

# Short Writing Assignment #4: Individual Data Analysis

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*Assignment instructions for COMS 363 L04, Spring 2021, Dr. A. Buckland*

## Overview

**15% Short Writing Assignment**

**Due: June 9, 2021 11:59 pm**

In this assignment you will produce an individual analysis of the website that your group will address in the final report. Throughout this section you must **cite at least four (4) separate secondary sources** in addition to the website itself and our course readings. You will also produce one table and one figure to support your analysis. The report should contain the following sections as seen in table one.

**Table 1.**  
*Body Sections' Level 1 Headings and Suggested Approximate Length*

<b>SECTION HEADING</b>	<b>APPROXIMATE LENGTH (% OF WORD COUNT)</b>
Introduction	<b>5-10%.</b> This shows your skill at addressing your audience and justifying the purpose, content, and method of the report.
Website Context	<b>20-30%.</b> This is the 2 <sup>nd</sup> longest because it reports your context research and provides some analysis of implications for the website.
Website Usability Analysis	<b>40-50%.</b> This is the longest because it requires careful reasoning on 2-4 subtopics, integrates theory sources and conceptual vocabulary, analyzes data from the website, and integrates a figure or table.
Group Action Plan	<b>2-5%.</b> Most of this is in the form of a well-reasoned list of your future actions in research and writing this term.

You will need to do Internet research to learn what you can about the organization's context and the website's context, not only relying on what they say about themselves and their context, but finding some relevant, independent "secondary sources". Provide only the most important and interesting research findings that lead to noteworthy insights in one of **three general areas: Organization, Audiences, and Context.** Compose clear claims to introduce your selected context data on a given topic, and follow your selected data with some analysis. Make sure each paragraph or subsection has a "**claim, data, analysis**" argument structure. For the usability analysis section make sure you choose a topic that fits within **at least one of the following three general aspects of website usability**, as shown in Table 2.

**Table 2**  
*Aspects and Sub-components of Website Usability*

<b>GENERAL ASPECTS</b>	<b>SUB-COMPONENTS</b>
1. Information Architecture and/or Macro-Structural Elements	overall navigation, internal and external links, menus, categories, genre, use of special technical features or tools
2. Visual Elements	page design or layout, fonts, spacing, size of elements, use of white space, colors, images, company logos, etc.
3. The Rhetoric of Effective Professional Writing	invention and argumentation, level of detail, omission or inclusion of information, arrangement of paragraphs and sections, word choice, sentence style, structure, tone, conciseness, grammar, etc.

The final section(action plan) provides a well-reasoned list of actions that you, and perhaps also your group, plan to take as you conduct research and draft writing for your Group Report, based on the two analyses you have provided above.

### **Preparation**

Consult chapter eight and nine of your course textbook Tebeaux and Dragga on report elements and action plans.

### **Submission Requirements**

The following elements are required for successful completion of this assignment:

- Appropriate title page and headings
- At least one table and one figure
- Integration of four secondary sources beyond the course texts
- One aspect of the website context and one aspect of usability
- Group action plan
- Filename should be <lastname\_363Analysis.docx>