CS-Social Media Rubric

Submission format: Link to Github repository (collab assignments) and presentation in class

Individual Assignment

General Description: Submit to collab assignments a link to your Github repository for this case study and come to class prepared to present your presentation

Preparatory Assignments - Class sessions about understanding case studies. Class sessions about creating presentations.

Why am I doing this? We practice working on case studies to practice being like a data scientist. This example focuses on an understanding of research to find a solution to a problem through analysis with code. It also focuses on creating an appealing presentation for an audience, preparing to present, and presenting findings to an audience. You are encouraged to read through the materials given to you and do your own research in order to find a solution.

- Course Learning Objective: Analyzing image and video data
- Course Learning Objective: Creating a presentation
- Course Learning Objective: Public speaking and presenting

What am I going to do? You will start by reading over the one-page prompt for the case study. In that prompt, you will be given a task to complete. Take notes as you read through the case study and ask questions as they come up. If you have ideas of how to tackle the task, start researching and testing them. Then make a plan for production of your deliverable. That deliverable is a model and a slide deck that you will present to your class.

Tips for success:

- Have fun! This is meant to be a case study that you will enjoy and find to be useful
- There is no specific model that we're looking for so just do your best to find a solution to the task at hand

How will I know I have succeeded? You will meet the expectations on CS-Social Media Case Study when you follow the criteria in the rubric below.

Spec Category	Spec Details

Formatting	• Repository - An online folder including all materials
	  ○ Submit a link to the repository
	• Contents
	  ○ LICENSE
	  ○ CODE folder
	  ○ PRESENTATION folder

CODE folder	• Goal: This folder is what will be assessed for your model creation. • Include all code files that you put together to create your model ○ These files will be assessed to make sure that they correctly extract dominant colors and likes of Instagram posts of popular influencers. They will also be assessed to make sure they identify the color associated with the most and least amount of likes. • Include a references file that includes a list of all of the references you used to create your code, in IEEE format • Include a relevant notes file with all relevant notes about your code for someone else who may be reading it

PRESENTATION folder	• Goal: This folder is what will be assessed for your slide deck creation
	• Include a pdf version of your slide deck
	• Contents of slide deck
	  ○ Company introduction
	  ○ Background information on case
	  ○ Information about what your model did and how it works
	  ○ Relevant figures created from your model and analysis
	  ○ Suggestions for the company to increase likes of influencers, including what color your found to be best
	  ○ Slide containing information on what you enjoyed most about this case

LICENSE	• Goal: Explains to those viewing your repository the terms of using/sharing your information from this repo • The MIT license is the default
Oral Presentation	• Goal: Present your findings to the audience • Talk slowly and clearly • Maintain eye contact with your audience throughout presentation • There is a seven-minute time limit.

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