

CSI 3335 Fall 19 Group Project – Journalism Student Review

The Department of Journalism, Public Relations and New Media would like to build a database system to keep track of Qualtrics data that is collected each semester about student progress in the Advanced Public Relations course. This is the capstone course in the PR sequence. Two silos of student performance are evaluated: 1) supervisors' perceptions of intern performance/students' assessment of internship experience/education to date and 2) external practitioner evaluations of career portfolios.

Students

We record basic information about each student, including: class (junior, senior, etc.), PR major or PR minor, BaylorID #, last name, first name, e-mail address, semester of completing the Advanced PR course and grade in the course.

Internship

Each student is required to complete an internship that requires 10 or more hours per week along with instructional classes two days per week (M/W). We need to record the company/organization that supervises the intern, the time period of employment (starting and ending month/year), and the total number of hours the student worked (hours worked data available). We also need to record the address and phone number of the company/organization.

We also need to record the supervisor's name, title and e-mail.

For each internship, the supervisor evaluates students three times: midterm Qualtrics survey, midterm site visit by class instructor with supervisor, and end-of-term Qualtrics evaluation of intern performance. The evaluation consists of a list of multiple choice questions. Each question contains a set of choices. For some question, the choice are ordered and the position in the order of each choice is associated to be its score.

It is possible that the set of questions may change slightly, so you need to keep track of various versions of the internship evaluations. Typically, the set of questions will be uniform for all interns for a certain year. However, questions may change, new questions may be added, and old questions may be deleted from year to year. For example, it's clear from one year of responses that the supervisors are more interested in higher levels of social media management skills. Therefore, more detailed questions about that topic are added. Or for example, a skill labeled "shooting" on one Qualtrics survey may be changed to "photography/videography" to reflect the technology employed. So in some cases, you may need to keep track of various versions of the evaluation. (Typically, questions are uniform for a certain year.)

In addition, supervisors are allowed to leave comments (as lines of text) about their interns.

Notice that a supervisor may evaluate a student two times using a Qualtrics survey during the internship. But they will use the same evaluation questions.

Each student also evaluates the quality of the internship (whether the internship help his/her goals etc.). The format is the same as the supervisor's evaluation (a set of multiple choice questions, plus an area for comments). Obviously, the actual questions differ. Similar to the supervisor's review, students' review question will be uniform within the same year, but may change from one year to the next.

Portfolio Review

Each student creates a portfolio of his/her work. (You don't have to store it.) The work will be reviewed, and we need to store the review for each student. Each review will have a list of questions. Each

question will be a multiple choice questions. Typically they either have 3 choices (above average, average, below average) or 5 (strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree), however, you should allow individual question to have its own set of choices. Also for each question, the user can enter comments about the student.

For each review, we would also like to store the reviewer's name and the date of the review. Notice that each student's portfolio can be reviewed by more than one person; we need to store all the reviews.

One Note on Questions:

Each question should have a label associated with it. This allows one to link questions that ask the same thing but may have content updated. Question name within a single review for a certain year is unique. That is, you cannot have two questions in the supervisor's review on 2019 both named "Student's Motivation." However, there may be a question in 2019 and in 2020 with the same label. (Notice the content of the question may not be the same.)

Work to Do

You will need to do the following tasks:

- Data input (via GUI)
 - Student's personal information
 - Internship info
 - Reviews
 - Question for each version of review
 - Specific review for each student
 - Portfolio review
 - Question for each version of review
 - Specific review for each student
- Query and analysis
 - Individual student's information
 - One can enter a student's name or Baylor ID (if many students have the same name, display all of them), and display his/her basic information.
 - One can further ask to display reviews for a certain type, and/or at a certain year.
- Review analysis
 - One can ask for a certain type of reviews (of all students) and display them.
 - One can ask for a certain question label of a certain type of review, and a certain year range. The system should display the answer of that question (display the total number of each choice selected if question is multiple choice). If applicable, one should also aggregate the result for all years).

Extra credit (20%)

Some of the reviews are entered via Qualtrics. Qualtrics provides a form for each review to be used by multiple reviewers. Once the reviews are collected, it can output the results as a CSV file. You are to read in the CSV file and input the result of the review to the database.