

THE FIRST YEAR CHALLENGE

Twitter hashtag: #UCLFirstYearChallenge

Dear First Year Student,

Welcome to UCL and congratulations on your choice to study economics with us! We want you to dive into this exciting subject straight away and have designed a little challenge for you. So let's not waste any time and get started!

The First Year Challenge is a group research project which you will work on during the first couple of weeks of term. You all have been assigned to a **TUTORIAL GROUP FOR ECON0002 (Economics)** of around 18 students. This may be e.g. TUTA or TUTB or TUTC; please check which group you are in right away – **it can be found in your personal timetable** which you can access via: <https://timetable.ucl.ac.uk/tt/homePage.do>.

The final output of the First Year Challenge will be either a short video or a podcast on a topic of your choice which links

- Your assigned **group meeting point** where you will meet your peers during induction week (see below)
- and one or more ideas from **Unit 1 of the e-book, [The Economy](#)**, which you will use in the ECON0002 module.

The purpose of the Challenge is to give you an opportunity to explore the area around UCL in Bloomsbury, get to know your classmates and to start thinking about economic concepts and ideas. This guide will help you understand what you need to do for the next couple of weeks and give you some advice on how to do it well.

Read this guide thoroughly! Most of the answers to your questions will be found in it.

On Monday Sept 23rd before you start the FYC, we will discuss the assignment and answer any questions you might have during the scheduled induction session.

GETTING STARTED

- On Monday 23rd September at 5pm (after your 'First Year Induction Session') you will meet the rest of your tutorial group at an assigned location.
- **Information about these assigned locations (address, GPS coordinates and a picture of what you will find there) are further on in this document.**
- It might be handy to have a wireless-enabled device with you, both to help you find your way and so that you can do a quick bit of research to figure out more information about the location.
- Go to the meeting point of your group indicated in this document straight after the induction session finishes! **Everyone should be there by 5pm.**
- Once you are at your meeting point **look out for other students** from your group. At this stage you don't know exactly how many students are in your group and who they are but we hope that as in past years, most of you will find each other. Please make sure to stay at the meeting point till at least **5:15pm** to have the best chance of connecting with your group.
- Your group will be working together on the project, so you should **exchange emails and phone numbers** to make it easy to contact each other (some students in the past have created a group on social media or an email list). You will meet again with your peers during your Econ0002 tutorials, so those who did not find their groupmates can join the project then.
- Make a **list of everyone who made it to the location** so you can identify those who were missing. Bring the list to your first tutorial in Econ0002.
- Divide the larger group **into two (roughly equal-sized, about 7-8 people in each) subgroups**. Call one subgroup S1 and the other one subgroup S2. How you split your group is up to you, but make sure you **note on your list** who is in which subgroup. Please make sure to restrict the group size to 8 at most, so **if you have 17 or more students, divide into 3 subgroups**.
- Each subgroup will work on their own submission (see below). The topics of the two subgroups can be related or not, but if they are make sure they focus on a different angle of the theme.

- We would like you to take a **picture of your subgroup** in front of your meeting point (you will need to submit this as part of your project submission - see below).
- Look around! We thought a lot about choosing a good location for you to meet. The location you are at should inspire you to come up with a specific topic for your project. Each subgroup should choose a topic related to
 - your individual meeting point, and
 - a topic, an idea, a concept or the general theme of unit 1 of ‘The Economy’, the free e-book you will be working with in your ECON0002 lectures.

More information on **how to choose a good topic** can be found below.

- For each subgroup: decide about **what kind of media output** you will produce:
 - A video of max 2 minutes in one of the standard video files (such as .mp4,.avi, .mov, .mpg, .rm).
 - A podcast of max 2 minutes in .mp3 format.

Your media file should not be larger than 20MB.

- Now work on it! You will have to organise meetings with your subgroup to do this. Also if you need help producing media files, search the internet. This is one starting point: <https://wiki.ucl.ac.uk/display/UCLELearning/Making+documentary+videos+%28a+basic+tutorial%29>. You can also refer to the Economists in Action videos in the e-book. Remember to distribute the tasks wisely. Some of you may be experienced with creating media files, others will prefer to work on a research task. It’s up to you to distribute these tasks as you see fit.
- Remember - we don’t expect your video or podcast to be professionally produced and the content is at least as important as your ability to produce a great media file.
- You will discuss your work in the first two ECON0002 tutorials.

