

Steps for developing impact essays/presentations

1. Use the assignment statement to fill in the following blanks: The **impact of Y**: _____ (e.g. organization, war, religion, etc.) **on X**: _____ (e.g. country, language, culture, etc.) will be **evaluated according to Z**: _____ (e.g. analytic theory, economic effects, social effects, etc.).
2. Thoroughly **research item X** and make a large **list of its characteristics**. For instance, if item X is a country, a detailed list would probably include population size, GDP, per capita GDP, statistics relating to income distribution, etc. Your detailed list can also include quotations.
3. Thoroughly **research item Y** and make a large **list of its characteristics**. For instance, if item Y is a company, a detailed list would probably include products, assets, revenue, dates of incorporation, lawsuits/settlements, social outreach programs, etc.). Your detailed list can also include quotations.
4. Thoroughly **research analytic method Z** and make a large **list of techniques** that can be used to apply method Z. For example, if you have chosen to analyze the impact of Y on X through effects on healthcare, specific ways to evaluate impact could include assessing how Y influences access to hospitals in X or, as another example, how Y influences per capita rates of diseases in X.
5. Reviewing the detailed list of facts and quotations for item X, **summarize key features of X** using keywords. Write **each keyword** or key phrase **on its own index card**. If you are using colored index cards, try to use the same color for all the cards associated with item X. Make a card with the name of item X.
6. Reviewing the detailed list of facts and quotations for item Y, **summarize key features of Y** using keywords. Write **each keyword** or key phrase **on its own index card**. If you are using colored index cards, try to use the same color for all the cards associated with item Y. Try to choose a different color from the color chosen for the cards associated with item X. Make a card with the name of item Y.
7. For **each specific assessment method associated with analytic method Z**, make an **index card**. If you are using colored index cards, try to use the same color for all the cards associated with method Z. Try to choose a different color from the colors chosen for the cards associated with items X and Y. Make a card with the name of item Z.
8. On a large table, **lay your index cards out** in the following pattern:

Item X	Method Z	Item Y
Spread out cards relating to X	Spread out cards relating to Z	Spread out cards relating to Y
9. Leaving the “header” cards at the top of the table in place, **move the other cards around** in each column to see what kinds of **ideas/conceptual relationships** you can identify. You can use string to indicate when a card is related to more than one other card.
10. For each idea/conceptual relationship involving a card from column X, a card from column Z, and a card from column Y, write down a sentence on an index card. Once you have enough sentences, lay the index cards containing the sentences out on your table and **move them around** to identify sequences in which to present your sentences in your essay. If you are satisfied with a sequence, record it. It is a **possible outline** for your essay.