Applied Research and Information Literacy Portfolio

Boulevard Consulting 2020

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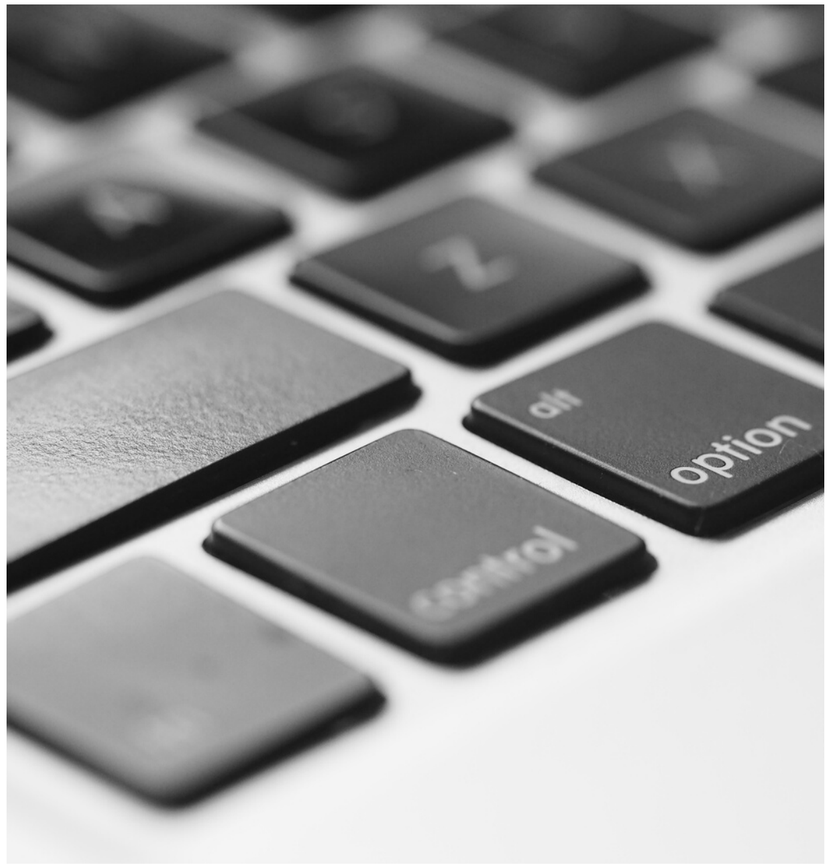
REPORT OUTLINE



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Section I

ADVANCEMENT OF APPLIED RESEARCH ABILITIES

Personal Reflection

Throughout the creation of this campaign, I've acquired significant knowledge within the practice of research strategies. I've learned of specific databases which provide objective data while learning to clearly identify and present said information from extensive reports. This led me to a true understanding of the value of research when creating a campaign; the vigorous research we conducted was embedded in every part of the final product.

I've learned to associate research with action, in that every created tactic is an outcome of a research finding. Evaluating information is the first step in creating a measurable technique, so the validity and objectiveness of every inquiry is crucial. Accompanied by an appreciation for ethics and the free flow of information in the public sphere, I've come to understand the need for consistent communication and the importance of being an honorable advocate for every client.

Section II

Research Question Classification

EXPLORATORY

Defined as: Research questions which aim to discover insights and ideas related to a particular topic, typically conveyed through qualitative research processes. Such questions are often answered with abstract concepts, and tend to begin the research process.

DESCRIPTIVE

Defined as: Research questions which aim to describe particular market functions or characteristics. Utilizing quantitative analyses to discover the most accurate information, these questions are structured by background knowledge and are answered with measurable data.

CASUAL

Defined as: Research questions which aim to determine cause-and-effect relationships and identify the causality of a certain variable. These often involve an experimental design and are drawn from information already known by researchers.

Client Research Questions

EXPLORATORY

- How can brands benefit from reception of live stream analytic data?
- What differentiates StreamSum from competitors?
- Does StreamSum have active thought leadership?

DESCRIPTIVE

- What is the value of sponsorship valuation?
- How does StreamSum's livestream analytics platform compare to that of its competitors in terms of simplicity?
- What makes live stream analytics valuable?

CASUAL

- How can the analytics provided by StreamSum increase client profits?
- What are the best tools and social platforms for StreamSum to communicate content?
- How can sponsorship valuations be more precise with livestream analytics?

Advanced Search Strategies

ADVANCED GOOGLE SEARCH FUNCTIONS

- Establish custom time frame to verify relevancy
- Implement quotation marks for exact phrases
- Use the minus symbol to avoid findings covering irrelevant topics

ALTERNATIVE SEARCH ENGINES

- To search the deep web for business information...
  - Biznar.com
- To ensure unbiased data findings...
  - DuckDuckGo.com

SOURCE INFORMATION

- Initially search library resources, government sources, directories, citation trails and associations
  - Keyword search for topic with...
  - "LibGuides"
  - "Database"
  - "Association"

STATISTICAL DATA

- Utilize Statistica.com
- Following the keyword in Google search type...
  - "Statistics"
  - "Data"
  - "Government"

