

## ARTICLE REVIEW WEEK 2

### 1. INTRODUCTION

In this unit of study, you will read and review (analyse) sources of evidence to use in your Consultants Report.

The purpose of this assignment is to introduce you to reviewing an article.

Read the article **Zysman, J. (2006). The Algorithmic revolution - the fourth services transformation. *Communications of the ACM*, 49(7), 48-48.** You can find it in the Week 2 Module on Canvas.

Make sure you look up in a dictionary any words that are not familiar to you.

### 2. REVIEWING THE ARTICLE

Most articles we read at university want to persuade us to accept an idea.

They do this by making an argument; i.e. structuring information in a logical way to engage us and guide our thinking.

Reviewing this article helps us see how the author does that and models the kind of writing you will do in your Consultants Report.

Discuss the following questions in your group and write down your answers. Then your tutor will facilitate a discussion of them with the entire tutorial group.

1. What differentiates the fourth service story from the others?
  - a. Services are growing in quantity  
OR
  - b. IT tools are applied to transform services  
OR
  - c. Services are valued higher than any other industry
2. Can Uber be seen as an example of any of the stories listed in the reading?
  - a. Yes
  - b. No
3. If yes, **which one? why?** If not, how is it different from the stories listed?
4. What do you think are the four main points of the argument in the article?
5. In what way is this article relevant to last week's lecture?
6. You can use google and google scholar to find the answers to the questions below
  - a. What is the ACM?
  - b. What is the purpose of the "Communications of the ACM"
  - c. What are the author's credentials for writing this article?