If you have any questions concerning your project during the week or if you have not managed to find your group members by the end of your first ECON0002 tutorial, please send an email to Dr. Chaudhury (p.chaudhury@ucl.ac.uk) or Dr Dunli Li (dunli.li@ac.uk). When doing so, please make sure that you put “FYC question” in the subject line.

Further Details

[1] The Meeting Point:

Each tutorial group has been allocated a location at which to meet. For each location, we have given you:

- an address
- a picture
- GPS coordinates

[This](#) map shows all the locations and the assigned tutorial groups.

We recommend you use the GPS coordinates and the address to find the location, and the picture to help you when you are there. The easiest way to do this is to input either the address (and postcode), or the GPS co-ordinates into Google Maps (not Google Search!). You may want to do this and print out the resulting map before you arrive at UCL.

You will meet your tutorial group for the first time at the location; no academic staff will be present at the meeting point. All of the locations are in or near the Bloomsbury area, and if you are walking at a normal pace from the Gower Street main campus entrance, you should reach your location within approximately 15-20 minutes.

When you reach your location, it is up to you to find your peers, split into subgroups and decide what to base your FYC project on, depending on what you find there.

[2] How to find a good topic:

Be creative! When you are at your meeting point, look around, walk around, talk to passers-by, do some internet research, take pictures, start to film or record your first ideas and impressions.

Your topic should combine:

- a clear link to the meeting point
For example, if your location is a blue plaque for an economist or social thinker, you might want to make a video about his or her contributions to the themes of Unit 1 (not a biography though!). Or, you might decide to focus on a contemporary discussion of his or her ideas, or in fact, on others who have lived at the address or interesting events which are linked to this location. It's really entirely your choice.
- a clear link to historical events, figures, developments,...
This is because we will situate a lot of our economic analysis in a historical context. Also remember that economics is a social science, so it is related to history, geography, politics and many other fields.
- a clear link to unit 1 of The Economy
For this you have to read the unit! Do this during induction week (or better still before

you arrive at UCL) and think about the main themes in the text. What are the economic concepts mentioned?

[3] How to get the free e-book 'The Economy'

To access the e-book, which will be the text used over the year in Econ0002, click [here](#). The e-book is **free** of charge. This is the ONLY textbook we will use in ECON0002, so there is no need to purchase anything else. A print version of the book is available too if you wish to purchase it for reference, but we encourage you to make extensive use of the e-book as it has many interactive features including instant-feedback multiple choice questions which are invaluable for learning the material.

There is quite a lot of content in Unit 1 of The Economy. Don't worry about going through all the details or the technical aspects, these will be discussed in the first lecture. What you need for the FYC is an idea of the general themes of the unit and a general flavour of the concepts mentioned.

[4] Deadline + How to upload your file

In order to successfully complete this assignment, your group must submit three files (FILENO):

All filenames should be in the following format:

FYC_TUTORIALGROUPNAME_SUBGROUPNAME_FILENO.xxx

For example if you upload a mp3 as file 2, and you are in tutorial group D subgroup 2, your file name should be: FYC_TUTD_S2_FILE2.mp3

File 1: A picture of your subgroup in front of your meeting point

File 2: A podcast or video regarding the subject of choice, that is linked in some way (however tenuous!) to the material covered in Unit 1 of the ECON0002 text, *The Economy*. It must be clear that the output is the result of group work. Your submission should be no longer than 2 minutes long.

File 3: The submission document, completed and signed by all subgroup members as indicated (available on the Moodle page).

Deadline: Only ONE member of the subgroup should upload your files by Friday October 11, 23:59HRS on the First Year Challenge section of the ECON0002 Moodle page.

[5] Assessment

Completion of the challenge is mandatory part of the coursework for ECON0002. If you do not complete this coursework in a satisfactory manner, you may not be allowed to sit for the ECON0002 exam.