SYNTHESIZED DATA OF CLIENT VS TOP COMPETITOR

Competitive Analysis

Company Name	Social Following	Artificial Intelligence Capabilities	Top Clients	Community Engagement
StreamSum	LinkedIn 30 followers Twitter 30 followers YouTube 0 Subscribers, 21 views Instagram 20 followers	1. Logo Recognition 2. Custom object detection 3. Object placement recognition 4. Facial Detection 5. Sponsorship Valuations	-Oklahoma City Thunder -XR Sports -ETA Bolt	-Single product demonstration video -2 blog posts
Visua	LinkedIn 1,454 followers Twitter 1,596 followers YouTube 125 subscribers	1. Logo recognition 2. Custom object detection 3. Scene classification 4. Object placement recognition 5. Text detection	-McDonalds -Ebay -Brandwatch -Dunkin Donuts	-Product demonstration videos -Weekly blog content

OVERVIEW

Further analysis of this information lead my team to the conclusion that StreamSum needs to establish greater reach on all social platforms and raise community engagement.
This can be achieved through...

- Implementing strategic hashtags that are relevant, but not overused, to avoid "clutter"
- Follow relevant business journals, sports teams and networks, and esports influencers
- Establish measurable goals for following
    - At least 1,500 on LInkedIn and Twitter to compete

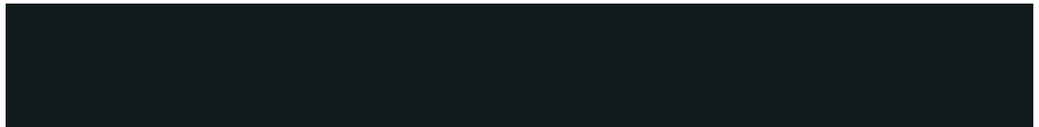
Intelligent Information Sourcing

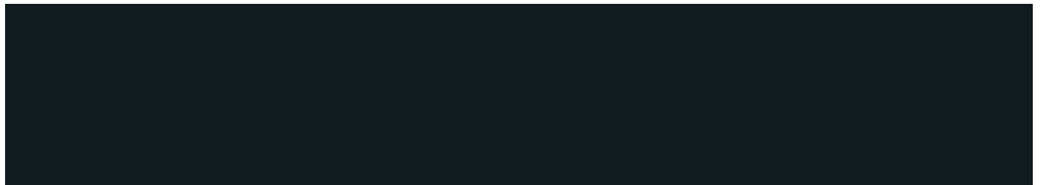
COMPANY TWITTER

In order to further verify information gathered for the campaign, our team created a Twitter page which aided us in our understanding of the livestream analytics market. We followed our clients and all relevant key publics to remain informed of their following, possible company hires and acquisition of potential clients.

KEY PUBLIC INFORMATION

My team, focused on our client's thought leadership, was able to source accurate statistic information from Statistica.net to specify ideal potential clients of StreamSum. We also aimed to identify the types of media used to promote interaction between the company and its clients. This led us to discern top NBA and NFL teams by revenue who would benefit from StreamSum's facial recognition and sponsorship valuation technologies. Industry journals, such as Silicon Republic, also helped us pinpoint the frequency of communication between livestream analytic companies and their clients, allowing us to make a data-based content calendar.





Section III

Evaluation of Climate Insights 2020 Survey

Surveying American Public Opinion on Climate Change and the Environment

WHO FUNDED THIS SURVEY?

The National Survey of Public Opinion on Global Warming was funded by Stanford University's Woods Institute for the Environment, Precourt Institute for Energy, and School of Earth, Energy and Environmental Science, as well as Resources for the Future and Recon MR.

WHAT IS THE KEY MESSAGE OF THE REPORT?

This report conveys the key message that despite a number of individuals who recognize the weight of climate change, matters regarding social views and economics are of primary concern to the public, as they have been in the past.

WHAT STORY IS BEING TOLD BY THIS REPORT? WHAT IS THE AGENDA?

The story told by this report illustrates the resiliancy of public opinion, and how efforts can often be ineffective. It specifically highlights the significant length of time needed to change the views of the American public. The report has an agenda of informing policy makers about the need for continued action discussion of climate change.

Section IV

Ethics Reflection

Over the course of the semester, as Boulevard Consulting worked as a team to create a campaign for StreamSum, I feel that not only did the team adhere to the ethics outlined by PRSA, but were guided by them. More specifically, I find that three key professional values directed us to our completion of a straight-forward, unbiased, respectful campaign.

Expertise

Towards the beginning of the campaign, our team worked with librarian Megan Heuer to highlight the multitude of academic resources provided by SMU. By using these recommended resources in conjunction with the knowledge we've gained throughout our college careers, we were able to make informed, well-researched decisions to act as the basis of our work.

Fairness

As we worked in three separate subgroups, all team participants were able to thoroughly discuss all potential strategies and tactics without the possibility of being overshadowed. Creating a space where all members could be heard enables us to create a final campaign representative of each member's individual ideas.

Advocacy

Our team created a campaign guided by client insight. Fairly representing the viewpoints and voice of StreamSum's executive suite, we created content which clearly supports the company's vision by collaborating with them on multiple occasions. We also defined the events and platforms to which we felt StreamSum could best represent themselves in the future.

Reference of PRSA Code of Ethics