2017 Technology Awareness Day Essay Contest Rules

Contest Rules:

The essay must be:

- An original, unpublished work. Essays deemed not original work will be disqualified.
- Include a cover page with: student's name, school, program, and grade.
- Word Count for 9th/10th graders: At least 350 words
- Word Count for 11th/12th graders: At least 500 words
- Double-spaced, 12-point font
- Bibliography is **not** included in the word count
- Contestants should proofread entries for spelling and grammar errors.

Regarding sources:

- It is recommended that you support your arguments with qualified sources.
- Use direct quotes when taking a source word for word. Use MLA style in-text citations and bibliography entries.
- Don't focus on strict adherence to MLA – the important thing is that we know which parts of your essay are from an outside source, and where we can find that source.

Contestants will be competing in one of two groups: 9/10th graders and the 11/12th graders. The top three contestants from each group will be recognized and awarded prizes at Technology Awareness Day on **February 11th, 2017**. Prizes have not been confirmed but typically include laptops and tablets.

Essay Topic 9th/10th graders

Facebook has grown to an estimated 1.79 billion monthly active users who share everything from movie preferences, favorite restaurants, and political opinions. Facebook then uses this information to target relevant advertisements to you based on the information they know about you. Furthermore, your "likes" are used to shape the content your friends see. Just as a professional athlete endorses a sneakers brand, your likes serve as powerful endorsements of companies and products to your audience.

Facebook is one of many examples of companies that offer its services free in exchange for the right to advertise to you. What are some other examples of this business model? Is this a fair tradeoff? Are you ok with your brand being used this way? Should there be restrictions on how your information is used? Why or why not?

Essay Topic 11th/12th graders
According to a careerbuilder.com survey, 60% of employers use social media to research potential candidates. This is up from 22% in 2008. Surprisingly, only 21% reported that they were "looking for reasons not to hire" candidates and 60% were "looking for information that supports their qualifications for the job."

Are you open to an employer viewing your social media profile? Why or why not? What are some ways that you can use social media to create a stronger professional brand for yourself?

Survey Cited:
http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?sd=4/28/2016&siteid=cbpr&sc_cmp1=cb_pr945_&id=pr945&ed=12/31/2016

Submission Details:
CTE and Upward Bound coordinators will send the contest entries and entry form to the Financial Aid Committee Chair at BNSF Railway, Bryan Frank, via email: bryan.frank@bnsf.com.
Deadline: Entries must be received from the designated C.T.E. or Upward Bound Coordinator no later than **January 20th, 2017**.
For questions contact Bryan Frank at bryan.frank@bnsf.com.