**ENG-112S Week 1 Assignment: Research Assignment Introduction – Call to Action**

Imagine for a moment that you are designing an email and/or social media campaign to get signatures on a petition or donations to a cause. Your email/post will be seen only for a few brief seconds.

**Examples** of issues (causes) to write about may include (but are not limited to):

* Affordable, effective legal assistance for victims of domestic violence
* Prevention of animal abuse and neglect with stronger legal consequences for harming them
* Affordable prescription medication coverage for those who are employed part-time
* The need for effective, fun, affordable workouts that help combat depression in teens
* Opioid addiction treatment and prevention through exercise programs

Write your issue (cause) that you feel needs to be supported here:

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| The issue is that the age of AI is approaching. There are a lot of conflicting opinions and misunderstandings that we should bring together for the general understanding of, not just those in the industry, but everyone who will be impacted by this innovation – which is potentially the whole world. |

What are some of the ways you’d want to appeal to your audience for their help? Consider these as you compose your email/social media post.

1. Emotion--in a few brief words, make a plea for help that appeals to the emotions of your reading audience.
2. Logic--with one or two compelling facts (such as statistics), give your reading audience a real reason to care.
3. Credibility--Make sure your compelling fact(s) come from at least one credible source that many people would recognize and trust and that you mention that source

Compose your email/social media post here (150-200 words):

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| (this is the draft of the idea/post and not the real post, because it will be updated after research on weeks 2/3)  AI is almost here – or so we tend to think.  How far is an AI - Age from arriving? Can it be stopped at this point? Who will be the first ones affected? How do we prepare for this? … and so on the questions go…  However, most often than not, we busy ourselves with our everyday life and tend to undermine the future and/or how far it is from becoming the present.  But what if I were to tell that it is already the present?  The age of AI is knocking on everyone’s doors. Not in a decade or two. Not in 5 years. It is here, now, and is gradually evolving into everyday life as we speak.  You might not be fully aware of this, but around you more and more things are becoming smarter than ourselves.  Do you use Siri on your phone? – that’s AI. Do you use websites like Amazon that send you tailored experience suggestions on what to buy/watch/read next? – that’s also AI. Do you use social media in any way? – that is also AI.  Take a look around your house, neighborhood, and relationships and try to point out the several AI technologies that surround you.  Both for the good and bad – but which is it more of?  Read more to find out some more information on which you will be able to take your own pick, alongside suggestions on how we can foresee, or prepare for, what is next to come as a worldwide community - because what is to come, will reach out to all of civilization. |

Now imagine that you’ve got your reader’s attention. They are interested but want to learn more, so they want to click on a link to a more detailed website. They want to read a more in-depth explanation of why this issue is so important and why their donations/signature will matter.

This is where they will find a 750-1000-word webpage, complete with illustration(s), research, cited sources, and compelling reasons to get involved. **Designing this “page” is your task by Week 7.** Over the next several weeks of our course, you will learn about how to evaluate sources, integrate source material into your text, and write persuasively for your reading audience in your Learn-Its and assignments before presenting your complete Call to Action.

Things you will want to consider in your research plan (25-50 words each):

1. What has already been tried so far to meet this need? Where can you look to find out?

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| There are several posts around the internet of individuals taking initiative in voicing their own opinions through their own sites, blogs, or through social media. |

1. Are there some statistics for the past 5-10 years showing an urgent need is still there?

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| There are several statistics supporting the proof and current effects of the evolution of premature AI technologies. I will update this section after weeks 2/3 after reviewing specific sources. |

1. Can you locate some success stories that bring hope to your audience?

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| Less for more or more for less?  While there are a lot of cons to AI, there are also lots of pros. It is important that we are all intuitive about what to expect for the future and to have more insight on how to embrace ourselves for it. |

Great start! You’ve just completed your first step. Keep gathering research; more to come!

Save this completed document and submit it for grading in Canvas.