

Social Sciences: Report

▶ **Get familiar with social sciences, social media, and statistics.**

For this unit we'll be looking at the use of social media for news consumption to create our own data sample.

For an introduction to the topics and terms we'll be seeing a lot of during this project, visit the Unit 2: Social Sciences Report folder to...

- Watch Crash Course video episodes on statistics.
- Review the "Size Matters: Statistics Vocabulary" list.

▶ **Get familiar with APA IMRAD format style for reports.**

- Review APA Formatting & Documentation button in course site.
- Read Instructor Notes: What Is IMRAD?
- Review Sample APA IMRAD Report Format.
- Review other documents in Unit 2: Social Sciences Report folder.

▶ **Read THREE required articles on social media and news consumption** located in Unit 2: Social Sciences Report, Reading Links for Articles folder:

As you read these required articles...

- Make notes/annotate.
- Determine the main point/s of each article.
- Determine how the argument in each article relates to the larger conversation about the topic.
- Determine how each article connects to other articles for this essay.

▶ **Complete and submit Google form survey on social media use for news consumption.**

- Results are only visible to the instructor.
- Results will be blinded.
- However, there will be a field titled *student name*, so that you receive credit for completing this part of the assignment.
- Instructor will report anonymous raw data to class to use for report.

▶ **Get at least one other person to complete and submit Google form survey on social media use for news consumption.**

- Person should be at least 16 years old.
- In field titled *student name*, your extra person should enter your name so that you receive credit for completing this part of the assignment.

- You may get up to 4 additional people (not including the one required extra, which would make 5 total extras) to complete the survey.
- One point of extra credit will be added to final report grade for each extra who fills out the survey. So no more than 4 total points.

▶ **Analyze data.**

▶ **Use APA IMRAD format to write a report that includes...**

- Title page.
- Abstract.
- Introduction.
- Literature Review.
- Methods.
- Discussion.
- Conclusion.
- Table.
- References.

▶ **Record an oral presentation based on the findings.**

- See instructions in Unit 2: Social Sciences Report folder for details.
- Upload video to YouTube and send instructor the link.
 - Instructions outline how to make video private.

How to Structure the IMRAD Repot

▶ **Title Page**

- Is its own page on the first page in the document.
- Double-spaced.
- Include a running header and a page number in the top header space:
 - Not on first line of page but in actual top header space.
 - Use the phrase Running head: (Capital "R," lowercase "h," and colon).
 - Use a shortened form of the paper title in ALL CAPS.
 - Running head: ALL CAPS TITLE should be flush to left margin.
 - Page number should be flush to right margin.
 - Page number is just the number – no abbreviations for *page*.

- Title
 - In title case.
 - Centered.
 - Bolded.
 - About halfway down the page (press Enter 7 times).
- Four lines of contact information:
 - Skip a line below title (press Enter 1 time).
 - Centered.
 - Your name.
 - School name.
 - Course name.
 - Date give as month day, year.
- Use an appropriate, creative, relevant title for this assignment.
 - Not Social Sciences Report.
 - Can include a subtitle following a colon.

► **Abstract**

- Is its own separate page.
- Header:
 - Different from title page.
 - Same as every page to follow in the document.
 - Page number consecutive to the page before it.
 - Not on first line of page but in actual top header space.
 - Does NOT use the phrase Running head.
 - Is a shortened form of the paper title in ALL CAPS.
 - ALL CAPS TITLE should be flush to left margin.
 - Page number should be flush to right margin.
 - Page number is just the number – no abbreviations for *page*.
- Title:
 - Is the word Abstract.
 - Centered.
 - On the first line.
 - The first letter should be capitalized.
 - No other special formatting (like bold, italics, all caps, etc.).

- Double-spaced.
- First sentence is flush to the left margin (not indented).
- Not exceed one page, including the keywords section.
- Should be one paragraph:
 - At least 5 sentences.
 - Sentences move from a general big-picture statement on the subject to the very specific statement/question about the investigative topic.
 - Gives mini-overview of entire report.
- Keywords section:
 - On line directly underneath the last line of the abstract paragraph.
 - Be indented to 0.5 inch.
 - Begin with the word *Keywords*...
 - which should be italicized
 - with the first letter should be capitalized
 - and a colon after it.
 - List the keywords themselves...
 - in lower-case letters
 - in alphabetical order.
 - with a comma to separate
 - and NO period after final keyword.
 - Include at least 10 different keywords.
 - Can use short phrases or double words for keywords to be specific.
- Avoid first-person point of view.
- Avoid second-person point of view?

