

**THE SCHOOL OF INFORMATION TECHNOLOGY
DEPARTMENT OF INFORMATICS**

INF 324

Individual Theory Assignment 01

**Big Data Adoption
Essay**

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LEADING MINDS

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SECTION A: GENERAL ADMINISTRATION.

1. Introduction

The student should write an academic essay that applies key concepts from Innovation Diffusion Theory to understand the adoption of Big Data in organizations.

1. Provide background information about Big Data.
2. Discuss Big Data adoption challenges
3. Apply the attributes of innovation model to discuss the adoption of Big Data.
4. Apply the stages of adoption model to discuss the adoption of Big Data.
5. Recommend how organizations can effectively adopt Big Data.

2. Referenced Information

To be able to complete this assignment successfully, the student should reference the following sources, in the following order of priority:

- Journal articles and conference proceedings should be used to supplement your class notes.
- Credible practitioner material may also be used.

3. General Instructions

The following is a list / set of general instructions pertaining to the completion and the submission of this assignment. Please follow stipulated instructions to ensure full compliance with the requirements of this assignment. Not doing so will lead to penalties in terms of assignments submitted. These penalties may include, but isn't limited to a loss of marks up to an assignment not being assessed.

3.1. Due Dates & Times

ASSIGNMENTS SUBMITTED LATE WILL NOT BE MARKED. NO EXCEPTIONS, NO EXCUSES.

Due date (Electronic Copy Only): The electronic submission for the assignment will close at **10:00 on the 15th October 2018** – please don't leave this until the last minute. The electronic copy WILL BE submitted as a Turnitin Assignment.

3.2. Submission Instructions:

This is an INDIVIDUAL ASSIGNMENT. All assignments will be submitted to Turnitin to assess the originality or the similarity of assignment content. If duplication is found between different sets of project documentation, then the person involved will be penalised.

For submissions on ClickUP, please name your file as follows INF324_XXXXXXX (where the XXXXXX should be replaced with your student number). Please submit only ONE file. The Assignment cover sheet should form the first page. Please make use of the individual assignment cover sheet this assignment. Please **do not** submit Portable Document Format (PDF) files. Please make use of MSWord files (DOC or DOCX). Again, upload assignment on ClickUP. Do not submit through any other means.

There will be **NO EXTENSIONS**. **NO EXCEPTIONS** will be made.

Please make regular backups of your work as we do not accept the common problems of disk crashes, lost or unreadable memory sticks and stolen laptops.

3.3. Assignment Layout & Appearance:

- **Length**

- The report should be in a report format, a maximum of 4-5 pages long (including the cover page and reference page).

Refer to ClickUP discussions for updates and information as required for the completion of this assignment. If there are any specific questions, please post it on the Discussion page so that all students may benefit from the answer.

SECTION B: IMPORTANT INFORMATION (COURSE AGREEMENT).

1. Marking of Assignment

- **Late submissions:** If any deliverable is handed in late, it will not be marked, and the student will receive a zero for the deliverable. Remember to keep backup files.
- **Own Work:** The student should at all-time do the work themselves. The student should be able to explain and understand the deliverable. If help is used, ensure that it is only help, and not someone else doing the work. In the case of a third party involvement, the involved member will be expelled from the course and further discipline could be taken based on the severity of the transgression.
- **Penalties:** Penalties will also apply to issues relating to page length, spelling, punctuation and grammar.

2. Assignment Rubric

| SECTIONS | 0% | <-Range-> | 50% | <-Range-> | 100% |
|---|----------|-----------|-----|-----------|------------|
| 1. Content (WT=20%) | | | | | |
| 1.1. Background information on Big Data | 0 | 1 | 5 | 8 | 10 |
| 1.2. Implementation Challenges | 0 | 1 | 5 | 8 | 10 |
| 2. Analysis (WT=60%) | | | | | |
| 2.1. Apply the attributes of innovation model | 0 | 2 | 10 | 16 | 25 |
| 2.2. Apply the stages of adoption model | 0 | 2 | 10 | 16 | 25 |
| 2.3. Recommendations for adoption | 0 | 2 | 10 | 16 | 10 |
| 3. Style (WT=20%) | | | | | |
| 3.1. Formal (academic essay layout) | 0 | 1 | 5 | 8 | 10 |
| 3.2. Tone (largely neutral and detached) | 0 | 1 | 2.5 | 4 | 5 |
| 3.3. Quality of references (source, recency) | 0 | 1 | 5 | 8 | 5 |
| ASSIGNMENT TOTAL | 0 | | | | 100 |