Please note that there is an extensive discussion about references and copyright issues at the end of this document. Read this carefully, and follow these guidelines as they represent best practice in research. Adherence to these guidelines will also be included in the assessment.

The winning group/s will be announced in a lecture around Reading Week and their contributions will be featured on our website and written up on the CORE Project website. In addition, each member of the winning group/s will receive a certificate and an Amazon voucher during Explore Econ 2020, our annual undergraduate research conference.

LOCATIONS

TUTA

Address: Granary Building, 1 Granary Square, King's Cross, London N1C 4AA
GPS: 51.535480,-0.125424



TUTB

Address: Kings Place, 90 York Way, London, N1 9AG
GPS: 51.534522, -0.122167



TUTC

Address: 205-209 Great Portland St, London W1W 5AH
GPS: 51.523062,-0.144117



TUTD

Address: 21 Fitzroy Square,
Fitzrovia, London W1T 6EL
GPS: 51.523034, -0.140830



TUTE

Address: 2 Gower Street, Bloomsbury,
London
WC1E 6DP
GPS: 51.519874,-0.129772



TUTF

Address: Congress House,
23-28 Great Russell St, London
GPS: 51.517574, -0.128494
GPS: 51.522078,-0.127482



TUTG

Address: 21 Russell Square, Bloomsbury, London
WC1B 4EH



TUTH

Address: 62-64 Gower St, London WC1E 6ED
GPS: 51.522130,-0.130996

TUTI

Address: 93 Guilford St, London WC1N
1DN
GPS: 51.523708,-0.119319



TUTJ

Address: 96 Euston Rd, London
NW1 2DB
GPS: 51.529029,-0.127322



TUTK

Address: 48 Doughty Street,
London WC1N 2LX
GPS: 51.523466,-0.116558

TUTL

Address: Slade School of Fine Art,
University College London, Gower St,
London WC1E 6BT
GPS: 51.524982, -0.134561



TUTM

Address: 58 Grafton Way, Kings Cross, London W1T 5DB
GPS: 51.523412,-0.138064



TUTN

Address: just in front of the stairs leading to Senate Library, to the right Senate House Malet St, London WC1E 7HU
GPS: 51.520810,-0.128738



TUTP

Address: 332 Gray's Inn Road, London, WC1X 8EE
GPS: 51.529209,-0.119955

TUTQ

Address: 19 Bedford Square,
London WC1B 3HH
GPS: 51.5194, -0.1305



TUTR

Address: 17/21 Euston Rd,
London NW1 2RY
GPS: 51.530137, -0.123511



TUTS

Address: St George The Martyr CE Primary School,
John's Mews, London, WC1N 2NX
GPS: 51.522560,-0.116449



TUTT

Address: Portland Place
London W1A 1AA
GPS: 51.518562,-0.143799



TUTU

Address: Tavistock House North, Tavistock
Square, London WC1H 9JA
GPS: 51.525922,-0.12923





TUTV

Address: 145-149 Tottenham Court Rd,
London W1T 7NE

GPS: 51.523813,-0.137236

TUTW

Address: 22 Theobalds Road,
Holborn, London WC1X 8NX
GPS: 51.521235, -0.114505



TUTX

Address: Hamilton House, Mabledon Place,
London, WC1H 9BD

GPS: 51.527736, -0.127287





TUTY

Address: 227-233 Tottenham
Court Rd, London W1T 7QF

GPS: 51.518828, -0.132504

DEALING WITH COPYRIGHT, REFERENCING AND DATA PROTECTION

Your project is your own work and you're expected to produce original content rather than repackaging other people's work. However, sometimes when you produce your own work, you will make use of, or make reference to, other people's work (for example, you might make use of some media, or an explanation of a concept, produced by another party).

When this occurs, you **must** reference correctly, to credit them with the idea. Otherwise, you are attempting to pass their work off as your own - this is plagiarism.

