INSTRUCTIONS

- Please make sure you are using the latest version of this form posted on **www.mitacs.ca/en/programs/accelerate/apply-now**
- Please do not modify or reformat this form in any way. A modified form will result in a delay in the internship evaluation process.
- Detailed information on how to write your proposal can be found here.
- Send your draft proposal to your Mitacs Business Development Representative **prior** to obtaining all signatures and submitting.
- The proposal should be written and submitted **at least eight (8) weeks prior to the planned start date of the internship.**
- The start date of the internship has to be **after** scientific approval and the **receipt** of the partner funds at Mitacs.
- Partner funds can be sent directly to Mitacs prior to approval to expedite the process or upon approval.
- If applicable, proposals with a not-for-profit partner must seek partner and project eligibility approval before proceeding. Please submit a pre-assessment form **BEFORE** submitting your application (see section 2.7).
- If applicable, conflict of interest declarations must be received by Mitacs **before** submitting your application (see section 4.1/4.3).
- If you cannot see the items listed in the drop downs, please refer to the Appendix A: Options and type the corresponding answer on the space provided.

Please note:

If required, your **Mitacs Business Development Representative** can assist you with:

- Identifying your Office of Research Services (ORS) representative.
- Facilitating non-disclosure agreements or intellectual property arrangements.
- Assessing the eligibility and completeness of the proposed research.

APPLICATION CHECKLIST

A complete internship application package must include the following :

☐ The proposal application **completed and signed** by all parties. The memorandum (see Section 7) with signatures must be submitted as a scanned PDF file.

☐ List of six external experts, arms-length reviewers and their contact information

☐ Intern(s) CV (a CV template is available on the Mitacs website)

☐ Excel budget if this is an Accelerate cluster proposal

☐ Any supplementary documents (as applicable)

* An incomplete application or a modified form will result in a delay in the internship evaluation process.

For more information, contact a **Business Development representative** (www.mitacs.ca/en/contact-us/business-development).

Mitacs Accelerate Proposal Application

1. Research Proposal Summary

1.1.	**Title of project:**	Politics & the Filter Bubble		
1.2.	**Type of project:** Please indicate (x)	(X) Standard		
		(_) Cluster (minimum of 6 internships and 3 interns)		
1.3.	**Number of Internship units:**	1		
1.4.	**Keywords to identify reviewers:** (3-10 specific keywords; 50% technically related, 50% discipline-related)	Politics, filter bubble, online, social media, technology, filters, digital media, interconnectivity, news		
1.5.	**Academic discipline:**	**Social Sciences, Arts & Humanities**	**Digital Media**	
1.6.	**Project priority sectors:**	New and Digital Media	Entertainment & Media	Information & Communications Technology
	Please **rank up to three** top priority sector(s) of your project:	1	2	3
1.7.	**Project purpose:** Please indicate (x) the advancement you want to achieve with this internship	(X) Creation of **new** materials, devices, or products		
		(_) Creation of **new** processes or services		
		(_) Improvement of **existing** materials, devices, or products		
		(_) Improvement of **existing** processes or services		

1.8. List of participants:

Supervisor(s)	Department	University
Alex Ferworn	Yeates School of Graduate Studies	Ryerson University

Partner organization(s)	Contact name at partner organization	Province of organization	Partner Legal Status
Facebook Canada Ltd.	Michael Carter	Ontario	For Profit Canadian Private Corporation

1.9. Proposed work plan for internship unit(s) (IU):

Please summarize the work plan by showing <u>which</u> <u>intern</u> will work on <u>which</u> <u>objective</u> and when. Do not provide any detail here; present them in Section 2 instead.

Intern Name	Degree	IU	Month																
			2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36
Rosa Louise McCauley Parks	Masters	1	Objective 1																	
Total Internship Units		**1**																		
Total Project Funding	**$ 15,000**																			

2. Description of Proposed Research

2.1. **Project title:** Politics & the Filter Bubble

2.2. **Research Abstract** (Approx. 150 words):

This study will explore the effects of social media filter bubbles during the US presidential election. A filter bubble is an algorithm that restricts an individual's social media feed and personalizes their social feeds. Thus, their information is tailored to information they want to see, while simultaneously limiting them from seeing a large portion of other data. The purpose of this study is to determine whether social media filter bubbles had a positive or negative correlation with the 2017 US presidential election. To mitigate the effects of political polarization, we will implement several research strategies, including observation, secondary data analysis and social media analytic tools. This project will explore qualitative and quantitative data, using focus groups, observations and analysis of the Facebook news feed.

