

## Project Overview & Information Literacy Assignment

Rates of college attendance have steadily increased over the last 5 decades, and while increasing for almost all ethnic groups the increases and attendance rates have not been equal across all ethnic groups<sup>1</sup> In 2017 “enrollment rates were higher for Asian young adults (65 percent) than for young adults who were of Two or more races (41 percent), White (41 percent), Black (36 percent), Hispanic (36 percent), Pacific Islander (33 percent), and American Indian/Alaska Native (20 percent)”.<sup>1</sup> However, starker differences in representation occur at top colleges, such as Ivy League schools, for African Americans and Hispanics who have attendance number proportionally lower than they were 35 years ago<sup>2</sup>.

One way in which students navigate college selection is through visiting colleges and gathering information. Initial “visits” may now be entirely virtual and the webpage of a college, like any other advertisement, may convey social information beliefs, values and ideas surrounding representation and accessibility that may influence student perceptions regarding openness or exclusion. The class research project will deconstruct the “advertisements” on college webpages in terms of information regarding racial/ethnic, gender, size, and disability diversity, and advertising heuristics.

The eight Ivy League schools are: [Brown University](#), [Columbia University](#), [Cornell University](#), [Dartmouth College](#), [Harvard University](#), [Princeton University](#), [The University of Pennsylvania](#), [Yale University](#).

<sup>1</sup> [https://nces.ed.gov/programs/coe/pdf/coe\\_cpb.pdf](https://nces.ed.gov/programs/coe/pdf/coe_cpb.pdf)

<sup>2</sup> <https://www.nytimes.com/interactive/2017/08/24/us/affirmative-action.html>

**For your semester final paper project you will pick and do research on one of the following topics:**

1. What is the representation of different racial/ethnic groups across Ivy League school webpages?
2. What is the representation of people with disabilities across Ivy League school webpages?
3. What is the representation of different body types and sizes across Ivy League school webpages?
4. What is the representation of gender across Ivy League school webpages?
5. What types of heuristics are most commonly used in Ivy League school webpages?

## Information Literacy Assignment (Worth 10 points/10%)

### Part A (2 points)

Select one of the 4 topics listed above for your semester research project. You are going to use [www.google.com/scholar](http://www.google.com/scholar) or the Mercy College databases (i.e., Proquest:Social Science, PsycArticles, Academic Search Premier--<https://www.mercy.edu/academics/libraries>) to search for articles on media representation, education, and your selected topic. **List 5 search terms you used to find articles on your select topic.**

For example, searches might contain your target variable (i.e., social class) and project-related search terms like social class and college access or media representation of different social classes, etc.

### Part B. (3 points)

**Find 3 articles on your topic and list the 3 articles in APA style**  
(Resource=<https://owl.english.purdue.edu/owl/resource/560/10/>).

Example:

Walpole, M. (2003). Socioeconomic status and college: How SES affects college experiences and outcomes. *The Review of Higher Education*, 27(1), 45-73.

### Part C. (5 Points)

Read and understand one of your research articles. **Answer the following questions for the research article you select.** The answers should be in paragraph form (approximately 50 words), in complete, grammatically correct sentences. Make sure you put the information in your own words. Do not plagiarize by copying the author's words! (Here is a resource on paraphrasing: <https://owl.english.purdue.edu/owl/resource/619/01/>).

**Using your own words, write approximately one paragraph (50 words) for each of the following questions.**

1. State the purpose of the study (see the introduction section). Summarize how the experiment was conducted.
2. What were the Results of the study? (Not the statistical findings; see Results section). If there are many results just focus on the main outcomes).
3. Describe the author(s)'s Conclusion and discussion of their findings (see conclusion section).
4. Evaluate the study. How do the findings of the study relate to your topic? Did the study confirm or change your views on the topic at all?