It's really important you understand what plagiarism is. UCL has a fuller explanation which you are **required to read**:

<http://www.ucl.ac.uk/current-students/guidelines/plagiarism/#whatis>

In your project, you have to abide by the commonly accepted rules of referencing and the requirements of copyright law. You will be marked on this, so it is in your interest to take this seriously! Throughout the project you must do the following:

- if you are using someone else's ideas, concepts, or materials, you must reference them in a commonly accepted manner, with sufficient detail
- if you are using someone else's materials (i.e. quotes, video clips, etc.) **including from sources such as YouTube**, you must ensure you have the appropriate exemptions from copyright to use them.

You must always remain compliant with UCL rules on the use of third party materials.

What is plagiarism?

Plagiarism is presenting another party's thoughts, words, artefacts or software as though they are your own. Using their own work directly (i.e. copying it) or indirectly (i.e. summarising it) are both considered to be plagiarism if you do not acknowledge whose work you are copying or summarising. Use of unacknowledged information downloaded from the internet also constitutes plagiarism.

Examples of plagiarism include:

- turning in someone else's work as your own
- copying words or ideas from someone else without giving credit
- failing to put a quotation in quotation marks
- giving incorrect information about the source of a quotation
- changing words but copying the sentence structure of a source without giving credit

- copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not

UCL has a fuller explanation which you are **required to read**:

<http://www.ucl.ac.uk/current-students/guidelines/plagiarism/#whatis>

How to avoid plagiarism - referencing

The easiest way to avoid plagiarism is to ensure you always acknowledge when you have been inspired by the ideas/works/products of other people - to give them credit for their role in what you have produced. When you use someone else's idea, cite them and where the idea can be found. Make sure you are accurate about where it is from (get the correct book, year, etc.)

Methods of referencing in multimedia

Video

If you are producing a video, there are two main ways you can reference the materials you use. You can reference the material as you use it or you can reference the material at the end.

Referencing the material *as you use it* means, as you are making use of the material in your video, you include the referencing information on the screen. Referencing the material *at the end* means displaying the full referencing for the whole video at the end. Whichever you choose, the easiest way to be sure you're referencing carefully and correctly is to use the conventional referencing for essays (Harvard style), displayed on the screen.

It is your choice as to how you decide on referencing - during the video or at the end of it.

If you do all your referencing at the end, it's really important you clarify which parts of your video correspond to each bit of referencing. For example, if you use the results from a report from minutes 1:15 to 1:30 in your video, when you are referencing the report at the end, you must include the timeframe 1:15-1:30 so it is clear to the viewer how you have used that report.

Podcast

For the podcast, it won't be possible for you to display your references. You must submit them in written form alongside your podcast. Make sure you mention in the podcast that you are using materials from other people/organisations and that a full list of this material is available. In addition, it's very important when you talk in the podcast about other people's work, you are clear about where it's from and signpost that it isn't your original work.

Imagine you're doing a podcast on the works of the economist John Maynard Keynes. You might make reference to the works of Lord Robert Skidelsky, whose biography on Keynes won awards. It would be sufficient to say *'In his 2009 book, 'Keynes: The Return of the Master', Lord Robert Skidelsky says...'*

Then, of course, you include the book in the written bibliography you are submitting.

Referencing

The preferred referencing style is Harvard. You can read more from UCL's referencing guide here:

https://www.ucl.ac.uk/library/docs/References_and_Plagiarism.pdf

One of the best and most comprehensive sources for understanding how to reference is Anglia Ruskin's online guide. It contains examples of a huge number of the various media and written works you might find yourself needing to reference. You can find that here:

<http://libweb.anglia.ac.uk/referencing/harvard.htm>

COPYRIGHT

Copyright is the legal protection given to a piece of original work as soon as it is fixed in some form, such as written or drawn on paper, in an audio recording, on film, or recorded electronically.

It's really important that you understand what copyright is and how it affects your work. You must read UCL's guidance on the matter to ensure you understand the relevance:

<https://www.ucl.ac.uk/library/copyright/legislation>

This is a piece of work that you are submitting as a required part of a module on which you will be assessed. Hence, in submitting your work to us, you can make use of one of the exemptions from copyright - submission to examination. However, we may want to use your work (for example, to show what you have produced at our [Explore Econ Undergraduate Research](#) conference) as part of our own research. So we are asking you to comply with the Fair Dealing exemption, which you can read more about in the link above.

