

**DUE: January 24**  
to present and  
submit on Canvas  
by submitting  
electronic upload  
of Google Drive  
links

## English 104, Unit 1: Primary Research Collaborative Presentation

You spend every day talking to people, observing locations, and conducting informal interviews. For this unit, you will work collaboratively to do all of these tasks, formally. In this project, you will work with a small group to see the power of certain words. In this project, you and your group will make an argument, based in primary research, for how a word should or should not be used.

### Assignment's Writing Program Goals:

- *Take initiative for the development and completion of joint research projects.*
- *Engage in collaborative research.*
- *Employ critical thinking in evaluation, speculation, analysis, and synthesis required to evolve and complete a research project*
- *Use a variety of strategies to gather and organize information appropriate for the context and persuasive to the intended audience.*
- *Employ format, syntax, punctuation, and spelling appropriate to various rhetorical situations in a stylistically sophisticated manner.*

### Why should I care about this?

This assignment functions as a one of the culminations of the semester:

#### How does this help me for the next assignment?

- ⇒ In the next assignment, we will be doing a rhetorical analysis of a documentary. In this you will be looking at the rhetorical choices made, including how the words they use have power.

#### How does this help me for this course?

- ⇒ This project will help you get to know your awesome classmates as well as learning to collaboratively research. Moreover, you will may use primary research in your annotated bibliography and may use it in your research paper as well.

#### How does this help me in my life?

- ⇒ No matter what career or major you have, you will have to work with people in some way. This project gets you used to working together with others to complete a shared project. Additionally, many fields and majors require you to do primary research, so this is a great way to practice and use primary research.

### Your Audience

For this assignment, your immediate audience will be your classmates and me. Your group, however, should also consider the larger societal implications of your argument.

### Choosing a Group

You will be in groups of 3-4 people based on your House Challenge groups.

## Choosing a Word

Words can not only have multiple denotations (dictionary definitions), but also has many connotations (feelings, thoughts, etc. associated with a word). These connotations are different to different audiences, and their usage may vary thus causing a communication gap to occur.

As a group, you will all choose one word or phrase that you all wish to explore. What words are important in your life? What words seem to be changing in meaning? Why is that important? Who can or can't use this word? Why might this word have different meanings to different communities? Is this word being misused?

Some examples from the news: “fake news,” “snowflake,” “racist,” “tribal,” etc. You can also take a non-political approach: “basic,” “adulting,” “lit,” “extra,” etc. **Under no circumstances, may you use any type of slur (to any group) as your word.**

Your group will need to get approval for your specific word before starting the project. While the word or phrase you choose is basically up to you and your group, there are some topics that are cliché and should not be used: abortion, gun control, euthanasia (assisted suicide), death penalty, legalizing marijuana, lowering the drinking age, and any other very tired, overly broad topic.

## Conducting Research

Once your group decide on your word, you will need to conduct primary research. For this presentation, you will need to include:

- Your own observations/experiences
- Interviews with Informed Consent
  - As a group, you will need to create at least 3 questions to ask in your interview. You will need to find **two** people, who are credible and would have knowledge of the word, to interview. You do not all need to be present for each interview, but the workload should be equitable. Additionally, your interview must be in-person or via phone/FaceTime/Skype, not via email.
- Survey with Informed Consent
  - Your survey will need to be anonymous for your respondents. You will use Google Forms so that you all have access and control over the information. As a group, you will need to create to include 3-4 demographic questions, 5-7 quantitative questions, and 2-3 text-based questions (these may be the same as your interview questions). You will need to survey at least **25 people**.

## Representing the Research and Argument

As a group, you are arguing for how you think your word should or should not be used. Therefore, based on your primary research, you will all need to create a central argument for how the word should/shouldn't be used. For example, if your word was "basic," you may argue: while basic is a word used in many disciplines, such as science and math, it should not be used to describe women due to its negative connotation.

After your group decides on your main claim, you will need to organize, synthesize, and analyze your primary research. This research should be synthesized within your presentations and given in a logical and cohesive way. In other words, weave your different research results throughout the presentation; do **not** just go from personal observation to interview to survey. You also may not use results from every single question, depending on your argument.

Additionally, your group will use Google Slides to give their presentation, but the presentation has to be given live, meaning no podcast/videos to just show on presentation day. You may also want to use visuals, such as charts, graphs, and pictures to represent your results/argument.

## Giving the Presentation

The time allotment of the presentation is (Number of Group Members x 2-3 minutes). In other words, if you had 4 members, then your group has to present for 8-12 minutes. During the presentation, every group member will need to present and talk to the class in a substantial way (not just saying your name, for example) That being said, you may not have every person talking for exactly 2-3 minutes, and that's okay since some people are better at research/slide design and others are better public speakers! Play to your group members' strengths.

## Submission Criteria

- Submit to Canvas-- editing link to Google Slides, Google Forms survey & interview Q&As, and informed consent document
- Individual Reflections submitted to me via Canvas (text submission, doc, docx, Google Doc link)

## Grading Criteria (100 points overall/10% of class grade)

### Group Criteria (75 points):

This portion will be graded holistically with all components (primary research methodology, synthesis and analysis of results, and group presentation) taken into consideration. You'll primarily be graded on how your group conducted, analyzed, and incorporated primary research into your overall argument. Additionally, you'll be graded on your group presentation for the rhetorical choices your group made: delivery, visual aids, and organization.

### Individual Criteria (25 points)

This portion will be graded holistically from both your own reflection and your group members' reflections. I will be looking for a thoughtful and honest self-evaluation of your time working with your team. Additionally, I will be evaluating you based on how well you worked together with your team as well as how equitable your contribution was to the project.