# Case Study #2

The purpose of a case study is to provide a more thorough analysis of a situation or "case" which might reveal interesting information that may be applied to future similar situations. Case studies could be written about individuals, teams and their functional dynamics, or organizations. You might be trying to define and clarify a situation or to solve a problem or, more than likely, both. The key is to take the large amount of information and break it down to the level of the individual or single unit.

A case study is an analytical piece. It involves research and application of theories, concepts, and knowledge commonly discussed in the field of study. It highlights common issues and will illuminate those issues through an in-depth study of its application to individuals, companies, governments, or whomever or whatever you are studying.

Basically, you will be recounting a “story” and while describing it you will use concepts from class to help with your discussion.

For Case Study #2 you will be required to discuss some of the concepts covered in class. Content for your paper will come from a movie, tv show, etc. approved by your instructor.

Please answer the questions provided to guide the content of your paper. Your paper should contain concept terms, definitions, and examples that demonstrate your understanding of the concepts.

The format required includes a title page (1page), an introduction (1-2 paragraphs), sections for each concept (various lengths), and a conclusion (1-2 paragraphs).

**Questions**

**Perception**

1. Describe one character using the Social Identity Theory. What is their ingroup? How do they identify themselves? Provide examples.
2. Describe one character and whether they have an internal or external locus of control. Provide examples.
3. Choose one character who displays one of the four perceptual errors shown in class (Halo Effect, False Consensus, Primacy Error, Recency Error). Provide examples.

**Emotions, Moods, and Attitudes**

1. Which character in the case study displays the most intense emotions (either positive or negative affect)? Provide examples.
2. Which character has the greatest emotional intelligence? Provide examples.

**Motivation Theories**

1. Using Maslow’s Hierarchy of Needs (Physiological, Safety, Belongingness, Esteem, and Self-actualization) pick one character from the case study whose needs level changes throughout the case study. How does his/her motivation need level change throughout the case study? Provide examples.
2. Describe one character according to McClelland’s Needs Theory (Achievement, Affiliation, and Power) and which need applies to that character. Provide examples.
3. **Sample Case Study Structure**

Introduction

A paragraph or two introducing your paper and the concepts you will be using.

**Perception**

Introduction to the perception section.

**Social Identity Theory**

Introduction to the Social Identity Theory section. Each section for each character may have its own characters, situations, examples, and reflection or all the characters may be shown in one larger section.

Social Identity Theory character

Please discuss using characters, situations, and examples.

**Locus of Control**

Introduction to the Locus of Control section. Each section for each character may have its own characters, situations, examples, and reflection or all the characters may be shown in one larger section.

Locus of Control character

Please discuss using characters, situations, and examples.

**Perceptual Errors**

Introduction to the perceptual errors section. Each section for each perceptual error may have its own characters, situations, examples, and reflection or all the perceptual errors may be shown in one larger section.

Perceptual Error character

Please discuss using characters, situations, and examples.

**Emotions, Moods, and Attitudes**

Introduction to the Emotions, Moods, and Attitudes section.

**Emotional Labour**

Introduction to the Emotional Labour section.

Emotional Labour character

Please discuss using characters, situations, and examples.

**Emotional Intelligence**

Introduction to the Emotional Intelligence section.

Emotional Intelligence character

Please discuss using characters, situations, and examples.

**Motivation Theories**

Introduction to the Motivation Theories section.

**Maslow’s Hierarchy of Needs**

Introduction to the Maslow’s Hierarchy of Needs section.

Maslow’s Hierarchy of Needs character

Please discuss using characters, situations, and examples.

**McClelland’s Needs Theory**

Introduction to the McClelland’s Needs Theory section. Each section may have its own characters, situations, examples, and reflection or all the information may be shown in one larger example.

McClelland’s Needs Theory character

Please discuss using characters, situations, and examples.

Conclusion

1. **Submission Instructions and Marking Rubrics**

\*\*PLEASE NOTE THE FOLLOWING SUBMISSION INSTRUCTIONS. YOUR GRADE MAY BE AFFECTED\*\*

* **Your paper should have a font size of 12 and default line spacing**.

1. **Please make sure to include your name, section number, and date in the header of your document.**
2. **The document file name must include your last name, section number, and case study number (SmithSecXCase2.docx).**

Terminology/Definitions Marking Guide

Are the terms used correctly and are there strong supporting definitions that correctly correspond to the terms.

|  |
| --- |
| 0  No Submission |
| 1.5  Demonstrates an inadequate use of terminology/definitions of concepts.  (10% of terms used) |
| 3  Demonstrates an inadequate use of terminology/definitions of concepts.  (20% of terms used) |
| 4.5  Demonstrates an inadequate use of terminology/definitions of concepts.  (30% of terms used) |
| 6  Demonstrates an inadequate use of terminology/definitions of concepts.  (40% of terms used) |
| 7.5  Demonstrates a basic use of terminology/definitions of concepts. (50% of terms used) |

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| --- |
| 9  Demonstrates a basic use of terminology/definitions of concepts. (60% of terms used) |
| 10.5  Demonstrates a basic use of terminology/definitions of concepts. (70% of terms used) |
| 12  Demonstrates a strong use of terminology/definitions of concepts.  (80% of terms used) |
| 13.5  Demonstrates a strong use of terminology/definitions of concepts.  (90% of terms used) |
| 15  Demonstrates a strong use of terminology/definitions of concepts.  (100% of terms used) |

Examples Marking Guide

Examples from the case source correctly and accurately depict the terms and their application.

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| --- |
| 0  No Submission |
| 5  Demonstrates an inadequate use/explanation of examples.  (10% of concepts used/explained in examples) |
| 10  Demonstrates an inadequate use/explanation of examples.  (20% of concepts used/explained in examples) |
| 15  Demonstrates an inadequate use/explanation of examples.  (30% of concepts used/explained in examples) |
| 20  Demonstrates an inadequate use/explanation of examples.  (40% of concepts used/explained in examples) |
| 25  Demonstrates a basic use/explanation of examples.  (50% of concepts used/explained in examples) |

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| 30  Demonstrates a basic use/explanation of examples.  (60% of concepts used/explained in examples) |
| 35  Demonstrates a basic use/explanation of examples.  (70% of concepts used/explained in examples) |
| 40  Demonstrates a strong use/explanation of examples.  (80% of concepts used/explained in examples) |
| 45  Demonstrates a strong use/explanation of examples.  (90% of concepts used/explained in examples) |
| 50  Demonstrates a strong use/explanation of examples.  (100% of terms used) |

Example Clarity Marking Guide

Pertains to overall clarity of writing; from spelling and grammar, to clear expression of thought.

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| --- |
| 0  No Submission |
| 1.5  Examples are unclear. (90% of examples are unclear) |
| 3  Examples are unclear. (80% of examples are unclear) |
| 4.5  Examples are unclear.(70% of examples are unclear) |
| 6  Examples are unclear. (60% of examples are unclear) |
| 7.5  Examples demonstrate a basic level of clarity. (50% of examples are unclear) |

|  |
| --- |
| 9  Examples demonstrate a basic level of clarity. (40% of examples are unclear) |
| 10.5  Examples demonstrate a basic level of clarity. (30% of examples are unclear) |
| 12  Examples are clear and well written. (20% of examples are unclear) |
| 13.5  Examples are clear and well written. (10% of examples are unclear) |
| 15  Examples are clear and well written. (0% of examples are unclear) |

Notes