RESEARCH QUESTION: How does the social media filter bubble effect positive (or negative) change in American politics?

2.3. **Background** and review of relevant prior work (minimum 500 words):

Eli Pariser said it best when he explained the three dynamics the filter bubble induces: we are along with it, it is invisible and you don't choose to enter the bubble. The Internet was once supposed to be an "entirely democratic society", but thanks to Google and Facebook, algorithms are suggesting what is best for us. However, it is not actually what is best for us. The filter bubble is showing us what we want to see, not what we need to see. It makes sense as a business strategy: the more we see what we want to see, the more ads can be sold, the more likely you will buy the products they are offering. If Facebook is showing its consumers information they are comfortable with, how can they be introduced to new ideas, new perspectives, and most importantly challenging and uncomfortable information?

The filter bubble has become even more relevant as of late, with the 2016 US presidential election. Pariser recently was quoted saying, "If you only see posts from folks who are like you, you're going to be surprised when someone very unlike you wins the presidency." The filter bubble tricks users into thinking they are seeing a representative view of the world when realistically they are only seeing what they want to see. The filter bubble also rapidly helped spread fake news around the Internet. Fabricated articles about Donald Trump and Hillary Clinton circulated through Facebook feeds.

It has been said that 39% of US adults engage in political activities via social networking sites. If so many people engaged in political discussion, why was it so shocking when Donald Trump won the presidential election? Unfortunately, many Americans didn't think beyond their "narrow self-interest", subsequently missing out on Trump's popularity. In other words, users have developed a tunnel vision and "discuss similar views with like-minded people".

Different research suggests alternative viewpoints on the filter bubble. On one hand, it provides users easy access to information whereas on the other it limits our exposure to information we may not have otherwise. The Internet is used to learn, but the filter bubble hinders that learning. The purpose of this research is to answer the following question: how does the social media filter bubble effect positive (or negative) change in American politics? Specifically, an analysis of algorithms will determine whether or not the filter bubble had an influential impact in the US presidential election.

The purpose of this study is to explore the Facebook algorithms in depth, ultimately determining whether they have significant or insignificant influence on the election. This research will provide Facebook with a more detailed understanding of how impactful their algorithms can actually be.

2.4. **General objective**: Investigate and determine the positive and negative effects of the filter bubble on American politics, gathering observations from the general public to understand if they have noticed the filter bubble or whether it is a subconscious impact. Comparing and contrasting results from previous elections (2012), to explore if the filter bubble is more prominent in modern times. Understanding how the Facebook news feed algorithms work will help explore this topic further.

2.5. **Details of internships or subprojects:**

For each intern or subproject, provide the following mandatory information:

a. **Name of intern:** Rosa Louise McCauley Parks

b. **Specific objectives of the internship or subproject**. The main objective of the internship is to research and investigate how social media's algorithms impact what and how individuals see information. The internship will provide adequate resources in order to see how the algorithm operates. By understanding the algorithm and how it operates among social media platforms, the following goals can be achieved. First, identify how it detects the political stance of an individual. Specifically through words within posts and what articles are shared. Second, investigate what an individual sees or does not see as a result of political inclinations online. And finally, identify an area where the algorithm can be improved in order for individuals to see varying stances in the political realm to avoid political polarization.

c. **Methodologies**. There are many methodologies that could be used in order to achieve the objectives of the internship. Secondary data analysis will be utilized in order to investigate the current filter bubble algorithm. The data will be used to determine what the algorithm is filtering out, how many people are impacted, and what political views individuals have. There will be anonymity within the secondary data analysis to avoid ethical and privacy violations. In addition to the secondary data analysis, social media analytics tools will be used to investigate how many interactions political posts receive as well as how many people interact with it. Utilizing both methodologies during the internship will produce substantive research and data.

d. **Timeline**. We suggest using a Gantt chart to provide a timeline showing <u>which task</u> will be done <u>when</u> to achieve each objective.

