Assignment (Optional):
Public Intellectual Contribution
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[updated: Friday, September 18, 2009]

Course: *MGT 360*
Title: *Management and Organizational Behavior* (3 units)

"Never doubt that a small number of people can change the world, indeed it is the only thing that ever has."
---*Margaret Mead (1901-1978)*

"Bachelor's degrees are held by 30 percent of the [San Fernando] Valley's population, which is slightly better than the averages for LA City, LA County, California, and the U.S."
---*The CSUN San Fernando Valley Economic Report (2008; p. 32)*

Goal:
I want you to make a small, but valuable contribution to the English version of Wikipedia. This assignment may sound unusual, but it is actually rather straightforward both conceptually and technologically. This assignment should take less than 30 minutes.

It is evident that students know how to use Wikipedia, or at least know how to search for and access material in Wikipedia. This is true even though many instructors don't permit references to Wikipedia for use in formal reports. In my mind, such a position by a professor (or more broadly, by a manager in a work context) is perfectly acceptable; however, a protracted debate on this subject is not the purpose of this assignment.

At the end of a semester-long course containing rigorous and relevant material related to management and organizational behavior, MGT 360 student professionals are sufficiently advanced (at least as contrasted in the aggregate to the 70% of the regional population *without* a Bachelor's degree) to make a public, visible contribution in a self-selected area of interest and competency. This narrow area of interest ("niche") was gradually refined through the semester, and cemented by the choices articulated in the culminating book report. By the time the book report is submitted near the end of the course, students will know 1), one or more concepts that have ignited intellectual sparks within them, 2), at least one existing or new Wikipedia page that has the potential to be augmented, and 3), of all possible content contributions, which content contribution is the most substantively significant. If your addition does indeed have merit, it may persist, potentially for years.

Details:
The details of this assignment are enumerated below:

1. This assignment is to be completed *after* you have submitted the book report.

2. The contribution must be made to Wikipedia (`wikipedia.org`).

3. The contribution must be made in English.

4. The contribution must have originated with the content from the book report. The specific addition to the content to the Wikipedia page can be in your own words (a paraphrase), the words of the book author(s) (a direct quote), or the words of another author referenced in the book (an indirect quote).

5. The content contribution (including citation) should be placed in a logical position on an existing Wikipedia page. Although rare, it is possible that the contribution can be a completely new Wikipedia page. The specific content of the contribution is to be no less than five words and no more than 50 words. The content contribution needs to include a citation (so that the authentic source is clear).

6. The reference contribution associated with the citation should follow the existing format of the Wikipedia page. There is no recommended word length for the reference contribution, although the reference will most likely be similar to a APA-styled reference on a typical college-level academic paper.

7. With respect to Wikipedia, the content and reference contributions may be made anonymously; that is, the merit of the content matters more than the author's name. With respect to the instructor, the content and reference contributions are not anonymous, because each student will turn in a copy of the content contribution and the reference contribution.

Restrictions:
Do not change the "management," "organizational studies," or "leadership" WikiPedia pages. These pages are comprehensive enough already.

Deliverable:
You must submit a printed document on the day shown on the course outline. The document is a printout of the Wikipedia page that you have changed. The printout may be several pages, depending on the length of the Wikipedia page. Using a pen, please circle or highlight the addition(s) or change(s) that you made to the Wikipedia page. There should be at least two circles or highlights—one for the addition to the content (including the relevant citation), and one for the addition of the reference.

Performance Measurement:
The scoring rubric for this assignment is as follows:

3 - appropriate addition (or change) to content (including citation)
3 - addition of appropriate reference that is the source of the content

Brief Primer on editing Wikipedia:

Editing a WikiPedia page (or creating a new WikiPedia page) is a relatively straightforward process. In the upper right-hand corner of each delineated section of nearly all WikiPedia pages, there is an "Edit" link. Clicking on the "Edit" link will bring up both a mini-editor (similar, in some ways, to Google's Gmail) and the content of the specific section of the specific WikiPedia page.

A student just needs to 1), follow the existing content structure and style format of the page, 2), use the special WikiPedia markup codes as needed (it looks harder than it actually is), and 3), make her or his contribution(s) as appropriate. Click on the "Save Page" button when finished. The new page is now visible to the world (and can also be immediately printed out for submission in class).