Business, Society & Ethics



Social Annotations



- Make at least 5 annotations for each of the assigned readings
- > All annotations must be relevant, substantive, and respectful

2,145 total possible philosophy experience points from social annotations activities

Annotations are due by 11:59PM the night before we discuss them during class

Each class meeting has assigned reading that you are expected to read and think about. I will also post questions to help you check your comprehension of the main claims and arguments within each of those readings.

To assist you in this process, you will work with your classmates on Perusall to collaboratively annotate the readings by 11:59pm (midnight), Buffalo (Eastern Standard) Time, the night *before* we discuss them during class.

Here's What I Want You to Do: For each of the social annotations activities, make at least 5 annotations to the reading.

Substantive responses to the annotations of your classmates will count as annotations of your own. Indeed, social annotations are meant to be a social experience for us, so *I* would strongly prefer that at least half of your annotations are in response to those of a classmate.

Here's Why I Want You to Do It: The purpose of social annotating is pretty straightforward: they have you work with your classmates to practice and build the skills for critically reading philosophical texts while connecting that material to your own interests and experiences.

As such, social annotating is a useful starting point for you to achieve all three learning outcomes for this course:

- Assess competing claims about the demands ethics and morality place on business decisions,
- 2. Reflect on your assumptions and form your own considered judgments about these issues, and
- 3. Communicate your understanding and analysis of these issues through both verbal and written discourse.

To these ends, work with your classmates connecting the readings to current events and your experiences, assessing the positions those texts try to establish, and reflecting on what it is *you* believe about all of this.

Here's How to Do It: In general, each of your annotations must *do at least 1* of these 3 tasks:

- 1. Highlight text that you find particularly interesting, profound, and/or controversial—and then explain why you highlighted that particular text (that is, why do you find that text interesting? or why do you think it profound? or why might it be controversial?);
- 2. Highlight text that you believe helps us answer the reading questions, give the number(s) of the reading question(s), and explain why you believe the highlighted text helps answer the question(s); and/or
- 3. Respond to the annotations made by your classmates, expanding in a substantive way on whatever it is they are saying.

Social Annotations

Your annotations may do any combination of these tasks. This choice is up to you.

No matter what task you choose, though, all your annotations must be...

- 1. Relevant,
- 2. Substantive, and
- 3. Respectful.

By *relevant*, I mean that your annotations are clearly doing at least 1 of the 3 tasks above and not going off topic.

By substantive, I mean more than generic commentary, simply repeating whatever the text or a classmate says, or giving a thoughtless "I agree". Above all else, I want to see you presenting your own careful reasoning by substantiating your claims and providing concrete examples.

By *respectful*, I mean that you critically assess the claims the readings and your classmates are making while not attacking the person(s) making those claims. It is fine to disagree with the reading and your classmates—even with me!—but it is disrespectful to besmirch the integrity or character of another person. Indeed, personal attacks suggest it is your position that is weak and unsound. So please no flame wars, no bullying, and *no being a jerk*!

Here's How You'll Earn Philosophy Experience Points: You will earn up to 65 philosophy experience points for each reading. With 33 social annotations activities this semester, you may earn up to a total of 2,145 points.

Your score on each social annotations activity will be based upon the Perusall autoscoring algorithm. This works by first evaluating each of your annotations as "deficient", "improvement needed", or "meets expectations".

After that, Perusall takes into other considerations for determining your score. For instance, Perusall gives a small penalty if your annotations are not distributed throughout the reading. The idea is that *you should be reading the whole text* and not just one small part of it. Your score will also be slightly modified by other considerations as well, such as how many people are responding to your annotations.

The good news is that you can set up Perusall to encourage and help you make better annotations and improve your score. Because of that, I have found that this autoscoring algorithm works quite well. Even so, I will still regularly check its results, making sure that scores are reasonable. Of course, *if you feel that your annotations are not being fairly scored by Perusall, let me know and I'll gladly score you myself*!

On the course website, I have provided a more detailed explanation of how the Perusall autoscoring algorithm works along with some examples.

Using Philosopher's Stones: You may use Philosopher's stones for Time Stop and/or Decipher Script.

Time Stop: You select 1 social annotation activity and give up 1 philosopher's stone. You then gain a 24-hour extension for completing that activity.

Decipher Script: You select 1 social annotation activity and give up 2 philosopher's stones. You then gain the full 65 philosophy experience points for that activity.

You may do Decipher Script at any time during the semester. For example, in week 12 you may use your stones to make up for the social annotations from the second day of class. For that reason, *I encourage you to save your philosopher's stones until the end of the semester.* At that point, you may then decide whether to use them for Decipher Script.

Considerations for Your Account: This means that you need a Perusall account. The good news is that this should be set up automatically when you start clicking on the Perusall links that I have posted on the course website.

The first time that you use Perusall, please be sure that you are using your real first and last name, so I can identify you and award you points. I also recommend making sure that it is linked to your UB email. (When someone tags you on Perusall, you get an email message letting you know.) You may also need to enter your student ID. To keep things simple, please use *either* your UB Student ID Number or your UB email for that ID.

Keep in mind that *you cannot be anonymous* on Perusall. However, only people enrolled in the course will see your annotations. No outsiders are allowed!

If you have any trouble setting up or using Perusall, please do not hesitate to seek help from me.

The bottom line Have some fun earning all those philosophy experience points while social annotating the readings with all of your classmates.



"Before we discuss destroying the competition, screwing our customers, and laughing all the way to the bank, let's begin this meeting with a prayer."