► **Introduction**

- Begin on page separate from Abstract.
- Include title of the whole report:
 - Centered.
 - On first line of the page.
 - In title case.
 - No other special formatting (like bold, italics, all caps, etc.).
 - Should match the title in the running head.
- At least one substantial paragraph.

- Include heading of Introduction:
 - Centered.
 - First word capitalized.
 - Bolded.
 - No line of space between title and heading.
 - No line of space between heading and paragraph.
- First sentence of paragraph is indented.
- Provide focus and direction for the rest of the report.
- Establish the broad context and background of the topic.
- Show how specific topic fits into the larger picture of the study of the subject.
- Include thesis statement with topic/investigative question to be explored.
- Do not include details about methods, results, discussion, etc.

► **Literature Review**

- Begin on same page as end of introduction.
- Include heading of Literature Review:
 - Centered, bolded, first letter of each word capitalized.
 - No line of space between heading and paragraphs above and below.
- First sentence of paragraph is indented.
- Substantial in length and content.
- Focus on full and accurate summaries of the articles.
 - Focus on information most relevant to main idea.
 - Avoid tangential but related information.
 - Not all information in the article can be included in a summary.
- One paragraph for each article (so at least 3 total body paragraphs).
- Order chronologically according to publication date.
- Give the context for each article:

○ Purpose.	○ Topic.
○ Audience.	○ Stance and tone.
○ Genre.	○ Media/Design.
- Give basic information for each article:
 - Article title.
 - Primary authors/researchers.
 - Year of publication or primary timeframe of experiment/research.

- Use transitions to connect ideas from one body paragraph to the next.
 - Should reflect how articles relate to one another.
 - Possible connections include...
 - Chronology.
 - Continuation of study.
 - Same researcher/s.
 - Similar/different findings.
 - Same/different platform/s.
 - Same/different group of users.
- Each paragraph should include at least one in-text citation.
 - Do NOT have to use direct quote; could use paraphrase or summary.
 - At least 3 total in-text citations (at least one for each source).
 - Periods go after in-text citations.
 - Use commas to separate the basic information within the parenthetical notation, which should include...
 - author name,
 - publication year,
 - page number (with the abbreviation p. for page).
 - Closing quotation marks go after the last word in the quotation, not after the closing parenthesis.
 - Match the information on the References page.
- Contextualize quotation.
 - Do NOT use a quotation as a whole sentence unto itself.
 - Use signal phrases to integrate quotation into paragraph.
- Use present tense to discuss the articles themselves.
- Use past tense to discuss experiments/observations/results within articles.
- Report only what the scholars say in these articles.
- Do NOT include your own evaluations, opinions, reactions, or arguments.

► **Methods**

- Begin on same page as end of literature review.
- Include heading of Methods:
 - Centered, bolded, first letter of each word capitalized.
 - No line of space between heading and paragraphs above and below.
- First sentence of paragraph is indented.
- Substantial in length and content.
- Describe the study so that it could be replicated.

- Share what was done, not what was seen or discovered.
- Give step-by-step of process.
- Report the details of how the study was conducted:
 - Kind of study (survey).
 - Number of participants.
 - Format and delivery of survey (Google form accessed via course site).
 - Context and location (class project, school name, location, etc.).
 - Date and timeframe:
 - One week to complete survey.
 - Survey questioned subjects about time between March 13 and November 13.
 - Raw data compiled by instructor and distributed to class via table posted in the course site.
 - Details about how you yourself managed data once received:
 - How you sorted, classified, organized data according to what commonalities, traits, identifying markers, etc.
- Use first-person point of view (I, me) to discuss your involvement.
 - BUT do NOT include any personal evaluations or conclusions or opinions or feelings or beliefs.

