

## The Assignment

Introduction to Computer Information Systems  
Professor Pereira  
Spring 2014

### **Final Research Project: Information Technology/Business Research PowerPoint and Presentation**

#### Critical Dates

**By Friday, 2/21:** Review the three videos located within the Library Resource Tab in Blackboard. These videos cover the following subjects: 1) how to define and develop topics and keywords for your final project, 2) where to look for sources, and how to evaluate them for credibility, and 3) how to create citations for your final PowerPoint presentation and reference pages.

**Monday, 3/17:** Library Research Session (in our regular classroom) with a Fitchburg State University Reference Librarian.

**By Monday, 3/24:** Review topic proposal with instructor and receive approval.

**By Friday, 4/18:** Review preliminary PowerPoint and Research Log with instructor. (*Not required, but strongly suggested*)

**By Friday, 4/25:** Submit Final Research Project PowerPoint and Research Log under the Assignments tab in Blackboard.

**Friday or Monday, 4/25 and 4/28:** Present in class.

#### Assignment Description

**PowerPoint and presentation.** For this project, you will research an information technology (IT) topic, related to business, that you find interesting and you think will be of interest to the class. Drawing on this research, you will develop and present a PowerPoint.

Your PowerPoint must be at least 20 slides, and it should begin with an introductory slide that clearly explains your research topic thesis statement. I have posted a few exemplars, from previous semesters, within the Final Project Tab in Blackboard. See the grading rubric at the end of this document for more information on how I will grade your PowerPoint document and presentation.

**Research log.** In addition, you will document your search strategy by maintaining a Research Log. Within this research log you will describe your initial research topic thesis statement, key search terms, and synonyms/related terms. Next, you will document the process you followed as you searched for relevant sources. Finally, you will list the sources you selected

for use in your PowerPoint and your revised research thesis statement (based on your search results).

See an example of a completed research log at the end of this document. I have attached a blank research log template under the Final Project Tab in Blackboard. Download and use that template. In addition, see the grading rubric at the end of this document for more information on how I will grade your Research Log.

### Topics/Thesis Examples

- Business use of social networks can lead to increased customer satisfaction
- Social media is effective for marketing presidential campaigns
- Watson has both positive and negative implications for business
- Technical strategies can be used to encourage ethical business practices
- Current trends in educational (or hospitality, healthcare, etc.) technology will lead to major business process changes
- Increased use of mobile technology, including broadband service and mobile payment processing, allows small businesses to be flexible to respond to customer needs while still reducing overhead costs.

### Required Research

This is a research project. As such, you must provide detailed evidence obtained through research to support your conclusions.

You must cite a minimum of five sources for this PowerPoint. Internet-based sources do not count towards the minimum requirement of five sources. By “internet-based,” I mean sources that exist only on the Internet and not in print. For example, do not use Wikipedia as a source. However, you may use it as a starting place. This is because, in most cases, there are sources listed at the bottom of Wikipedia pages that can be considered reliable academic sources.

You may use books and articles from scholarly journals, trade publications, business magazines, computer magazines, news magazines, and newspapers as sources that are found online, or through online databases. This is a link to the FSU Library’s databases page:  
<http://www.fitchburgstate.edu/academics/library/find/research-databases/>

You may find (1) Business Source Premier and (2) Computers and Applied Sciences Complete particularly useful for research for this project.

### Citation and Style

Whenever you draw information from a source in your PowerPoint, you must cite that source in the text of the PowerPoint slide, in addition to a final “References” slide. This includes when you paraphrase, summarize, or quote directly from a source.

You should use the APA format for your in-text and reference citations. You should view the “How to Create Citations for your Final PowerPoint Presentation and Reference Pages” video located within the Library Resource Tab in Blackboard to learn how to format your in-text and reference citations in the APA format. You can also use the *Purdue Owl* (<http://owl.english.purdue.edu/owl/resource/560/01/>) or FSU Library ([http://bcs.bedfordstmartins.com/resdoc5e/RES5e\\_ch09\\_s1-0001.html](http://bcs.bedfordstmartins.com/resdoc5e/RES5e_ch09_s1-0001.html)) Web site to find information on APA rules.

Additional Help

If after reviewing the videos located within the Library Resources Tab in Blackboard and attending the Library Research Session that will be held on 3/17/2014 in our class you still need help with selecting a research topic/research thesis, conducting searches, deciding whether a source is reliable, and/or citing, I suggest you ask a librarian.

