

Essay on information economy, 10% of grade

Pick a topic from the course material for your essay. The essay is completely free format (with space limitations). I will use two main criteria for evaluation: novelty and interest.

Novelty

Try not to repeat what is already said. The main objective in the essay is to bring forth a fresh idea or perspective related to information economy. I understand that this is difficult even for seasoned professionals, but try to say something new. A couple of potential avenues for you to consider. Maybe you can develop some arguments made during class further by providing some real-life examples based on your own experience. Another idea: is there something in the class discussions that you disagreed with? Build on that!

Interest

Critically evaluate whether your text is interesting. Simply outlining your own personal experiences with information economy might not be of interest to others. Try to elevate your text from personal experiences and anecdotal in-situ events to more abstract levels by linking your observations to contemporary phenomena. Besides, try to write a coherent and structured essay to make sure that it is easy to read and follow. Make sure to use compelling and clear argumentations!

Although the essay will be graded based on content and not on length, you should aim at around five pages of text (double spaced), with around 2000 words.

Measurable attributes	0. Insufficient	1. Sufficient	2	3. Good	4	5. Excellent
Novelty	The essay has no novel idea.	The essay has a few ideas which are not directly related to information economy.		The essay has a few novel ideas related to information economy.		The essay has clear and novel elements, ideas, examples or observations that differentiates it from a typical essay.
Interest	The essay is superficial and hard to understand what is being said	The text is unstructured and the argumentations are hard to follow.		The essay has moments of insights and thinking. The essay is able to discuss personal ideas meaningfully and usually correctly.		The essay is deep, insightful and interesting. The essay elaborates personal viewpoints with regards to contemporary information economy theories.