► **Results**

- Begin on same page as end of methods.
- Include heading of Results:
 - Centered, bolded, first letter of each word capitalized.
 - No line of space between heading and paragraphs above and below.
- First sentence of paragraph is indented.
- Substantial in length and content.
- Report what was seen or discovered.
- Include a statement that directly refers to Table 1.
- Use third-person point of view to report findings.
 - NO personal evaluations, conclusions, opinions, feelings, or beliefs.
- Can use numerals and percentages (not have to write out in words).

► Discussion

- Begin on same page as end of results.
- Include heading of Discussion:
 - Centered, bolded, first letter of each word capitalized.
 - No line of space between heading and paragraphs above and below.
- First sentence of paragraph is indented.
- Significant section of report.
 - Multiple substantial paragraphs.
 - Newest contribution to greater discussion of this subject.
- Let loose: Elaborate on the significance/importance of findings.
 - Analyze results.
 - Make inferences.
 - Show relationships between data points.
 - Remember that our sample size is small and one data point is not necessarily representative of entire population of which it is a part.
 - Avoid trafficking in stereotypes.
 - Avoid broad, sweeping, overgeneralized statements.
- Use third-person point of view to report findings.
 - Yes, you are talking about your own inferences based on the data but do so using third-person and not first-person point of view.

► Conclusion

- Begin on same page as end of discussion.
- Include heading of Conclusion:
 - Centered, bolded, first letter of each word capitalized.
 - No line of space between heading and paragraphs above and below.
- First sentence of paragraph is indented.
- At least one substantial paragraph.
- Restate the context/main idea/investigative question for literature review.
- Recap the main points of report.
- Identify any flaws or biases that could be problematic for this study.
- Identify possible area, question, or method for further research.
- Offer appropriate sense of closure.

► Table

- On page separate from any portion of the essay and from References page.
- See document in Unit 2: Social Sciences Report folder for how to format a table using MS Word.
- Use Calibri 12-point font for all table text, including title and subtitle.
- Title:
 - Table 1.
 - On first line of page.
 - Left-aligned.
 - First letter of word capitalized.
 - Bolded.
- Subtitle:
 - Relevant to the data within the table.
 - On second line of page.
 - Italicized.
 - In title case.
 - No line of space between title and subtitle.
 - Line of space between subtitle and first row of table.
- Table:
 - Divided into rows and columns.
 - Uses horizontal dividing lines.
 - Does NOT use vertical dividing.
 - Uses clear labels.
 - Readable.
- Note:
 - Below the last row of the table.
 - Word *Note...*
 - is italicized
 - flush to left margin
 - with period directly behind it.
 - Includes contextualizing statement relevant to data within table.
- Does not exceed one page.

► References

- On page separate from table and/or the last portion of the essay.
- Include the same header as for the essay body pages.
- Use APA style for formatting and documentation.
- Use Times New Roman 12-point font for all text.
- Title of page should be ...
 - On first line of page
 - References
 - Centered
 - Times New Roman 12-point font
 - No other special formatting
- Include all three citations, one for each of required articles.
- Entire page is double-spaced, including within and between citations.
- Alphabetize citations according to the first word in each citation.
- Use hanging indentation—that is, the first line is flush to the left with the second and subsequent lines indented to 0.5 inch.
- View the information, instructions, and examples in the APA Formatting & Documentation button for so much more material about APA style.

Please bear in mind...

► Formatting matters.

- Each page should include a running header with page number.
- Text for entire document should be double-spaced.
- All margins set to 1 inch.
- Indent first line of each body paragraph to 0.5 inch (by pressing Tab key).
- See APA Formatting & Documentation folder within course site and your textbooks for ever-so-much information on APA guidelines and samples.

► Grammar matters.

Do your best to use correct punctuation and mechanics. Pay attention to...

- Homophones
- Spelling.
- Fragments.
- Run-ons/comma splices.
- Apostrophes.
- Commas.
- Pronoun usage and agreement.
- All the things!

► **Style matters.**

- Wording and meaning are clear and smooth.
- Sentence structures are varied.
- Tone is appropriate for academic writing.

Reading your essay out loud, especially to someone else, helps with readability.

► **You matter!**

- Congratulate yourself on finishing this major project!