**Student Research Project and PowerPoint Presentation Grading Rubric (total maximum points possible 50)**

Criteria	Competent 4	Sufficient 3	Sufficient 2	Deficient 1
Reviewed topic/initial thesis statement with instructor on or before required date and obtained approval; signed up for presentation	NA	NA	Yes	Did not review and obtain approval of topic/initial thesis statement and sign up by required date.
Research topic/thesis	Includes introduction slide, which effectively defines the scope of the research thesis.	Includes, introduction slide, which defines the scope of the thesis incompletely (parts are missing, remains too broad or too narrow, etc.).	Includes, introduction slide, which does not define the scope of the thesis.	No introduction slide.
Development of thesis	PowerPoint evidences multiple points supporting the thesis. It is organized and developed in a manner which not only anticipates likely questions but demonstrates awareness of the audience by posing and providing insightful answers to complex questions concerning the thesis.	PowerPoint evidences a few supporting points related to the thesis. It is organized and developed in a manner which shows some awareness of the audience by anticipating and answering basic questions concerning the thesis.	PowerPoint evidences one supporting points related to the thesis. It is organized and developed in a manner which shows some awareness of the audience by anticipating and answering basic questions concerning the thesis.	PowerPoint does not demonstrate awareness of the audience. It lacks supporting points and fails to address relevant questions so the audience must work to extract meaning and comprehend the ideas in the work.

Organization	Organizational pattern (specific introduction, conclusion, sequenced content within the body, and transitions) is clearly and consistently observable.	Organizational pattern (specific introduction, conclusion, sequenced content within the body, and transitions) is intermittently observable.	Organizational pattern (specific introduction, topic sentences, conclusion, sequenced content within the body, and transitions) is rarely observable.	Organizational pattern (specific introduction, topic sentences, conclusion, sequenced content within the body, and transitions) is not observable.
Mechanics	Language is used that is stylistically consistent and free from distracting errors in usage, spelling or grammar, communicating meaning to the audience with clarity and fluency.	Language is used that has some consistency of style and few distracting errors in usage, spelling or grammar, generally conveying clear meaning to the audience.	Language is used that has little consistency of style and few distracting errors in usage, spelling or grammar, generally conveying clear meaning to the audience.	Language used that lacks consistency of style and/or contains major and distracting errors in usage, spelling or grammar that impede meaning for the audience.
Mechanics	Pleasing theme used for all slides (e.g. background, color, font, general look and feel), no more than 5 – 7 bullets per slide for text info, and short sentences, point form.	Theme inconsistent, and/or more than 5 – 7 bullets per slide, one or two slides have long sentences.	Theme inconsistent, and/or more than 5 – 7 bullets per slide, two or three slides have long sentences.	Theme inconsistent, and/or more than 5 – 7 bullets per slide, many slides have long sentences.
Mechanics	Transition between slides and empty slide or "thank you" message at end of presentation.	Transition between slides or empty slide or "thank you" message at end of presentation.	Transition between some slides or empty slide or "thank you" message at end of presentation.	No transition between slides or empty slide or "thank you" message at end of presentation.
Use of Sources Effectively to Accomplish a Specific Purpose	Engages with sources actively. Communicates, organizes and synthesizes information from sources with clarity and depth. Integrates the information from all sources in a manner that clearly supports the research topic/thesis.	Communicates, organizes and synthesizes information from sources. Can articulate connections between sources and relates them to the research topic/thesis.	Communicates and organizes information from sources. Can summarize information from sources and relate them to the research topic/thesis.	Communicates some information from sources. Information is fragmented and/or used inappropriately (misquoted, taken out of context, etc.).
Citation of Sources	Source attribution is clear and correct throughout PowerPoint. In-text and end citations are appropriate and correctly follow the APA standard.	Can quote, paraphrase, and summarize content from multiple types of sources. In-text and reference citations follow a consistent style. Can	Can quote and paraphrase content correctly. Efforts toward in-text and reference citation are present, with some errors or inconsistencies.	Work demonstrates scarce citation of credible or relevant sources.

	Demonstrates use of citation to connect ideas to a larger context.	articulate the purpose of citation in connecting information.		
Number sources cited	Five or more	NA	4-3	Less than 3
Delivery	Presentation 12-15 min.	Presentation between 11-9 min.	Presentation between 8-5 min.	Presentation less than 5 min.
Delivery	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) distract from the understandability of the presentation, and speaker appears uncomfortable.
Other	PowerPoint includes 20 or more slides.	PowerPoint includes 19–18 slides.	PowerPoint includes 17-16 slides.	PowerPoint includes less than 16 slides.

Adapted from modified LEAP Value rubrics as part of the Fitchburg State University and Mount Wachusett Community College Quality Collaboratives.

