

Winter Artifacts

Karen Osher, Skill #3: Focus Groups

Topic Focus:

My focus groups will center around the newly implemented Communication Champion initiative. It will include a Moderator and an Assistant Moderator. Participants will be seated at a round conference table, and recording will occur during the meeting. Refreshments will be provided on the credenza at the back of the room.

Context:

At MacLean-Fogg, we use the power of communication to reinforce our values, encourage feedback and drive employee engagement. We strive to communicate to all with respect and honesty in a clear and timely manner.

MacLean-Fogg developed the communication champion initiative to drive the One MacLean-Fogg culture and communication mission. Every employee within MacLean-Fogg needs to stay informed and updated with what is happening in/out of the Company. One to two people are chosen at each MacLean-Fogg location to support the internal communication efforts and help disseminate corporate communications down the line. These efforts focus significantly on production floor employees with no corporate email.

Focus Group Exercise:

I will hold two focus groups concentrating on the Communication Champion Initiative:

- The first group - General Managers from various sociodemographic groups.
- The second group - Members of the Executive Team
 - General Managers are their direct reports

This exercise aims to gain insights into how the program is working at each location and its level of success. It will also provide insight from the Executive level.

Using Data to Make Informed Decisions, Skill Assessment Week 3 – Focus Group Design

This assignment utilized everything we learned on designing focus groups. The prompt was to design two groups and describe how many people and with what socio-demographic characteristics we would use to invite the participants. We then would suggest a guide and a list of 7-8 subtopics to be discussed by a moderator and with all the focus group participants. I worked alone on this assignment and used my own experience to help create the groups I thought would benefit the outcomes. The key learning in this exercise was to design the focus groups to allow for organic discussions based on the topics. The whole class learned by varying the socio-demographics of each group, and no topic would be one-sided. **LEARNING OUTCOMES:** 1) Plan, convene, and facilitate elegant in-person and remote forums to generate and share innovative approaches to challenges and 2) formulate an evaluation plan to assess the processes and outcomes of communication. draw evidence-based conclusions and make a call for action.

Using Data to Make Informed Decisions, Discussion Question Week 4 – Ethical Concerns

As I listened to this week's lectures and completed the readings, I was literally left speechless. I mean, I knew VR and AR were a "thing," but it was always something I associated with a gaming accessory. Or something that did not affect me in any way, shape or form. I never realized how much of this is already present in my everyday life.

After reading the article, Augmented Reality's True Purpose: Serving the Appetite for Big Data, I didn't know if I should feel smarter or frightened to death! There are so many ethical concerns that came to mind. The fact that people would be under surveillance on a continuous basis, without their consent is disturbing to me. I have to imagine most people would have a serious issue with this. But who do you actually consent to? Is it legal? I mean, carrying your cell phone allows you to be tracked but do people get the fact that is REALLY happening? Criminals always seem very surprised when caught because of what location their cell phone was pinged at. Does the salesperson at Verizon explain all that when you go get the latest and greatest iPhone? I think not.

On the flip side, I think there have been remarkable strides in using technology to solve crimes. Utilizing augmented reality for crime scene depictions has helped solve many cold-case crimes.

Another ethical issue I see is people living in a world where they are fed the same data over and over – both positive and negative. We see that now with the algorithms Facebook and Instagram APPs use. People never get to see the "other side of the coin". You are fed the same content based on your clicks and likes, etc. How can we ever be able to see all arguments if we are constantly fed the same viewpoints and opinions? I would argue it is unethical to do this without the user's knowledge, almost to the point of brainwashing.

We log into our smartphones using facial recognition technology or our fingerprint as if they always existed. Still, others are afraid to trust online banking! Our kids use Snapchat filters without even realizing the phones are logging every piece of data about them. I think our society as a whole has just adopted that this is "ok" and don't question it. After all, who are they going to complain to? Will they stop using the platforms? Suppose the entire world is using social media platforms to keep in touch with loved ones. Are people really going to stop just because the APPs are collecting data from them? They haven't yet. Which tells me no one will care until they have to.

I know this is where the world is going when it comes to VR and AR, but it indeed begs the question about what happens when we get there?

Discussion Board Post

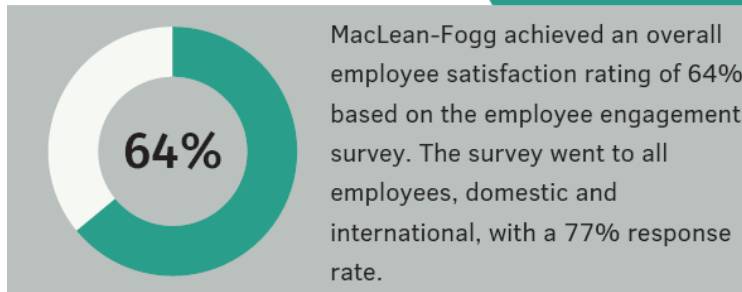
This discussion board post asked the class to reflect on the lecture and readings. We should discuss the kind of data collected by VR (virtual reality) and AR (augmented reality), devices, and APPs. We were asked to consider what ethical concerns are associated with it and what we should consider when using such data, and post individually to the discussion board. This reflection question required me to dig deep into all the ethical concerns we learned about during week four of this class. Understanding these concepts and what moral rules apply when collecting data from these tools is essential. I learned so much by participating in this week's discussion. It allowed me to dive deeper into ideas that were otherwise foreign to me by reading my classmate's points of view. We use these technologies every day and are primarily unaware of how companies monitor us. **LEARNING OUTCOMES:** 1) Critique and identify the major theories and trends in Strategic and Organizational Communication, Group and Team Communication, Persuasion Theory, and Media and Technology Studies from the program's central thematic perspectives and 2) choose to communicate with ethical intention and evaluate the virtuous elements of any communication situation.



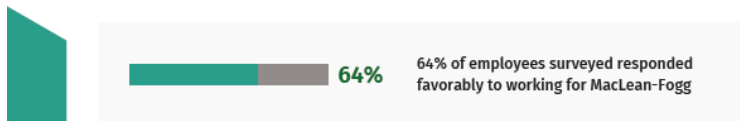
MACLEAN-FOGG

Overall Employee Engagement Results

2021



How did we arrive at a 64% satisfaction rating?
Let's break it down for you!



Employee Engagement Results Final Project

For our final project, the assignment was to work alone and do something that you are either inspired by or something directly connected to your career (or industry). For my final project, I wanted to develop something I could use to help interpret the results of our overall employee engagement survey. The output typically comes in a large excel file with rows of data and percentages on multiple workbooks. Nothing about the excel sheet is easy to interpret. Even though our 64% needs improvement, my goal was to design something that gave the facts in a visually stimulating way but also had a positive focus on the message. This infographic shows my ability to take complex messages and turn them into visually compelling posters. I learned not all messages need to come in a complex workbook in excel format. **LEARNING OUTCOMES:** 1) Select creative, appropriate modalities & technologies to accomplish communicative goals and 2) adapt messages to the diverse needs of individuals, groups, and contexts, and adjust messages while in the process of communicating.