Task 1: Speaking to political party representative, social media specialists and Facebook directly. The purpose is to gain a more in-depth understanding for how these social media platforms typically operate

Task 2: Research and webinars on social media networks. Gaining a better understanding how they detect political data of users (First and Secondary Data required)

Task 3: Using secondary data from the 2012 election to determine whether the filter bubble is more prominent now or has remained the same over the years

Task 4: Observation & Testing. Utilizing two different Facebook news streams to determine whether there is a change in political social media posts

Task 5: Focus groups- Understanding first hand how individuals feel. Determining whether the users have noticed this change in Facebook news feed, or if they are blind to the bubble

Intern Name	Degree	Month

Rosa Louise McCauley Parks	Masters	1	2	3	4	5	6
		Task 1					
		Task 2					
			Task 3				
						Task 4	
					Task 5		

e. **Expected deliverables.** Please describe the expected deliverables of the project (including the submission of a completed Mitacs Final Report and Mitacs survey at the end of the project).

Final paper (60+ pages)

f. **Benefit to the intern.** Interning at Facebook Canada presents a variety of benefits. Firstly, working at Facebook will provide me with the platform and necessary resources to complete the research. Working closely with a sample like Facebook will enable more in-depth responses, proving beneficial for my research analysis. Secondly, from being an outsider to an insider, this internship has provided me with a dual perspective on filter bubbles., I will be able to understand why and how Facebook and other social media platforms use the filter bubble.

g. **Interaction**. % of partner interaction: 50% **+** % of academic interaction: 50% **=** 100%

h. **Justification** of interaction (if applicable). Academic interaction is necessary in order to access and analyze what scholars are currently saying about the filter bubble. Combining the data available from the partner organization with the academic information around the filter bubble and the political environment, holistic and substantive research can be completed.

i. **Partner Interaction.** Indicate what activities will be performed on-site at the partner organization. Accessing the filter bubble algorithm, analyzing secondary data, and using social media analytics tools will be the main three activities performed on-site with the partner organization. As a result of their access to all three of these components as well as the privacy associated with this type of information, all of this information will be attained and analyzed on-site.

2.6. **Relevance** to the partner organization and to Canada:
Describe the partner's proposed role in the project and how the partner will benefit from participating.

Facebook will play a key role in the research endeavour. Specifically, they will provide resources and access to information that may not have been easily accessible otherwise. Algorithms are an important factor in the filter bubble, and the resources Facebook will provide will play a major role in gaining such specific information. After participating in this research, the biggest benefit Facebook can expect is a better understanding and awareness of the effect of the filter bubble on American politics, specifically the 2016 US presidential election. In doing this research, Facebook will be able to combat fake news while also learning about the impact of the filter bubble on American politics.

2.7. **Project economic orientation (if applicable):**
Describe the economic or productivity orientation of the project, including the information submitted through the pre-assessment form. NOTE: if any partner listed in this proposal is an eligible not-for profit (NFP) organization, you

must submit a pre-assessment form before proceeding with your proposal submission. **Service Sector (Political & I.T. services)**

2.8. **Relationship (if any) to past/other Mitacs Accelerate internships,** Mitacs Elevate fellowships, or current applications in submission to any Mitacs program: N/A

2.9. **References:**

3. Declarations

3.1. **Will the proposed research be taking place outside of the lab or normal business environment?**

Yes___ No X

If yes, please complete the following section to indicate what (if any) impact there may be on the environment.

a)   Main characteristics of the location (i.e. physical description & coordinates).

b)   Principal activity(ies): for each activity, list the environmental elements affected.

c)   Are authorizations, permits, or licenses required to undertake any activity during the internship?

Yes___   No___

If yes, please list and include copies with your application.

3.2. **Does the proposed research involve living human subjects (including conducting interviews) or human remains, cadavers, tissues, biological fluids, embryos, or fetuses?**

Yes___ No X

If yes, the proposal must be approved by the participating University Research Ethics Board, and a valid Ethics approval is required for the duration of the research project. Access to funding may be denied for projects that do not have ethical approval.
Please note: Mitacs may request a copy of the report to ensure compliance.

3.3. **Does the proposed research involve animal subjects?**

Yes___ No X

If yes, the proposal must be approved by the participating University Animal Care Committee, and a valid approval from the committee is required for the duration of the research project.
Please note: Mitacs may request a copy of the report to ensure compliance.

