Independent Study and Research
Economics 198 CM

Spring 2015
Silicon Valley Program

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Students being supervised by other faculty must provide
faculty name and contact information.

Course Requirements

Students will choose an independent research topic focusing on a key challenge related to innovation and technology. Topics may include a deep-dive statistical analysis, a market review, competitive analysis, interviews with key decision-makers within an organization or industry, and other original research. Topics should be broad enough to warrant a semester-long research endeavor, but not so broad that only gross generalizations can be related. Students should consider incorporating the lessons and theories discussed in both ECON 165 CM and ECON 123 CM.

Implementation

The content of the research assignment will be presented as a digital story, similar to a documentary. At the end of the term, each seminar participant will work in teams (no more than two) to write and present the results as a digital story.

> "In digital storytelling, computer-based tools, including images and sound, are used to augment a storytelling or expository process. For example, instead of simply citing the existence of a certain letter as you might in a traditional research paper, if you are able to obtain a copy of the letter, you can scan it and include the image of the letter itself in a video while you verbally explain its significance as part of your "digital story." Appropriate use of a soundtrack, as well as the tone of your own voice reading a carefully constructed narrative, can accentuate the points you are making and clarify meaning as well as adding an emotional element to how your audience experiences your final product."
>
> https://sites.google.com/a/fandm.edu/ds/

Due Dates

Wednesday, February 11, 2015: Describe Research Question. Each individual / team must submit a one- to two-paragraph synopsis of the project they intend to pursue during the semester. The synopsis should contain a hypothesis, some indication of the scope of the challenge, and a statement of expected conclusions. Individuals / teams should take care to think about the scope of the project given the other obligations during the semester. Teams should include the names of the team members, and what each team member will contribute to the overall project. (See Independent Study Topic Template Below). This document should be submitted via Sakai by 5:00 p.m. on this date.

Friday, March 13, 2015: Annotated bibliography. The bibliography should be presented with a source formally referenced, and with one or two sentences about the importance of this source to your project. These sources may include some journal articles, some items from popular press, some significant websites, some important books on the subject, some personal interviews with subjects, and other items. This document should be submitted via Sakai by 5:00 p.m. on this date.

Wednesday, April 6, 2015: Storyboard. A template for an acceptable storyboard may be found in "Step 1: Storyboard" at this site: https://sites.google.com/a/fandm.edu/ds/. Your storyboard should represent every "scene" that you anticipate at this stage of your research. This document should be submitted via Sakai by 5:00 p.m. on this date.

Saturday, April 25, 2015: Class presentations of project work. Each individual / team will deliver a five-minute presentation of their digital story, allowing for about ten minutes of questions. Presentations must demonstrate mastery of the best practices reviewed in orientation. Students must submit their presentation document by **Friday, April 24 @ 6:00 p.m.** to a destination that will be determined later in the semester.

Grades

Student grades will be assessed based on:

Punctuality of Meeting Deadlines Above	10%
Bibliography	25%
Storyboard	25%
Presentation	40%
	100%

Suggested Reading List

1. "Steve Jobs," by Walter Issacson (2011)
2. "The Innovator's Dilemma," by Clayton Christensen (1997)
3. "The Soul of a New Machine," by Tracy Kidder (1981)
4. "Andy Grove: The Life and Times of an American," by Richard S. Tedlow (2006)
5. "The New New Thing: A Silicon Valley Story," by Michael Lewis (2001)
6. "The World is Flat: A Brief History of the 21st Century," by Thomas Friedman (2005)
7. "The Chip: How Two Americans Invented the Microchip and Launched a Revolution," by T.R. Reid (1985)
8. "Hackers: Heroes of the Computer Revolution," by Steven Levy (1984)
9. "Microcosm: The Quantum Revolution in Economics and Technology," by George Gilder (1990)
10. "Telecosm: How Infinite Bandwidth Will Revolutionize Our World," by George Gilder (2000)
11. "The Wisdom of Crowds: Why the Many are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies, and Nations," by James Surowiecki (2004)
12. "The Physics of the Future: How Science Will Shape Human Destiny and Our Daily Lives by the Year 2100," by Michio Kaku (2011)
13. "World War 3.0: Microsoft and its Enemies," by Ken Auletta (2001)
14. "Only the Paranoid Survive: How to Exploit the Crisis Points That Challenge Every Company," by Andrew S. Grove (1996)
15. "Accidental Empires: How the Boys of Silicon Make Their Millions, Battle Foreign Competition, and Still Can't Get a Date," by Robert X. Cringely (1996)
16. "Inside Intel: Andy Grove and the Rise of the World's Most Powerful Chip Company," by Tim Jackson (1997)
17. "The Facebook Effect: The Inside Story of the Company That is Connecting the World," by David Kirkpatrick (2010)
18. "The Long Tail: Why the Future of Business is Selling Less of More by," by Chris Anderson (2006)
19. "Free: The Future of a Radical Price," by Chris Anderson (2009)
20. "Outliers: The Story of Success," by Malcolm Gladwell (2008)
21. "The Age of Spiritual Machines: When Computers Exceed Human Intelligence," by Ray Kurzweil (1999)
22. "The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture," by John Tattelle (2005)
23. "The Singularity is Near," by Ray Kurzweil (2005)
24. "Snow Crash," by Neal Stephenson (1992)
25. "Neuromancer," by William Gibson (1984)

This reading list compiled by Dean Takahashi, April 20, 2012 and presented on venturebeat.com. A complete description of each listing can be found on the SVP website.

Silicon Valley Program
Independent Study Topic

Submitted to

Prof. Brock Blomberg
[Prof. _____]
Mr. Steve Siegel

[DATE]

Project Team:
- [name 1]
- [name 2]
- [name 3]

Challenge Description / Abstract (a couple of sentences):

Key Research Questions (describe the questions you hope to answer in a sentence or two, each):
- [Question 1]
- [Question 2]
- [Question 3]
- [Question 4]
- [Question 5]

Other Information:

[Use multiple pages, if necessary]

NOTE: This is due by 5:00 p.m. on the date required in the syllabus. Late submissions will receive zero credit.