# Desert Data Jam Report

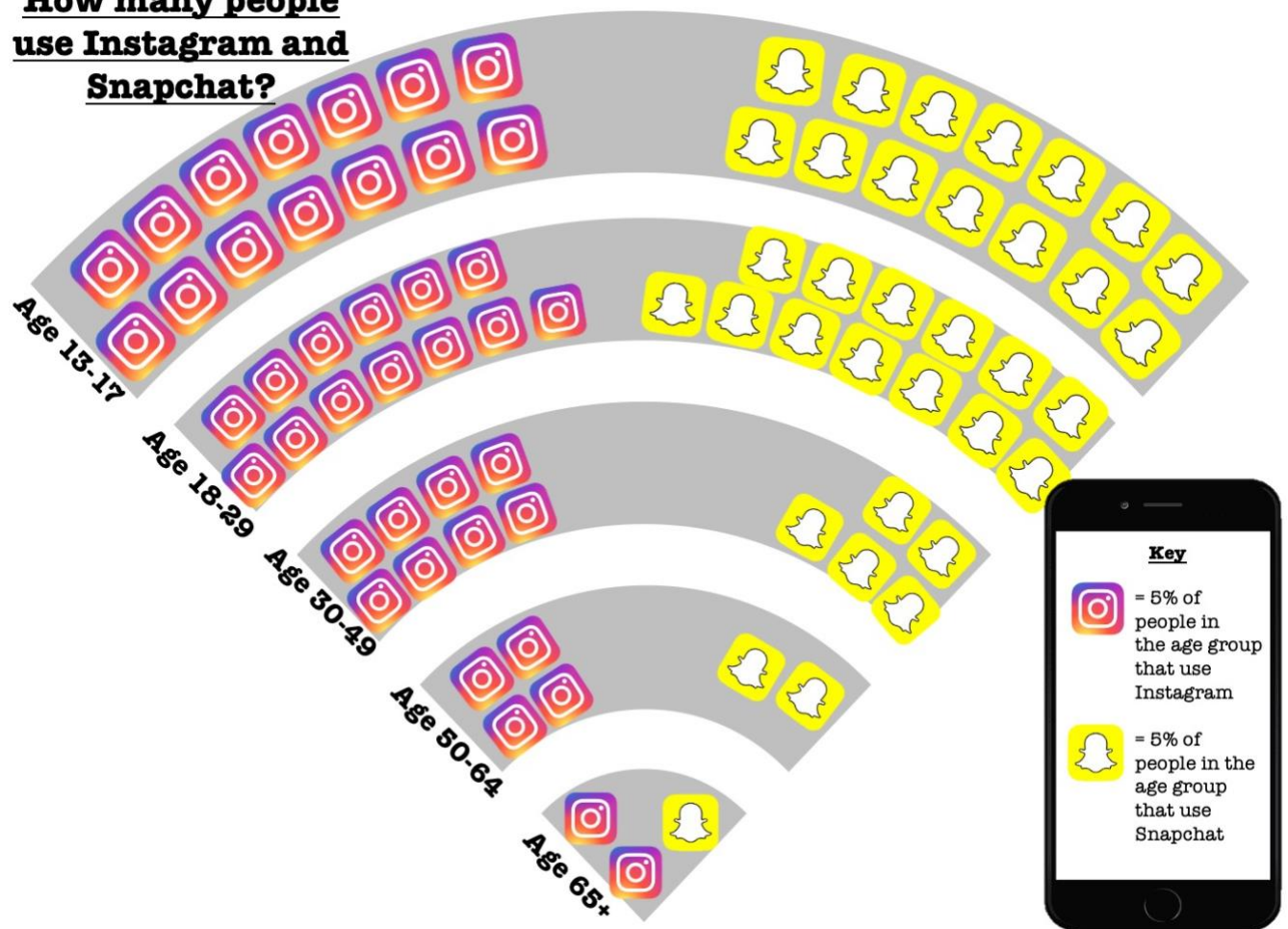| | The judging rubric says: | Fill in your answers here: |
|---|---|---|
| Name(s) | | Kelly Steinberg, Abi Miller, Em Linley |
| Title | 5 points: The title of the project is descriptive. | Oh Snap! Social Media Use by Different Age Groups |
| Data Trend (1 sentence) | 15 points: The data trend is one or two sentences that describes a clear pattern in the data. It is specific and includes more than one variable | The percentage of people who use Snapchat and Instagram decreases with age. |
| Graph (a picture or screenshot) | 10 points: The graph of data trend is a clear representation of the data trend. It includes a title, axis labels, and a legend (if necessary). Computer-generated or hand-drawn graphs are acceptable. |  % of People in Different Age Groups who use Instagram and Snapchat |
| Possible Explanation (1-2 paragraphs) | 10 points: The possible explanation section contains a reasonable explanation for the data trend. The explanation is consistent with scientific concepts. | Instagram and Snapchat are both apps designed to be used on smart phones rather than on computers. The percentage of people who own a smart phone also decreases with age, so it makes sense that these apps are more popular with groups that are more likely to have a smart phone. |
| Brief Reflection: (1-2 paragraphs) Which part was the most fun? What part are | 5 point: Report contains a brief reflection section; this section WILL NOT BE GRADED, you will receive 5 points for completing it, or 0 | When I first heard about the Desert Data Jam project from Asombro Institute for Science Education staff members, I thought it sounded crazy. I have never done anything like this before. I collected my own data for a science fair project once, but I did not have to come up with a creative way to present that data. |

| you most proud of? What challenges did you have? What did you learn? | points for not including it in your report. | Now that I have done a Desert Data Jam project, I realize how much fun it is. It was difficult to figure out what the data trend was. However, once we had that, we had fun figuring out a creative way to present the data. We also had to do a lot of work to figure out the scale for our creative project. I learned how fun it is to think about new ways to present scientific data. One question I now have is what jobs are available that would allow me to use these skills. |
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Your project will also be judged on:

10 points: The project does not contain grammar/spelling errors that distract from the content.

Creative Project:  Submit as a separate document



**How many people use Instagram and Snapchat?**

Age 13-17
Age 18-29
Age 30-49
Age 50-64
Age 65+

Key

= 5% of people in the age group that use Instagram

= 5% of people in the age group that use Snapchat

10 points: The creative representation of the data trend (e.g., video, infographic, poem) is creative.

10 points: The presentation of data in the creative representation is easily understandable and appealing to nonscientist audiences.

15 points: The creative representation accurately portrays the data trend.

10 points: The creative representation references specific data to demonstrate accurate portrayal of the trend (e.g., physical model contains a scale or legend; reference is made to particular data in a poem).