**Homework Assignment 1: Asking the Right Questions (50 Points)**

Read a case study from either the FiveThirtyEight or Freakonomics websites.

Provide a written submission (approximately 300 – 400 words) describing your opinion of the author’s treatment of the case study:

1. Briefly summarize the case study and identify whether you think the author is asking the right question (or at least an interesting and innovative question).
2. Provide a brief explanation of why you feel the author is (or is not) asking the right question about the data.
3. Provide a recommendation as follows:

* If you feel the author WAS NOT asking the right questions, provide a recommendation for how you would improve the question being asked.
* If you feel the author WAS asking the right questions, provide a recommendation for how to improve the research by revising the question asked.

Strict APA format is NOT required, but sentences must be clearly written and free of grammar/diction/spelling errors. Cite all external sources (including the case study) that you use to answer this question.

Case Study Websites:

FiveThirtyEight Data Analytics Blog

<http://fivethirtyeight.com>

Freakonomics.com

<http://freakonomics.com>

**Homework Assignment 2: Critique of Infographics (50 Points)**

Identify an Infographic from any Internet source.

Provide a written submission (approximately 300 – 400 words) describing your opinion of the Infographic:

1. Briefly summarize the purpose of the Infographic, including an assessment of the intended message, key data points presented, and target audience. Include a copy of the Infographic in your submission.
2. Evaluate the effectiveness of this infographic in terms of the best practices/guidelines provided by at least one of the reference websites listed below.
3. Provide a recommendation as follows:

* If you feel the infrographic WAS NOT effective, provide a recommendation for how you would improve it using the guidelines provided.
* If you feel the infographic WAS effective, provide a recommendation for how to adapt this infographic to meet a new target audience or serve a different business purpose.

Strict APA format is NOT required, but sentences must be clearly written and free of grammar/diction/spelling errors. Cite all external sources (including the infographic and the guideline website(s) used) that you use to answer this question. Be sure to include a copy of the infographic in your submission.

Infographic Guideline Websites:

Perceptual Edge (poorly-designed infographics and how to correct them)

<http://www.perceptualedge.com/examples.php>

7 Tips for Creating Awesome Infographics

<http://www.entrepreneur.com/article/232888>

Cool Infographics

<http://www.coolinfographics.com>

**Homework Assignment 3: Social Media Analysis**

Review a scholarly article that analyzes data from Social Media to propose an argument (e.g., Social Media is effective in stopping crime, Social Media has resulted in an increase in teenage suicide, Social Media was effective in predicting mass protests, etc.).

Provide a written submission (approximately 300 – 400 words) describing your opinion of the article:

1. Briefly summarize the purpose of the article, including an assessment of the data collected and analysis used to support the claim of the author(s).
2. Evaluate the effectiveness of this article to support the claim. Identify the strengths and weaknesses of the research presented by author(s).
3. Provide a recommendation for improving the research, either by revising the approach or identifying how to apply the data to a more useful scenario.

Strict APA format is NOT required, but sentences must be clearly written and free of grammar/diction/spelling errors. Cite all external sources (including the article used) that you use to answer this question.

**Homework Assignment 4: Big Data Analysis**

Review a scholarly article that analyzes the use of Big Data Analysis to propose an argument (e.g., Big Data Analysis improves business effectiveness, use of Big Data Analysis makes companies more competitive, reliance on Big Data Analysis has reduced business effectiveness because executives are afraid to make decisions, etc.).

Provide a written submission (approximately 300 – 400 words) describing your opinion of the article:

1. Briefly summarize the purpose of the article, including an assessment of the data collected and analysis used to support the claim of the author(s).
2. Evaluate the effectiveness of this article to support the claim. Identify the strengths and weaknesses of the research presented by author(s).
3. Provide a recommendation for improving the research, either by revising the approach or identifying how to apply the data to a more useful scenario.

Strict APA format is NOT required, but sentences must be clearly written and free of grammar/diction/spelling errors. Cite all external sources (including the article used) that you use to answer this question.