Fair Dealing requires that, when you are looking to use somebody else's work product, you answer the following question: **“How would a fair minded and honest person have dealt with the work?”**

This requires you to consider the following factors carefully, amongst others:

- Are you financially/economically impacting that person by using their work?

- For example, if the work you are using would normally be paid for by those who want to view it, and you are making it available for free (which you are) then you may be reducing that individual's future income from the work. This would not be compatible with 'fair' dealing.
- How much of their work are you using?
 - Remember, this is your project and you are being assessed on what you produce. If you are copying lots of other people's works then you are not fulfilling the objective of the project.
 - But, more than this, you should only use other people's work product where necessary to advance your argument/make your case.

There are other criteria for Fair Dealing - read the link above for more information.

Dealing with copyright is difficult but we really want to see what you can do, and so give it your best shot. How you respond to copyright will impact how you are marked - if you ignore lots of great sources because you don't want to deal with copyright, you will miss out tonnes of excellent information, which will negatively impact your mark. However, using content without engaging with the appropriate copyright means you will not receive full marks either.

You will complete a short statement on your use of copyright in your submission document - please take it seriously!

COMMON SOURCES FOR VIDEO CLIPS AND HOW TO USE THEM

The only way to know you are using the clips correctly is to read the Terms of Service of the website you are taking it from.

If you are in doubt, you need to contact the producer of the work and ask their permission.

Box of Broadcast

Always reference the source and title when using Box of Broadcast (BoB) resources (this includes the author of the work and that it came from Box of Broadcast). Do not make any copies of the works from BoB - it is a streaming facility only.

As such, you are likely going to find you cannot really use BoB material in your media file - it may, nevertheless, be an invaluable source for research.

The full Box of Broadcast Terms of Service are available here:

http://bobnational.net/terms_and_conditions

YouTube

When third parties put their work on YouTube, that does not mean you are able to use it in your own work. YouTube's Terms of Services state that:

“If you plan to include copyright-protected material in your video, you'll generally need to seek permission to do so first. YouTube cannot grant you these rights and we are unable to assist you in finding and contacting the parties who may be able to grant them to you.”

When using YouTube, you are likely best off only using original work put on YouTube, and then contacting that person to let them know that:

- you are a student group producing a piece of work for assessment at UCL
- your purpose for using their work (i.e. why do you think their work is necessary to what you are producing?) - **let them know what format you are presenting the work in (e.g. video or podcast)**
- confirm that you will credit them accordingly
- the Economics Department may use the piece of work your group produces for educational research which may therefore involve showing your video or podcast submission to others.

...and asking for their permission to use their work!

On YouTube, it is a common trend for people to write under pieces of media things like ‘Copyright infringement not intended’ or some other disclaimer intended to absolve them of copyright infringement. **This does not stop it being an infringement and they may still be liable.** If you come across such a disclaimer, that does not give you automatic permission to use the material.

DATA PROTECTION

In previous years, students have done interviews with people on the street. These have been interesting and you might find it an effective way to convey your message! But when you do this, you must be mindful of data protection.

When you interview someone, and record this for subsequent use, you are asking them for information about themselves which might be considered **sensitive**. Examples of sensitive data includes political affiliation. When you ask someone their views on a particular economic policy, the answer often includes reference to political views they hold and they may not want this information to be shared. The law is very clear that you must protect people's data.

It is very easy to deal with data protection. The way you do this is to **fully disclose what you are doing and what you will use their data for**. This then means they can choose not to disclose information they are not comfortable for you to use in the way you have specified.

Let the individual know:

- that you are recording or filming the interview, potentially to include it in a piece of work you are producing
- the work is coursework for an Economics module at UCL
- the coursework may be used by the Department for educational research

You must tell them this, and get their consent to their information being used in this way, either via video or with a written consent form (if you need help with this, please email p.chaudhury@ucl.ac.uk). You must retain proof that they said yes! You do not need to use this proof in your coursework, you should just retain it in case we ask you for it.

If you are producing a video, you might interview someone who is happy for you to record what they say but is not happy for you to show their face on the video. You will need to decide in advance whether or not you can accommodate for this.