

# Assignment 4: Team Presentation focusing on Consequences

## 1 General Directions

This homework must be done in a group of two people; we will use the same groups as for the previous homeworks.

See Webcourses and for due dates and see the course syllabus for the presentation schedule.

## 2 What to Turn in

For this assignment, there are two deliverables:

1. An email to confirm your topic (see subsection 2.1).
2. Your slides, turned in on Webcourses (see subsection 2.2).

### 2.1 Topic Selection and Confirmation Email

Send an email to the instructor, with a cc to your other group member, using the subject “Topic selection for homework 4 in COP 4910”. Your email must contain the following information:

1. Your group members names.
2. The problem that your presentation will address.
3. The kind of innovation that you will be discussing. This should be both specific and relatively new (see subsection 2.5.1).
4. The specific enterprise that has this problem and that the innovation would help. Ideally this should be the same enterprise your group used in the previous homeworks.
5. The title of your presentation, which must be of one of the following two forms:
  - (a) “Avoiding ⟨bad consequences⟩ using ⟨the innovation⟩ for ⟨the enterprise⟩” or
  - (b) “Enhancing ⟨good consequences⟩ using ⟨the innovation⟩ for ⟨the enterprise⟩”.

where ⟨bad consequences⟩ or ⟨good consequences⟩ would be replaced by the name of some negative or positive consequence(s), ⟨the innovation⟩ would be replaced by the name of a innovation (solution approach), and ⟨the enterprise⟩ would be replaced by the name of the specific enterprise that this innovation would help solve the problem for.

6. A ranked list of 3 dates that you would like to present on (see the syllabus for the possibilities), with the first being your most highly desired presentation date.

After receiving your email, your instructor will (promptly) email you back to either confirm the topic selection by your group or to ask for changes or clarifications.

To avoid duplication in topics, you will be required to change your topic if some other group is presenting on the same innovation or topic. If two or more groups want to present on the same innovation or topic, the first group to send in the email about that topic that follows all the directions above will be allowed to proceed, and the others will need to make a change. Presentation date preferences will also be honored as best as possible on a first-come-first-served basis.

## 2.2 The Slides, On Webcourses

Your presentation should ideally last 15 minutes, and must be at least 12 minutes long and no more than 16 minutes long. Your presentation must be delivered jointly by your group, with all group members speaking an approximately equal amount of time.

For this assignment, upload a PowerPoint file (or a PDF file if you are using some other presentation software such as Keynote) to Webcourses. The file name should include all names of the team members in your group, starting with the one whose family name is earliest in alphabetical order, with hyphens between the names and a comma separating the two names, followed by a suffix that accurately reflects the file format. For example your file might be named Jones–Margaret,Smith–Jane.pptx (or Doe–John,Zimmer–Frank.pdf).

Your presentation slides must follow a good outline, as described in class. The your slides should have a bibliography (i.e., a list of the references you consulted), which should appear in a slide (or two) at the end of your talk. You need not actually present these references during the talk, they are there for backup (and further study by those interested).

## 2.3 Consequences

Consequences that matter are ultimately those that affect people. For example “loss of  $X$  privacy” where  $X$  is some particular attribute, such as “location,” “political viewpoint,” “gender preference,” or “religious preference.” Consequences could also be about employment, especially if these involve adding or subtracting jobs in IT. Other consequences might be about health (e.g., worker injuries) or environmental issues (e.g., climate change). Consequences might also affect society at large, such as (lack of) inclusion or civility of discourse, although such issues tend to rapidly become political, and your presentation must have a reasoned analysis of consequences rather than empty political statements.

Other broad areas to think about to find more specific problems include:

1. Accessibility and inclusion issues
2. Security issues
3. Privacy issues
4. Customer/Consumer Experience issues
5. Healthcare and wellness issues (for customers, consumers, and employees)
6. Competition and disruption, e.g., from use of AI or Computing more generally.

The kind of consequences you are proposing (see above) should be something that is directly affected by IT practices. The innovation affecting these consequences may need to be developed in the enterprise, or it may be something that can be purchased. The innovation should be specific, not something general (such as “AI”), and it should be something that is not widely known (so that we will all learn something from your presentation).

Consequences could be ethical or social effects of IT practices. However, they should be specific, such as “loss of location privacy” instead of “loss of privacy.” See below for some ideas about what kinds of consequences might be sensible.

## 2.4 Problem

The problem selected must be a specific problem that affects the kind of enterprise (or kind of enterprise) that you have selected. Ideally it should be an important problem that affects the enterprise in a measurable way, or an important ethical or societal problem that affects that enterprise or its customers (or the ultimate consumers of its products). There must be a business motivation for avoiding (or enhancing) the bad (or good) consequences you identify (e.g., increasing revenue or avoiding losses, or lowering costs). The consequences and innovations must be specific, and not general or nebulous (like “security”).

The enterprise could be either a business (e.g., Lockheed Martin) or a non-profit organization (e.g., the Red Cross), or a government agency (e.g., the Department of Energy). It is best if you pick a particular focus (sector) within that enterprise if the enterprise is very large. If the enterprise or focus does not yet exist, you will need to define it clearly.

## 2.5 Tips on Finding a Topic and Consequences

Ideally, the class will learn something new from your presentation, so it is best to choose a consequence and innovative solution that reflect recent innovations.

The course resource page has information that may be helpful for finding topics.

### 2.5.1 Innovations

Ideally, the class will learn something new from your presentation, so you should choose a problem and solution that reflect recent innovations.

To find innovations, use your Gartner Campus Access (sign in with your NID@ucf.edu account, with your NID password) to look at Smarter with Gartner material, including hype cycles, for ideas. Other sources for innovations include journal articles and online resources.

After settling on an innovation, you may need to backtrack to find the kind of problem that this innovation will aid in solving. Some useful resources for that include the Gartner Trends.

## 3 Grading

This assignment is worth 100 points distributed as:

- 5 points: initial email about the topic.
- 10 points: length of time (neither too long or too short, as specified above); for every minute over the maximum you will lose 5 points and for every minute under the maximum you will lose 5 points.
- 5 points: eye contact with audience; we will take points off if you read from your slides, depending on the severity of the issue.  
Note that there will be a 2.5 point bonus for each presenter who shows their video feed during their presentation.
- 10 points: voice volume; we will take points off if you do not speak loudly enough or speak too loudly.
- 10 points: presentation slides; if slides are too wordy or have other distractions, then we will take points off, depending on the severity of the issue.
- 35 points: clarity of presentation with
  - 5 points for a good outline (problem, solution, consequences)
  - 10 points for a clear presentation of the problem
  - 10 points for a clear presentation of the solution (approach)
  - 10 points for a clear presentation of the consequences of the solution on the enterprise and on society (or the world)
- 15 points: clarity of analysis and thought, critical thinking, especially related to the consequences and their interaction with IT; we will take points off for analysis that is not thoughtful (i.e., that is glib or facile).
- 10 points: bibliography (i.e., a list of the references you consulted), which should appear in a slide (or two) at the end of your talk. You need not actually present these references during the talk, they are there for backup (and further study by those interested). For maximum points you must have at least 2 references in your bibliography.

Both group members will receive the same points for the presentation.

There will be the usual penalties for being late or not prepared to present.