



CSG1132 Communicating in an IT Environment

Assignment 2 – Research Paper

Student Learning Outcomes

1. Demonstrate skills in the written, visual and oral presentation of information for academic and business purposes
2. Apply scientific method to an ICT research task;
3. Analyse, interpret and present data using Microsoft Excel

Due Date: (midnight) Friday 24 October, 2014

Assessment Value: 30% of total mark



Assignment 2 – Research paper on psychology and personal use of social media

In Assignment 1a you scoped and researched a problem domain (Facebook psychology and personal use of social media). In Assignment 1b, this work was further developed with a literature review, developed around a theme to provide the foundation of one or more thesis statements in a topic area selected from:

- Facebook addiction
- Demographics of Facebook use such as gender, age
- Role of introversion/extraversion in shaping Facebook user behaviour
- Role of self-esteem and/or social anxiety in shaping Facebook user behaviour
- Facebook as an enabler of social inclusion

In Assignment 2, the work you have done with 1a and 1b, will be used to create a research paper that investigates some FB user data and reports findings from this investigation. Specifically, your paper will:

- Introduce the social media service Facebook
- Provide an overview of topics in the Facebook psychology research space (Assignment 1b)
- Introduce a theme/ topic area selected from the list and any related peer reviewed literature that describes research in the selected area (Assignment 1b)
- Develop one or more thesis statements in the selected topic area for investigation using the FB user data set (FB user data set is available for download in Module 7 – Descriptive statistics)
- Describes results from analysis and investigation of these statements with the data set

- Report the results of this investigation using visualisation (charts) and Excel statistics
- Report conclusions derived from analysis of the data *and the literature* that you have consulted.

Recommended length = 2,000-2,500 words

For Assignment 2, you will need to submit:

- A research paper complete with abstract and reference list.

Problem solving

For the topic/theme area that you have selected, you will be developing one or more thesis statements for testing using the FB data set found in Module 7 of the Lecture program. To develop a thesis statement:

- Review the lecture and workshop on thesis statement development (there are three kinds:- argumentative, analysis and expository)
- Download the Facebook data sheet from Module 7 – Statistical Literacy- Descriptive Statistics
- Review the explanation of variables (e.g. hours, logins, FB friends, Close friends) in the Explanations worksheet
- Formulate a question that provides the basis for development of one or more thesis statements that can be tested with the data provided
- Brainstorm thesis statement development – Remember, you are using the dataset to test your thesis statement(s), so the statement needs to be testable with the variable data found in the spreadsheet.

The following examples illustrate how to 1) define research questions and thesis statements and 2) work with the dataset. You should describe and test at least TWO thesis statements in your theme area with the data set, of which **one only can be selected from the examples below.**

Examples:

Theme 1 – Demographics

RQ. Is FB use related to gender?

Thesis statement: FB hours are related to gender.

Problem solving: Your work with the Excel user data will focus on the relationship between FB hours and gender. Options include descriptives for both variables, histograms and an independent samples test. Do the stats workshops and review the additional resources described under Resources.

Theme 2 – Social anxiety

RQ. Do users demonstrating social phobia on the Liebowitz scale use Facebook more than other users?

Thesis statement: FB hours are related to social phobia

Problem solving: Your work with the Excel user data will focus on the relationship between FB hours and social phobia. Options include descriptives for both variables, histograms, scatter plots and results of association testing. Do the stats workshops and review the additional resources described under Resources.

Theme 3 – Social connection and network size

RQ. Is there a relationship between social connection (sociability) and FB friends?

Thesis statement: The number of user FB friends is related to sense of social connection.

Problem solving: Your work with the Excel user data will focus on the relationship between FB friends and sociability. Options include descriptives for both variables, histograms, scatter plots and results of association testing. Do the stats workshops and review the additional resources described under Resources.

Theme 4 – Intraversion/Extraversion and network size

RQ. Is there a relationship between the number of FB user friends and whether a person is an introvert or extravert?

Thesis statement: FB friends are related to score on the introversion/extraversion scale.

Problem solving: Your work with the Excel user data will focus on introversion/extroversion scores and FB friends. Options include descriptives for both variables, histograms. Do the stats workshops and review the additional resources described under Resources.

Themes and statements above provide an introduction only to the investigative possibilities of the data set.

NOTE: If using one of these statements, aim to develop and test a statement of your own as well.

Resources

1. Lectures & Workshops:

- Thesis statement development (Module 4)
- Academic writing and the literature review (Module 5)

-Descriptive statistics (Module 7)

-Inferential statistics (Module 8)

2. Statistical literacy:

-Cohen, B., Welkowitz, J., Brooke, L. (2012) *Introductory Statistics for the Behavioral Sciences*. Hoboken : John Wiley & Sons, 2012. [E-book]

-Schmuller, J. (2013). *Statistical Analysis with Excel for Dummies*. Hoboken: John Wiley & Sons. [E-book]

-Youtube lectures and videos on statistics and statistics in Excel (e.g. creating a frequency histogram in Excel, correlation testing in Excel, t-tests in Excel). These are described in the Statistical literacy workshops beginning with Module 5- Statistical literacy I

3. Writing a research paper:

The basic organization, structure and components of a research paper are described in the ECU Academic Tips sheet called Research Paper, found at:-

http://intranet.ecu.edu.au/_data/assets/pdf_file/0019/20629/research_paper.pdf

The components of your research paper will be:-

- Title page.
- Contents page.
- Abstract.
- Introduction.
- Discussion
 - Your literature review (Assignment 1b)
 - Research Questions and Thesis Statements
 - Report of findings from thesis statement testing
- Conclusion
- Reference list.

Ensure that your introduction provides the reader with a good grasp of the importance of the Facebook phenomenon, and overview of research in the psychology space. Use charts and visualisation in reporting findings from investigation of the FB user data set,. In writing the conclusion, place the results of testing within the broader literature of the selected topic area.

Format and Submission

- Your assignment should be wordprocessed with a title page containing your name, student number, the assignment title and your tutor's name.
- Your assignment should be submitted electronically via BlackBoard to your tutor. The file name should be in the following form:
CSG1132_yoursurname_A2.doc
- Your assignment should reflect current workplace standards and is a working document designed to help you refine both technical report writing skills and evaluative/analytical skills. It should be:
 - Wordprocessed, using Times New Roman in size 12 font.

- Page layout should have 3cm wide side margins and 2.5cm top and bottom margins.
- Header information containing the unit code and title.
- Footer information containing student name, number and page number.
- All headings should be bold, size 14 Arial, sub-headings bold, size 12 Arial.
- Since this assessment is designed to reflect workplace and academic best practice, marks will be awarded for literacy and presentation and the use of references.

Marking Key

The Marking key for Assessment 2 is provided on the Assessment Page of this unit. Use the Marking Key when writing your assignment.

Plagiarism

Please ensure that you have read and understood the information on plagiarism provided on the Overview page of this course.

Every university assignment must demonstrate 2 essential criteria to be awarded a pass:

1. You must demonstrate the depth and breadth of your research by using in-text and an end of text reference list; and
 2. You must demonstrate your understandings by using your own words.
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