**Content Communication: Applied Project Assignment Report**

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DIGI835: Current Topics in Content Communication (B01)

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I have no known conflict of interest to disclose.

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**Content Communication: Applied Project Assignment Report**

This report is a narrative describing the requirements of the Applied Project Assignment the social media website portal and the features of the IEEE Next-Generation Technology Website Discussion Portal used for this assignment. This research project implements new content into the IEEE Professional Communication Society (IEEE) website hub and social media interfaces and allows and encourages members and prospective members of IEEE to engage in discourse about next-generation technologies. The IEEE is an international communication organization that deals with technological standards and brings together many professionals, academics, businesses, and technology enthusiasts, to evaluate technology. The purpose of the intended new content is to provide an environment for like-minded IEEE members to create, discuss, and review next-generation communication technology and/or other communication technologies which are not considered mainstream.

**General Features of the IEEE Next-Generation Technology Website Portal**

The features of the IEEE Next-Generation Technology Website Discussion Portal include: a slideshow feature; a message of the day feature; an image of the IEEE logo; a documents accessibility section; a public chat session; an interactive calendar; a section for videos; a section for blogs; a social media links section; and an email feature. Only IEEE members can access and interact with all features on the IEEE Next-Generation Technology Website Discussion Portal. Non-IEEE members have limited access to the portal.

**Specific Content Created for the IEEE Next-Generation Technology Website Portal**

IEEE members can access and interact with all features on the IEEE Next-Generation Technology Website Discussion Portal while non-IEEE members view most of the information on the portal but can only interact with the email interface to request information from or submit information to the portal. The slideshow features images that illustrate many of topics being discusses on the website. The Message of the Day routinely posts information tips about next-generation technology. The logo section contains the IEEE Professional Communication Society (IEEE) logo. The documents section holds a copy of this narrative as well as other documents related to next-generation technology for portal visitors to view. The calendar section has a list week-day conference calls related to next-generation technology where a featured video for the day is made available for discussion by teleconference with all participants requiring a membership code to enter the teleconference. The video section has four videos including an introduction to the portal and other videos discussing portal topics. There are four blogs with the featured topics of next-generation technology, virtual reality, artificial intelligence, and quantum mechanics, and more blogs can be created as needed. The social media section links to several other IEEE-based social media website pages. The email section allows members and non-members alike to interact with the IEEE portal administrators to request or submit information.

**Blog Content**

The main content for this assignment are the four blogs, which simulate the potential of developing an actual real world portal. The blogs are next-generation technology, virtual reality, artificial intelligence, and quantum mechanics. There are (sample) conversations on each of the blogs to illustrate their effectives. The portal and chat are monitored by (for the scope of this exercise) an artificially intelligent portal facilitator to help moderate and provide information to IEEE members. An IEEE member can link each of the blogs to their own individual social media accounts (Facebook, Twitter, Instagram, etc.).

**A Critique of the IEEE Next-Generation Technology Website Portal**

The website tools used to create the IEEE Next-Generation Technology Website Portal were very advantageous for the development of this Applied Project Assignment. It seemed more versatile than other social media platforms like Facebook, Instagram, or Twitter, etc. The website tools for this project were very robust and would give website visitors a myriad of ways to engage in discourse about next-generation technology.

A potential disadvantage is that the website is not very popular so casual technologists would not be able to find it. In practical application however, the actual popularity of IEEE would be leveraged to help advertise such a new content project if this was a real-world project. In fact, an association with IEEE would likely help to improve the popularity of the website being used as a portal for the new content about next-generation technology.

**Main Portal Address**

The website address of the IEEE Next-Generation Technology Website Discussion Portal is at <https://calendarreborn.com/member/calendar/JaimeReborn>.

**Individual Blog Addresses**

Next-Generation Technology Blog

<https://calendarreborn.com/member/userblog/JaimeReborn/MzA>=

Virtual Reality Blog

<https://calendarreborn.com/member/userblog/JaimeReborn/Mjk>=

Artificial Intelligence Blog  
<https://calendarreborn.com/member/userblog/JaimeReborn/Mjg>=

Quantum Mechanics Blog

<https://calendarreborn.com/member/userblog/JaimeReborn/Mjc>=