens boots. (Other elements include an oversized flannel shirt or sweater) This particular item is rather simple, but is used to build towards a larger image of the informant's habits through her own carefully selected elements of daily routines.

Item 3

Contributor: Mackenzie Keller

Informant(s): Sasha Souki

Title: “A Thousand Times Yes”

Semester/year: Fall, 2014

Instructor: John McDowell

Context: Taco Bell's sauce packets each have different phrases on them, such as “Where are you taking me?” or even just simply “Hello” among other witticisms. Most of them are quite funny, there are a lot of different sayings. The informant stated that she considered this to be one of her best posts.

Points of Interest: This particular example is a combination of different genres. It is both a visual and verbal/textual joke with multiple levels of purpose. It is showing a story to the informant's followers of where she was, what she was doing, and tells a joke that is also referencing Jane Austen's *Pride and Prejudice*. Another point of interest is the usage of emojis in a response rather than giving a more verbal response.