Field Map

Due: January 30, February 1
Save as: If digital copy, Lastname_FieldMap.fileextension (i.e. Newbold_FieldMap.psd). If electronic link, save link on Word Document, then save Word document as Lastname_FieldMap.docx.
Turn In: Presentation, in class. Either has a hard copy poster or digital map, on BlackBoard.
Value: 100 points (10% of overall grade)

Description and Rationale: As we have been addressing in class, the production and dissemination of scientific knowledge is a complicated process. Communicating scientific discoveries involves working with funding agencies, academic departments, industries, peer scientists, and publication editors. One of the most important things you can do to prepare yourself for entering the field you plan to pursue as a profession is to understand the communication conventions, practices, and important organizations that govern it. As such, for this assignment you will be required to "map" your field and share what you have learned with your classmates.

Assignment: Specifically, you will be required to research several areas of your field (listed below) then construct a "map" that makes connections between these areas. Ultimately, you put together a 5 – 6 minute presentation where you discuss your map to the class. Successful field maps will be creatively designed in either a physical or digital format, and will address ***each*** of the following areas of your field:

- **Governing bodies/Gatekeepers:** Who oversees the practices in your field? Who establishes the code(s) of ethics and other standards? Are these organizations run by academics, industry professionals, the government, or some combination of them? Who reviews or oversees malpractice and procedural/ethical violations in the field?

- **Prominent Scholarly Journals:** Who publishes most of the research in your field? Is the publisher run by a university or some other agency? What are the journals with the highest impact factor in your field? Are they peer reviewed and what is their peer review process? How do you submit research to these journals and do they have guidelines that must be followed?

- **Important Funding Agencies:** Where does most of the funding come from for research in your field? Does it come from government-sponsored agencies (like NSF or DOH), private donations, or industries, or a combination? How do researchers typically obtain funding from these agencies? Do there appear to be many sources of revenue for research in your field, or does it seem particularly scant and highly competitive?

- **Major Conferences and/or Conventions:** Where do researchers and practicing professionals in your field present their current work? Who runs the conferences and conventions in your field and how frequently do they happen? Does there appear to be many smaller conferences or are there one or two major ones? What is common practice for presenting at these conventions (formal presentation, demonstration, informal discussion groups, workshops, vending, something else?)

- **Current Research Trends and Controversies:** What are some of the major topics being discussed today and (perhaps) in the last decade? What advancements/improvements seem to be made in your field? What still needs to be learned? What controversies surround the science in your field?

- **Landmark Discoveries and "Paradigms":** What do scientists in your field consider "normal" or common knowledge? What are some of the important and foundational discoveries in your field? What might be new or groundbreaking?

- **Well-known or Important People:** Who is, perhaps, the person or persons responsible for developing your field? Is it a relatively new field, or centuries old? Who are some of the prominent researchers and what are they working on?

- **Popular and Trade Communications:** What are some of the popular and trade communications in your field? Who communicates knowledge about your field to the general public? What websites, magazines, news columns, blogs, wikis, and other popular media distribute information about your field to the public? In your opinion, are these reputable sources?

- **Other Trends, Issues, and Conventional Practices:** As you conducted your research, what other particularly interesting trends or practices did you come across? Do scientists and practitioners in your field do anything particularly unique or unusual? Are there any current major dilemmas, serious issues, cases, or peculiarities that someone entering the field may be interested in?

The Field Map: Your field map can be created in either digital format or as a physical, printed document. You will use this map to give a presentation to the class. It is expected that you find a creative and engaging way of communicating to your peers the information you research. Your only major "rule" for this is that **you are not allowed to use Microsoft Word or PowerPoint for the construction of the map**. As a creative task for communicating information to a diverse audience, and to familiarize yourself with a technology or process you may be less familiar with, I expect that you be creative. Some suggestions: develop a Prezi presentation; use a free online website or editing tool like Wix or Gimp; use InDesign or Publisher to create a large map that you can print out; physically create one using poster board. Whatever you choose, make sure it looks as professional as possible.

The Presentation: In a 5 – 6 minute presentation, you will act as if an advisor, mentor, or educator in your field in charge of training and/or educating students in your field. Your task is to engage your audience in an extemporaneous manner, relying on the contents of your map to guide the presentation (rather than a written speech or collection of note cards). Because of time constraints, you must stick to the time limit—at least 5 minutes and no more than 6 (so please practice!)

Rubric:

	A	B	C	D	F
Content	-Content exhibits **clear and thorough understanding** of the way field is constructed -**All** major areas of the field addressed in assignment description are covered in depth	-Demonstrates a **good understanding** of the field, though some gaps may be present -**Most** of the areas of the field are addressed, but perhaps not in much depth or some are missing	-Demonstrates **some knowledge** of the field's dynamics, but major gaps in understanding seem present -**Many** areas of the field are lacking in depth or are missing entirely	-Exhibits a **poor understanding** of the field's dynamics, perhaps misinterprets the assignment or the basic construction of the field --**Many** areas of the field are lacking in depth or are missing entirely	-Content is either off topic or irrelevant and the assignment demonstrates significant lack of understanding of the field's construction
Design	-Map is designed creatively, using innovative technologies and/or practices -Design is thoughtful and looks professional -Careful organization of the content makes for easy reading and quick understanding	-Map's design and use of technology is somewhat creative, though a bit simplistic -Design hints at professionalism, but exhibits quirky or distracting elements -Organization is mostly clear, but sometimes disconnected or confusing	-Map shows little creativity, perhaps using traditional technologies forbidden in the assignment description -Design might look tacky or "thrown" together -Organization is unclear or arbitrary and little connection is made between ideas	-Map is far too simplistic or empty, visually demonstrating little work or thought into it -Design is very distracting and arbitrarily constructed -Organization and thoughtful connections are missing almost entirely	-Map misses the point of the assignment and /or visually demonstrates a significant lack of professionalism
Presentation	-Presentation is given extemporaneously with little or no help from notes -Enthusiasm for and confidence about the topic is clear -Eye contact with the audience is frequent and natural -Frequent reference to the map is made and it is easily viewed by the audience -Presentation is well-organized, with a clear introduction, body, and conclusion and keeps within the time limit	-Presentation is often given extemporaneously, but frequent reference to notes becomes distracting or commonplace -Enthusiasm is sometimes demonstrated, but monotony overweighs it -Eye contact is often made, but frequent looks elsewhere distract -Map is referenced, but not used to run the presentation -Organization is a bit unclear or intro/ conclusion are weak, but keeps within the time limit	-Presentation is read mostly from a script -Little enthusiasm is demonstrated -Eye contact with the audience is infrequent -Map is not referenced or rarely used during presentation -Organization is scattered; introduction or conclusion may be entirely missing or it may be too long or short	-Presentation is read entirely from a script -No enthusiasm and/or disinterest is demonstrated -Little or no eye contact is made -Map is non-existent or never used or discussed -Clear lack of organization is present and/or the presentation is far too long or short	-Little time or effort is given to the presentation, it is far too short, and/or a demonstration of disinterest is present