THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

UNIVERSITY OF LONDON   **CO3320 ZB**

BSc Examination

COMPUTING AND INFORMATION SYSTEMS AND CREATIVE COMPUTING

Project

Date and Time: Tuesday 16 May 2017 : 14:30 – 16.45

Duration: 2 hours 15 minutes

Attempt all FOUR questions.

Each question is worth 25 marks.

No calculators may be used.

NO STUDENT REPORT COPY OR COPY OF THE SUBJECT GUIDE IS ALLOWED IN THE EXAMINATION ROOM

The examination is about your project report and the manner in which you conducted your project, in order to be able to write the project report. While there are some general questions, which are to be answered according to your knowledge of doing projects, there are also specific questions that must be answered in relation to your particular project.

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Question 1   Project subject area

(a) State the title of your project, and describe how the topic is related to what you have learned during the course of your studies. Which course of the degree (apart from CO3320) do you regard as helping you most in conducting your project? Explain why.   [9]

(b) Explain the difference between aims and objectives in the context of a project. Give one of the aims and one of the objectives of your own project as an example.   [8]

(c) State one source that you discovered in your literature review that was of particular relevance to your project, and explain why it was relevant. Also state one source that you read but turned out to be not directly relevant and explain why. (We do not expect you to necessarily remember the exact titles, but you should give sufficient details of the titles and authors so that the marker can determine which sources you are referring to.)

If you did not do a specific literature review, explain why not, and what alternative methods you followed to understand what work already existed in your topic area.   [8]

Question 2   Project implementation and execution

(a) In the initial planning stages of your project, which task on your project plan did you find most challenging in terms of estimating how long it would take you to complete? Discuss why this was the case, and what steps you took at the initial planning stages to reduce or otherwise deal with this uncertainty.   [8]

(b) Did your project involve any trials with human subjects, either in-person or through online questionnaires etc? If so, discuss what considerations went into who should be involved, how many people to use, what level of preparation they required before they participated, and what tasks they would be asked to do.

If your project did not involve trials on human subjects, are there any ways in which such trials might improve or extend what you did? If so, describe how you would design such trials, addressing the questions mentioned above. If not, discuss other approaches you took, or could have taken, to obtain feedback on what you did.   [9]

(c) What was the most challenging or difficult part of your project? Explain why it was challenging and what you did to meet the challenge. We are looking for discussion of a specific academic or implementational issue rather than a general overall statement such as "sticking to the project plan".   [8]

Question 3   Data analysis, results and conclusions

(a) What is the difference between qualitative and quantitative data? Include in your answer one example of each type, from your own project if possible or from elsewhere if you did not use that type of data in your project. [6]

(b) What techniques did you use in order to reach conclusions in your project? These may be data analysis or other techniques, but we are looking for specific answers relating to your project. Do you think they were appropriate, or would you use a different approach if you were to do the project again? [10]

(c) At the end of the project, what actual conclusions were you able to draw regarding your research question or investigation? Were you confident about your conclusions? Why? [9]

Question 4   Report writing and presentation

(a) What is a citation, and what is a reference? Why is it important to use both citations and references in academic writing? [7]

(b) How did you present your data and results in your report? Do you think your approach(es) were effective, or would you do things differently if you were to write the project report again? [7]

(c) Suppose you had to create a short online video to publicise your project work and results to a general audience. It should give the viewers a high-level overview of what you did and what you concluded. You should not go into deep details, but give sufficient information to potentially make the viewer interested to find out more. The video should be no more than 5 minutes long, although it may be shorter. Describe a suitable structure and content for such a video, with approximate timings for each section and the overall duration. Describe what presentation techniques you would use for each part (e.g. talking to camera, screenshot, etc.). Give reasons for your choices. [11]

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