3.4. **Is a biohazards review required?**

Yes___ No X

If yes, the necessary review/report must be conducted in accordance with your university's policies, and a valid biohazards approval is required for the duration of the research project.
Please note: Mitacs may request a copy of the report to ensure compliance.

3.5. **Have any participants declared a Conflict of Interest (COI) as part of this application?**

Yes___ No X

If yes, please attach the signed conflict resolution letter.

3.6. How did the participants first hear about Mitacs?

Please mark with (x)

Notification from your university department or at the university (bulletin board posting, email communication, newsletter, university website)	(X)	From the university's graduate studies offices	(_)
From a representative at the sponsor company	(_)	From a professor at the university	(_)
Notification from Mitacs (e-mail newsletter, social media)	(_)	From a Mitacs representative	(_)
Other (please describe):			

4.   Participants

4.1. Academic supervisor:

Name:	Alex Ferworn
University:	Ryerson University
Department:	Yeates School of Graduate Studies
Address (at university):	245 Church St.
City, Province:	Toronto, Ontario
Postal code:	M5B2K3
Phone:	416-979-5000 x 6968
Email:	aferworn@scs.ryerson.ca

4.1.1. Is the academic supervisor**:

An owner or a co-owner of the partner organization:

Yes___   No X

A relative of an owner or co-owner of the partner organization:

Yes___   No X

An employee of and/or a participant in the day-to-day management of the partner organization:

Yes___   No X

If yes to any of the above, please click here to complete the **Conflict of Interest Declaration** and send it to accelerate@mitacs.ca **BEFORE** submitting your application.

For any additional academic supervisors copy and paste Section 4.1. below:

4.2. Partner organization:

Legal name:	Facebook Canada Ltd.
Operating name (if different):	
Contact name:	Michael Carter
Position:	Director of Analytics
Department:	Digital Analytics
Address:	661 University Ave
City, Province:	Toronto, ON
Postal code:	M5G 1M1
Phone:	647-426-6051

Email:	wmcarter@ryerson.ca
Website:	https://www.facebook.com/careers/locations/toronto
Partner size (number of employees):	500 and higher
Legal status:	For Profit Canadian Private Corporation

4.2.1. NAICS Code (First three digits): **51 - 519**

Click here for a list of North American Industry Classification System codes.

For any additional partner organization copy and paste Section 4.2. below: N/A

4.3.   Intern(s) identified:

4.3.1.   Intern #1 information

Name:	Rosa Louise McCauley Parks
Degree program during internship (masters/PhD/PDF):	MDM, Master of Digital Media
Expected year of graduation:	2017
If PDF, indicate mm/yy PhD received:	NA
University:	Ryerson University
Department:	Yeates School of Graduate Studies
Address at university:	1 Dundas St. West
City, Province:	Toronto, Ontario
Postal code:	M5B 2K3
Phone:	416-979-5365
University email:	rosa.parks@ryerson.ca
Alternate email:	rosaparks@gmail.com
Citizenship:	Canadian
Gender:	Female

4.3.2.   Conflict of interest. Is the intern:

An owner or a co-owner of the partner organization:
Yes___ No X
A relative of an owner or co-owner of the partner organization:
Yes___ No X
An employee of and/or a participant in the day-to-day management of the partner organization:
Yes___ No X

If yes to any of the above, please click here to complete the **Conflict of Interest Declaration** and send it to accelerate@mitacs.ca **BEFORE** submitting your application.

4.3.3.   Demographic information. *OPTIONAL*

Please indicate (x) if you are:

Francophone:	(_)	A person with a disability:	(_)
Aboriginal:	(_)	First in your family to attend university:	(_)

Social Media: Please provide usernames if you wish to connect with Mitacs by social media:

LinkedIn:	
Twitter:	
Facebook:	

For any additional interns copy and paste Section 4.3. below: N/A

4.4. Intern(s) to be determined (TBD): N/A

For any additional TBD interns, copy and paste Section 4.4. below: N/A

5. Funding, Budget and Invoicing

- For **Accelerate standard** projects, please complete sections 5.1 to 5.4.
- For **Accelerate cluster** projects involving a minimum of three (3) interns, at least six (6) four-month internship units, and a minimum of one (1) eligible partner, please complete section **5.3** and **5.4**.only AND the Accelerate Cluster Budget Excel spreadsheet.

