**INFO5992 Individual Report: sample structure**

Here is a sample structure for the essay. As everyone will be choosing different topics and different case studies, there may be different structures that suit each of your particular essays best. This structure is an example structure only. You can use a completely different structure if it suits your individual essay better than this. Using this structure won’t necessarily get you a better mark than using a different one that suits your particular essay better.

1. Introduction

Summarise what you are going to be covering in the essay.

2. Innovation topic e.g. “Web APIs for innovation”, “User innovation and producer innovation”, “Innovation through platform business models”, etc.

Describe the key points from the innovation literature on the topic that you have chosen. Make sure you explain any important terms you are going to use in your essay and if you are using a particular interpretation of the topic (eg different people use different definitions of “crowdsourcing” so make sure you are clear about what you mean by it).

3. Case studies

For each of the two IT-related real-world examples chosen, give a description of the relevant background and main features of the case.

4. Discussion

Show how the key points from the innovation literature do or do not apply to the examples. In doing this, compare and contrast the two examples in relation to the innovation topic.

5. Conclusion

Summarise the key points you have made and draw out any implications of this. You should not introduce completely new material from the innovation literature or the examples in the conclusion but it is OK to provide a new assessment or implications based on your discussion.

6. References

Use any common referencing style (eg the IEEE style which is commonly used in computer science – see <http://www.ieee.org/publications_standards/publications/authors/authors_journals.html> ) for your in-text citations and your reference list. Make sure that you are consistent throughout the essay. Check your references (even if automatically generated using a bibliographic system such as Zotero or Endnote) and make sure that someone reading it would be able to find the original sources.

Some examples of IEEE style (taken from the guide above) are

a) an in-text citation:

“as shown by Brown [4]”

b) a journal article in a reference list:

[1]  R. E. Kalman, “New results in linear filtering and prediction theory,” *J. Basic Eng.,* ser. D, vol . 83, pp. 95-108, Mar. 1961.

c) a book in a reference list:

[1]  B. Klaus and P. Horn, *Robot Vision.* Cambridge, MA: MIT Press, 1986.

Also, as I have said in lectures, plagiarism is unacceptable. Please look through the materials referenced in the assignment presentation if you aren’t sure about how to correctly cite a source. If in doubt, send me an email.