**Library Research Assignment: Persuasive Speech**

|  |
| --- |
| For your persuasive speech, you need to include a minimum of **five different sources.** All sources should be NEW. Don’t just recycle sources already used in your informative speech. A meaningful speech will incorporate a variety of source types to support the arguments and claims you advance. For this assignment you must locate 5 NEW sources beyond those you already used in your Informative Speech. (While you are welcome to use some of the same sources you used for your Informative Speech in your Persuasive Speech, these repeat sources should be in addition to the five new sources you locate for this assignment.)  By the end of this assignment you should have all five sources needed for your speech. When speaking to persuade, it is important to consider viewpoints other than your own. Therefore, **one of the five sources that you locate must be a prominent counter-argument** made against your position.  **Instructions & tips:**   * Do NOT begin with a Google search. * Instead, begin by visiting the custom SpCm 212 ISU Research Guide designed to help you locate, evaluate, and cite sources: <http://instr.iastate.libguides.com/spcm212> * Using the databases provided in this research guide will ensure you locate a variety of high-quality sources. * Remember, when we say “a variety of source types” that means that not all your resources can come from newspapers, websites, and the like. A variety looks like this, for example: one book, one website (.org, .gov, etc.), two academic/scholarly journal articles, and a newspaper.   **Use this worksheet to document your sources and responses. Upload the assignment to Canvas by the due date/time outlined in the course calendar. 15 points total.** |

|  |
| --- |
| **PART I: Research Focus** |
|  |
| **Specific Purpose Statement (1 pt.)** |
| Artificial Intelligence is a technology that should be implemented in the medical field to help improve treatment and diagnosis quality. |
| **Thesis Statement (1 pt.)** |
| The medical industry should implement artificial intelligence because it will help improve the quality of medical care. |
| **List the different types of sources you found (e.g. one website, two books, two academic journal articles). (.5 pt.)** |
| 5 Articles |

