

Grading guidelines MEVIT4311 – autumn 2021

Oppgavene er basert på fire gruppearbeider. Det er forventet at de skriver innleveringen nær opp til et vanlig research paper, og at paperet skal vurderes som paperet flest knyttet til innledning, state of the art, teori, metode, resultatdel og diskusjon, hvor de de både viser at de har kunnskap om utfordringer knyttet til innovasjon generelt og innovasjon av AI og chatbots spesielt.

De skal beskrive grundig hvordan de har gått frem, både med utvikling av konsept, forretningsmodell og brukerevaluering. De skal altså kjenne til ulike former for innovasjon (radikal, inkrementell og disruptiv) og steg i en innovasjonsprosess og reflektere over disse, samt spesielle utfordringer knyttet til AI-baserte chatbots eller mer enkle button-based chatbots (e.g. balancing machine and mind, les McAfee & Brynjulfsson (2016)).

Brukerevalueringer har jeg sagt de kan gjøre blant venner, familie og medstudenter siden smittesituasjonen var uavklart når semesteret var i gang, men at de også reflekterer rundt disse valgene og begrensninger knyttet til dette. Jeg forventer til slutt god kildebruk og at de benytter pensum aktivt.

Generelt har jeg forespeilet følgende disposisjon, hvor de viser at de greier å sette sitt konsept inn i en forskningskontekst med research gaps, at de beskriver teori, metode og greier å diskutere og vende tilbake til teori og research gaps, hele tiden ved hjelp av litteratur fra pensum:

1. Introduction (1-2 pages), topic and research gaps Introducing the reader to the topic. Make it clear and limited. Present your thesis and subtopics.

Why was the innovation needed and please use literature from the course. You could also elaborate on the following: what is innovation – what is chatbot - Key developments and innovations in regards to machine and platforms, and current research gaps. (you may shortly introduce your concept in the introduction).

The introduction should, based on the research gap/s described lead to Research Question/s 2.

Literature review (2-3 pages): What is the state of the art/current research related to your specific research topic? (see reading list) 3. Theory (2 pages)(think theoretical approach/With what theory will you approach your research questions?) 4. Method (2-3 pages) (How did you approach your research question/s – how did you developed the concept, business model, prototype and the user evaluation of this concept (your steps and thinking around this) 5. Results (2 pages): This is your final concept/protoype (please make also a link available to your final concept) and results from your user testing. No discussion in the results section. Only descriptive 6. Discussion (3-4 pages) (go back to research gaps and research question/s and discuss your results in relation to this).

Discuss what is your contribution concerning theory and empirical evidence?) Limitations – what could you have done differently? What is not so good? Business, users, chatbot-technology, theory (?) Future directions for your concepts 7. Conclusion (1/2 pages)

Pensum er følgende:

BOOKS

McAfee, A., & Brynjulfsson, E. (2016). Machine, Platform, Crowd. Harnessing Our Digital Future. Norton & Company. (402 pages) Shevat, A. (2017). Designing bots: Creating conversational experiences. " O'Reilly Media, Inc.". (120 pages) <http://shop.oreilly.com/product/0636920057741.do>

CHAPTERS

Christensen, C.M & Reaynor, M.E. (2003) *The Innovator's Solution: Creating and Sustaining Successful Growth*. Chapter 2. How can we beat our most powerful competitors. page 31-71. (40 pages) Redvall E.N. (2018) *Reaching Young Audiences Through Research: Using the NABC Method to Create the Norwegian Web Teenage Drama SKAM/Shame*. Pp. 141 -161 (20 pages) In: Thornley D. (eds) *True Event Adaptation*. Palgrave Studies in Adaptation and Visual Culture. Palgrave Macmillan, Cham DOI: 10.1007/978-3-319-97322-7_8 Rogers, E.M. (2003) *Diffusion of Innovation* (fifth edition). Free Press, New York. Chapter 6 and 7. (78 pages) Rogers, E.M. (2003) *Diffusion of Innovation* (fifth edition). Free Press, New York. Chapter 6 and 7. (78 pages)

Articles

Boyd, D., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. *Information, communication & society*, 15(5), 662-679.

<https://doi.org/10.1080/1369118X.2012.678878>

Brandtzaeg, P. B. & Følstad, A. (2018). Chatbots – changing user needs and motivations. *Interactions*.

25(5), 38-43 doi:10.1145/3236669 Brandtzaeg, P. B., Pultier, A., & Moen, G.M. (2018). Losing Control to

Data-Hungry Apps – A Mixed-Methods Approach to Mobile App Privacy. *Social Science Computer*

Review. <https://doi.org/10.1177/0894439318777706>. (40 pages) Skjuve, M., Følstad, A., Fosvervold, K.I.

, & Brandtzaeg, P.B. (2021). My Chatbot Companion – a Study of Human-Chatbot

Relationships. *International Journal of Human – Computer*

Studies. 149: <https://doi.org/10.1016/j.ijhcs.2021.102601> (Open access).

Brandtzaeg, P.B., & Følstad, A. (2017). Why people use chatbots. In: Kompatsiaris I. et al. (eds) *Internet*

Science. INSCI 2017. *Lecture Notes in Computer Science*, vol 10673. Springer, Cham, pp. 377-392