

Term Project

You will have a term project during this course that has 4 milestones. After reading *Everybody Lies*, we are going to use search data as our primary source to answer a question or prove/disprove a theory.

If you haven't yet visited Google Trends, you can find it here: [Google Trends](https://trends.google.com/trends/)

You are not limited to Google, but the primary source of your research should be a search engine.

The summary of the project is to come up with a question or theory that you research via search engine data, identify additional sources, then present your findings to your peers on your analysis process. Your peers will then provide feedback like a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to give you feedback on how to improve your analysis.

The project does not require you to complete or actually prove out the theory or answer the question, but I want you to gain experience using search data to determine all potential areas of research that would need to happen in order to complete the project. A reminder on some of the topics the author investigated:

- Geographic areas of racism
- How to predict political election
- Insecurities in Men & Women
- Does economic crisis increase child abuse?
- Do jokes increase happiness?
- Popular sport teams

The first step, finding a topic and question you want to answer is always the hardest – so make sure you get started on this early! The only rule for a topic is that you cannot use one from the book *Everybody Lies* – otherwise any topic is fair game!

Milestone 1: Identify Your Topic

Identify your question/theory that you are going to analyze.

For Milestone 1, I want you to research at least 5 topics in Google Trends and provide a 500-word paper on your findings from the search engine data, along with the topic you have selected to research through the course. While this seems easy, I am sure you will find that it is hard to come up with potential search criteria to start answering your question. You should also include some visualizations or evidence of the search engine data you researched.

This milestone is due Sunday at Midnight of Week 3. Refer to the grading rubric for more detail.

Milestone 2: Research Your Topic

Research your topic and gather supporting (or disproving information) about your topic. Start a draft of a PowerPoint deck with the information you have found. For example, if your topic is to determine if social media makes people depressed, you might include that you need to investigate social media use correlated to suicide and depression searches or find medical studies to indicate a connection. This is very basic; I expect you to thoroughly think through your idea and what it would require to prove or disprove your theory or question.

You must have at least 5 different areas of research. You should also include some visualizations or evidence of the search engine data you researched.

This milestone is due Sunday at Midnight of Week 6. Refer to the grading rubric for more detail.

Milestone 3: Finalize Your PowerPoint Presentation

Finalize your PowerPoint presentation with your topic, the information you found in your research, assumptions you have made, ethical concerns, etc.

You should have at least 5-10 slides that provide an overview of your question or theory, along with all the required work that would need to be done to answer or prove/disprove your theory. You should also include some visualizations or evidence of the search engine data you researched.

Post this presentation to Teams.

This milestone is due Sunday at Midnight of Week 9. Refer to the grading rubric for more detail.

Milestone 4: Review Other Classmates' Presentations

Review at least one other classmates' presentation and provide the following regarding their analysis in a post to Teams:

- Is the theory or question clear and understood?
- What are some strengths of the outlined plan?
- What are some areas of opportunity to improve the analysis?
- Are there any assumptions that were made that you think should be investigated more?
- Are there any ethical implications that should be considered?

This milestone is due Saturday at Midnight of Week 12. Refer to the grading rubric for more detail.