|  |
| --- |
| **PART II: Sources** |
| ***Instructions:***  For each of your four sources:   1. List each source in either APA or MLA citation style AND write an oral citation for your source, as you would say it out loud in your speech (1 pt). 2. State why you believe this source is credible. Reference *Speech Craft*, Chapter 5 (.5 pt). 3. Provide 3-4 sentences explaining ***WHY*** the source is valuable to your speech and ***WHERE*** you plan to put the source in your speech (1 pts).   You will do this five times, once for each source.  ***Example 1:***  **MLA citation:** Morewitz, Stephen John. *Runaway and Homeless Youth: New Research and Clinical Perspectives*. Springer, 2016.  **Oral Citation:** “In his book Runaway and Homeless Youth, published in 2016, Stephen John Morewitz writes...”  **Credibility:** This book is credible because it is authored by a behavioral and public health professor and scientist at a major public research institution. The book cites its sources, drawing on credible social scientific research and first-person interviews.  **Value to Speech & Placement:** It is valuable to my speech because it includes real interviews with homeless youth. These interviews illustrate how homelessness affects youth on multiple levels: mentally, physically, and socially. I will cite this source in my “Main Point 1: Problem,” to appeal to pathos to humanize the problem of homelessness for my audience.  ***Example 2:***  **MLA citation:** Pierce, Stephanie Casey, Bryan Grady, and Holly Holtzen. “Daybreak in Dayton: Assessing characteristics and outcomes of previously homeless youth living in transitional housing.” *Children and Youth Services Review* 88 (2018): 249-256.  **Oral Citation:** “Pierce, Grady, and Holtzen co-authored an article in the Children and Youth Services Review in 2018, which stated that...”  **Credibility:** This journal article is credible because it was published in a peer-reviewed, academic publication, and it includes a substantial number of cited sources.  **Value to Speech & Placement:** This source is valuable to my speech because it provides a specific case study illustrating that transitional housing is an effective solution for helping homeless youth, provided that the youth remain in these transitional programs for one year or more. Demographic data and statistics are provided on the percentage of individuals who exited transitional programs successfully, on the number of individuals who were able to find employment, etc. that I can use as appeals to logos. I will cite this source in my third main body point when I discuss the practicality of my policy solution. |
|  |
| **Source 1** |
| **Citation:** Joseph Bullock, Alexandra Luccioni, Kathrine Pham, Cynthia Lam, and Miguel Luengo-Oroz. “Mapping the Landscape of Artificial Intelligence Applications Against COVID-19.” *Journal of Artificial Intelligence Research,* 2020, Vol. 69  **Oral Citation:** “The article, mapping the landscape of artificial intelligence applications against COVID-19, by Bullock, Luccioni, Pham, Lam, and Luengo in 2020, states that…”  **Credibility:** This is a credible source because it is a recent publication written by 5 experts in the field of artificial intelligence. It was also published in the Journal of Artificial Intelligence research.  **Value to Speech & Placement:** This is a valuable source for my speech because it will provide me a real world application of artificial intelligence in medicine. Having a real-world example, such as Covid-19 will help build a connection with he audience. I will most likely use this source as some sort of attention grabber or in the middle of my speech when I explain how AI is already being used. |
| **Source 2** |
| **Citation:** William Hanson and Bryan Marshall. “Artificial Intelligence Applications in the Intensive Care Unit.” *Society of Critical Care Medicine,* 2001, Vol. 29, 427-435  **Oral Citation:** “William Hanson and Bryan Marshal wrote the article, artificial intelligence applications in the intensive care unit, in 2001, which states that…”  **Credibility:** This is a credible source because it was written by two MD’s on the topic medical care.  **Value to Speech & Placement:** This source provides a look on artificial intelligence from the view of two MDs. This will be useful to show that professionals in the industry are advocating for artificial intelligence in medicine. This would go towards the end of my speech before my conclusion. Once I am able to explain my topic and proposal I would use this as some supporting material to show that other professionals want AI implemented. |
| **Source 3** |
| **Citation:** Guoguang Rong, Arnaldo Mendez, Elie Assi, Bo Zhao and Mohamad Sawan. “Artificial Intelligence in Healthcare: Review and Prediction Case Studies.” *Science Direct,* 2019  **Oral Citation:** “The article artificial intelligence in healthcare: review and prediction case studies, co-authored in 2019 by Rong, Mendez, Assi, Zhao, and Sawan brings up the point that…”  **Credibility:** This is a crediblesource because it was written and reviewed by five graduates of accredited universities across the world. The article is also recent as it was published in 2019.  **Value to Speech & Placement:** This source is full of useful information. I’m sure that I will be quoting from this source a few times throughout the speech. This source will probably find its way in the body of my speech when I am explaining any sort of technical terms. |
| **Source 4** |
| **Citation:** Thomas Davenport and Ravi Kalakota. “The Potential for Artificial Intelligence in Healthcare.” *Future Healthcare Journal,* 2019, Vol. 6  **Oral Citation:** “Thomas Davenport and Ravi Kalakota wrote the article, the potential for artificial intelligence in healthcare, in 2019, and described that…”  **Credibility:** This is a credible source because Thomas Davenport is a professor at Babson college in MA. The article was also written recently in 2019.  **Value to Speech & Placement:** This will be a very useful source as it gives the future possibilities of AI. This will be at the beginning of the body of my speech where I am explaining the potential and great benefits of artificial intelligence. It may also be used in the intro and/or closer of the speech. |
| **Source 5: A Counter-argument**  *When speaking to persuade, it is important to consider viewpoints other than your own. This fifth source should be a prominent counter-argument made against your position.* |
| **Citation:** Benoit Gallix and Jaron Chong. “Artificial Intelligence in Radiology: Who’s Afraid of the Big Bad Wolf?” *European Radiology,* 2019, Vol. 29  **Oral Citation:** “The article artificial intelligence in radiology, who’s afraid of the big bad wolf, written by Benoit Gallix and Jaron Chong brought up the counter that…”  **Credibility:** This is a credible source as it provides a non-biased response to possible down sides of the topic. Benoit Gallix is also an MD with a PhD in computer science. Jaron Chong has a PhD in radiology as well. The article was also written recently in 2019  **Value to Speech & Placement:**  This is an extremely important source as it provides counter arguments to my thesis. I will use this source in the section of my speech where I explain the counter arguments to my position. This source also gives the point of view of industry experts who have experienced the effects of artificial intelligence first hand. |