### **Research Audit Log Grading Rubric (total maximum points possible 12)**

<b>Criteria</b>	<b>Competent 4</b>	<b>Sufficient 3</b>	<b>Sufficient 2</b>	<b>Deficient 1</b>
Determines Sources Necessary	Sources selected are directly related to assignment. Sources are chosen to provide evidence and demonstrate depth, currency, comparison, or context.	Sources selected are subject relevant in type and content and relate to key concepts. Sources are chosen to provide evidence and demonstrate depth and/or currency.	Most sources selected are subject-relevant in type and content, and relate to key concepts. Sources are chosen to provide evidence of support.	Is unable to identify appropriate types of sources, or explores sources that are tangential and/or not effective.
Access the Needed Information	Accesses information using advanced search strategies and techniques.	Accesses information using a variety of search strategies.	Searches for information using simple search strategies.	Searches for information without a strategy.
Access the Needed Information	Refines research based on information found. Identifies and uses cues in found sources to located related contextual information.	Demonstrates ability to refine and revise a search based on search results. Retrieves information from a variety of sources.	Retrieves information from limited and/or similar sources.	Retrieves information that lacks relevance and quality.

Adapted from modified LEAP Value rubrics as part of the Fitchburg State University and Mount Wachusett Community College Quality Collaboratives.

## Research Log EXAMPLE

Please use the following worksheet to document your search strategies and results for your research project. If you need more room, insert additional rows into the table.

Preliminary Research Topic Thesis Statement	Key Terms	Synonyms/Related Terms
Smart use of technology can support entrepreneurs to grow their business.	technology; entrepreneurs; business growth	hardware/software applications; specific product? social networking small business; start-ups success; profit; customers

Search #	Search Terms	Database Used	# of Results	Reflection	Next Steps
1	Technology entrepreneurs business growth	Google (basic)	50,500,000 websites	Some ads. Lots of articles from entrepreneur.com. Not sure if the results are really focused on how to specifically use technology to support growth.	Keep the key terms “technology” and “business growth,” but substitute “small business” for “entrepreneurs” and add “customers”
2	Technology small business growth customers	Google (basic)	308,000,000 websites	No ads, but some clearly commercial sites. Many of the articles mention “mobile technology.” Other possible terms: “profitability” “productivity.”	Add the key terms suggested by the results of this search.
3	All: customers growth Phrase: mobile technology Any: “small business” entrepreneur	Google (advanced)	21,900,000 websites	No ads, but some sites related to products or business consulting. Good results for pages from e-magazines or business sites. Many results seem to focus on	Add “social networking” and limit to only .edu to avoid sites related to products and business consulting.

				efficiency. Found one good site to use as source.	
4	All: customers growth Phrase: “mobile technology” “social networking” Any: “small business” entrepreneur Limit: .edu	Google (advanced)	27,800 websites	No ads. Much more sophisticated websites. Topics include “mobile broadband” and “emerging technologies.” Found article discussing Senate hearings on broadband that talk specifically about how mobile technologies help minority and rural business owners.	Still too many results, need to narrow. Try searching in a library database devoted to business topics.
5	Mobile technology AND small business AND customers Limit: Full Text	Business Source Premier (advanced)	2 articles	Not many results and they focus mostly on wireless companies, not on small business impact.	Remove the key term “customers.”
6	Mobile technology AND small business Limit: Full Text	Business Source Premier (advanced)	42 articles	Good articles, but focus more on how businesses as a market for mobile tech, less on how they can use it to drive business. One article on use of mobile payments good. Other terms to try: mobile commerce, innovation adoption, technological innovations.	Try adding some of the additional key terms.
7	Social networking AND small business AND	Business Source Premier (advanced)	30 articles	Articles more focused on using social networking as a marketing	Focus key terms on “mobile” apps.

	customers Limit: Full Text			opportunity. Articles point to mixed success getting new customers this way. This could be an entirely different topic from the mobile apps. Think I'm going to focus on the mobile app aspect instead of social networking.	
8	Mobile commerce AND small business	Academic Search Premier / Comm & Mass Media / Computer & Applied Science (advanced)	6 articles	Articles are really focused on my topic. Database subjects include: marketing, mobile computing, mobile communication systems, small business, mobile commerce. Found great article about the use of Square to process credit card payments on mobile devices.	I can stop here, these articles will work for my revised thesis.

**Source List (include Search #):**

<http://eon.businesswire.com/news/eon/20121008005127/en/Small-Business/BYOD/Mobile-Device-Management> (from Search 3)

<http://www.brookings.edu/research/testimony/2012/02/15-business-west> (from Search 4)

Ewing, D. (2012). Small biz holds key to mobile adoption. *American Banker*, 177(F332), 9. (from Search 6)

MCGIRT, E. (2012). Square: For making magic out of the mercantile. *Fast Company*, (163), 82-147. (from Search 8)

**Revised Research Thesis Statement (based upon search results):**

Increased use of mobile technology, including broadband service and mobile payment processing, allows small businesses to be flexible to respond to customer needs while still reducing overhead costs.