INFT6201 – BIG DATA
ASSESSMENT 2: PRESENTATION

OVERVIEW

- Weighting: 30%
- Due date: ongoing (Weeks 8–11 during Lab)
- Method of submission: Lab Presentation
- Content: Presentation (**individual** assessment)
- Length of submission: 8–10 minutes (+references)

DESCRIPTION

This assessment encourages students to expand and deepen their conceptual knowledge of big data within real-world applications (e.g., business, health). They do this through discussion of a data analytics concept (e.g. big data framework, data visualisation, natural language processing) in practice. In their presentation, they are required to provide evidence that they have researched the concept extensively using information resources such as academic journals, professional press and the popular media. It is expected that they will demonstrate both reflection and analysis related to the data analytics concept posed, and produce an articulate and concise response conveying evidence-based understanding of the concepts and topics.

TOPIC

In your presentation, we ask you to provide a practical case study of a specific data analytics concept. Each student will be assigned one specific data analytics concept such as a specific data visualisation technique (e.g. heat maps) or a specific phenomenon (e.g. Simpson's paradox). The topics will be assigned on Canvas. The presentation first provides a background on the data analytics concept and then continues to provide a practical example using python code on a dataset. Identifying a suitable dataset and creating the python code for the case study is part of the assessment. The final part of the presentation provides a brief overview of two or more application areas of the data analytics concept beyond the case study.

The presentation should follow the following structure:
1. Title page (1 slide, title of presentation and student name)
2. Data Analytics Concept (1-2 slides providing background on the data analytics concept)
3. Case Study (3-4 slides on a specific example with python code)
4. Applications in Practice (1-2 slides on discussing further applications in practice beyond the case study)
5. References

Students who wish to earn high marks will ensure that their presentation is clearly linked to items pointed out in the marking criteria. The presentations are to be delivered during a lab session. However, for students who are unable to participate in the lab sessions, an alternative arrangement can be made.

[THE MARKING CRITERIA ARE SUMMARISED ON PAGES 2 AND 3]

MARKING CRITERIA FOR CASE STUDY PRESENTATION

Criterion	Mark	Absent or poor	Below average	Average	Good	Excellent
1) Data Analytics Concept: Background on the data analytics concept with references to the literature.	/5	**0-1:** No or very limited explanation and shallow elaboration of the data analytics concept.	**2:** Superficial explanation and relatively shallow elaboration of the data analytics concept.	**3:** Adequate. Explanation and discussion of the data analytics concept showing some depth and breadth.	**4:** Good. Explanation and discussion of the data analytics concept with good depth and breadth.	**5:** Excellent and well-balanced explanation of the data analytics concept.
2) Practical Case Study: Application of the data analytics concept to a specific case study (including dataset selection, python code, and output).	/10	**0-2:** No or very superficial case study that only provides a very shallow illustration of the data analytics concept.	**3-4:** Superficial case study that offers only limited illustration of the application of the data analytics concept and that is inadequately underpinned by code and/or builds on an unsuitable dataset.	**5-6:** Adequate. Explanation and discussion of the case study provide some depth and breadth into the application of the data analytics concept. Limited underpinning by python code on a suitable dataset.	**7-8:** Good. Explanation and discussion of the case study show good depth and breadth of the application of the data analytics concept. The case study is underpinned by accurate python code on a suitable dataset.	**9-10:** Excellent and well-described case study that clearly illustrates the application of the data analytics concept and that is underpinned by highly accurate python code on a suitable dataset.
3) Applications in Practice: Discussion of two or more example application areas of the presented data analytics concept in practice.	/5	**0-1:** No or poorly presented and discussed examples for further applications of the data analytics concept in practice.	**2:** Very limited or overly general discussion of further applications of the data analytics concept in practice.	**3:** Adequate discussion of further applications of the data analytics concept in practice.	**4:** Good discussion of further applications of the data analytics concept in practice with clear links to the potential benefits.	**5:** Excellent discussion of further applications of the data analytics concept in practice with very clear links to the potential benefits.
4) Overall quality of presentation: The material is presented in logical sequence which audience can follow. Students are expected to speak freely about the subject with confidence. The presentation should be well-structured and supported by media files where appropriate (e.g., figures, images). All text should be clearly readable and grammatically sound. Please note that the presentation file needs to include a complete list of references.	/10	**0-2:** Poor or no structure, many language issues. Poor or no use of media files. Issues in the delivery of the presentation (e.g., only reading from a script).	**3-4:** Mix of major and minor language issues. Some issues in the structuring of the presentation and the use of media files. Some issues in the delivery of the presentation (e.g., mostly reading from a script).	**5-6:** Adequate quality of language. Presentation has a discernible structure and uses media files to support the delivery of the content.	**7-8:** Good quality of language. Well thought out structure with a logical sequence that makes it easy and intriguing for the audience to follow. Good use of media files to support the presentation. Presentation is delivered speaking freely and with confidence.	**9-10:** Excellent quality of language. Very well thought out structure with a logical sequence that makes it easy and intriguing for the audience to follow. Excellent use of media files to support the presentation. Presentation is delivered speaking freely and with confidence.
SUBTOTAL	/30					

Presentation too short or too long	–	The presentation is scheduled for 8-10 minutes (not counting potential questions from the audience). Presentations that are substantially shorter (less than 6 minutes) will result in a deduction of 2 marks. Content that is substantially longer (more than 12 minutes) may not be considered in the marking.
Failure to format the references in APA style (up to –3 marks)	–	All references need to be formatted in APA referencing style (American Psychological Association; https://apastyle.apa.org). This holds both for the list of references and for in-text references.
Late penalty (–2 marks for each day or part of day that the submission is late)	–	The mark will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late (in cases without an approved extension of time).
SACO Penalty	–	There is a fine line between poor referencing and plagiarism. Submissions that appear to be plagiarised will be referred to the Student Academic Conduct Officer (SACO), with possible outcomes such as a mark of zero for the entire submission. Students are strongly advised to repeat the University's Academic Integrity Module, and to be sure never to take text, ideas, or images from anywhere without clearly noting the source.
TOTAL	**/30**	