BIA 654 B: Optimization and Process Management

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Assignment:

**Assignment #1**

# **Ethical Conduct**

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| The following statement is printed in the Stevens Graduate Catalog and applies to all students taking Stevens courses, on and off campus.  “Cheating during in-class tests or take-home examinations or homework is, of course, illegal and immoral. A Graduate Academic Evaluation Board exists to investigate academic improprieties, conduct hearings, and determine any necessary actions. The term ‘academic impropriety’ is meant to include, but is not limited to, cheating on homework, during in-class or take home examinations and plagiarism.”  Consequences of academic impropriety are severe, ranging from receiving an “F” in a course, to a warning from the Dean of the Graduate School, which becomes a part of the permanent student record, to expulsion.  *Reference: The Graduate Student Handbook, Academic Year 2003-2004 Stevens*  *Institute of Technology, page 10.*  Consistent with the above statements, all homework exercises, tests and exams that are designated as individual assignments MUST contain the following signed statement before they can be accepted for grading. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination. I further pledge that I have not copied any material from a book, article, the Internet or any other source except where I have expressly cited the source.  Signature: Date: January 29, 2017  Please note that assignments in this class may be submitted to [www.turnitin.com](http://www.turnitin.com/), a web-based anti-plagiarism system, for an evaluation of their originality. |

Pick a Website on the Internet. Suppose you were designing an experiment for increasing visitor’s response to a product or service offered on the site.

What five factors do you think would be most important to test? In each case, specify two levels for each of the factors and tell whether it is experimental or classification factor.

Website: http://www.scientistsmarchonwashington.com/

* Product to increase exposure of: Involvement in a march to uphold integrity of science
* Number of Treatments: 10
* Experimental Units: People involved in the March (Attendance, donations, organization, etc)

Factors:

1. **Tone of Message**
   1. Level
      1. Protective (“*We must uphold the integrity of science*”)
      2. Aggressive (“*The current administration is a threat to science*”)
   2. Type
      1. Experimental
2. **Name of Product**
   1. Levels
      1. ‘*Scientists’ March on Washington*’
      2. ‘*March for Science*’
   2. Type
      1. Experimental
3. **Design of Website**
   1. Levels
      1. Text-centric
      2. Media-centric
   2. Type
      1. Experimental
4. **Donation Portal Visibility**
   1. Levels
      1. Centrally located
      2. Sidebar
   2. Type
      1. Experimental
5. **Donation Amount**
   1. Levels
      1. Pre-set amounts with option for User-Defined input
      2. User – Defined space only
   2. Type
      1. Experimental