5.1. Funding summary

For each four-month internship unit, the partner must contribute $7,500* and Mitacs will match with $7,500.

Source	Number of Internships	Amount (Number of internships* x $7,500)
Total Mitacs contribution ($7,500 per internship)	1	$ 7.500
Total Partner contribution* ($7,500 per internship)		$7.500
Total project award ($15,000 per internship)		***$ 15,000***

* The partner's contribution is subject to tax.

5.2. Budget

For each four-month internship unit, the intern stipend must be a minimum of $10,000 and the research costs must be a maximum of $5,000.

5.2.1. Stipend expenses – details per internship unit (add extra table lines as needed)

Academic Supervisor Name	Intern Name	Estimated Start date (Month, Year)	Stipend Amount (min. $10,000 per internship unit)
Alex Ferworn	Rosa Louise McCauley Parks	April 2017	$10,500
		Total Stipend (A):	$10,500

5.2.2. Research costs, e.g. equipment, travel, conference (add extra table lines as needed).

Research Costs	Value
Facebook Conference	$1000
Focus Group	$3000
	$
Total research costs (B) - which cannot exceed $5,000 per internship unit:	$4000

Total expenses [(A + B) = total project award]	$14,500

5.3.   Additional resources

Please indicate if the partner will provide the intern with any of the following additional resources and indicate their estimated value:

Additional resources	Amount
Office supplies / stationery	n/a
Use of equipment or specialized equipment	$200
Access to relevant company material, personnel	$500
Industrial partner supervision	$500
Other, please specify:	n/a

5.4.   Invoicing Partner funds

Please describe any applicable **invoicing requirements** (vendor setup, PO, etc.):

Invoicing contact name:	Rosa Louise McCauley Parks
Email:	osa.parks@ryerson.ca

	Address same as filled in Section 4.2.
	If invoicing address different than Section 4.2, please fill out the following:
Legal name:	
Address:	
City, Province:	
Postal code:	
Phone:	
Email:	

Please note: Partner contributions must be received by Mitacs BEFORE any funds are awarded to the university. **Costs can only be incurred after scientific approval of the proposal and the receipt of the partner funds at Mitacs.**

Have these funds been leveraged against other federal or provincial programs?

Yes___   No__x_

If yes, please provide details:

5.4.1.   Were partner funds sent, as an exception, to the university:

Yes___ No___   **If yes** please confirm that:

a)   Is there a research agreement in place with the university that governs the use of these partner funds?

Yes___ No___
If yes please speak with your BD representative, fill out the *confirmation of transfer of partner funds document*, and submit that document with your completed application

b)   ORS/UILO agrees to send these funds to Mitacs

Yes___ No___

University account number:	

c) The partner agrees by signing this application that the funds can be forwarded

Yes___ No___

Name of the consenting partner representative	

d) University contact to receive Mitacs invoice

Name:	
Department:	
Email:	

e) Is the GST or HST, and QST (if applicable) to be included with invoice to university?

Yes___ No___
If no, tax(es) will be invoiced directly to the industry partner.

5.4.2. Payment options

Please select (x) the preferred payment option:

Full project payment: One invoice for full project contribution to be paid in full on receipt   (_)

Installments: If you choose to be invoiced in installments, please note that an installment schedule will be created by   (x)
Mitacs staff and up to three invoices per year will be sent to your attention 60 days before the start date of the first internship of the installment

- Invoices will be issued for a minimum of one internship unit ($7,500 for an Accelerate Standard project OR $6,000 for an Accelerate Cluster project) and must be paid in full, partial payments of invoices will not be accepted.

- The partner's contribution is subject to tax.

6. Suggested Reviewers

Please provide the names and contact information of at least **SIX (6) arms-length** reviewers.

An arms-length reviewer must:
- Be a recognized expert in the research topics and technical aspects covered by the proposal;
- NOT be from the same university as the intern(s) or the academic supervisor(s); and
- NOT have had any collaboration with the intern(s) or the academic supervisor(s) or the partner(s) during the past five (5) years or planned for the near future.

Please note that neglecting to suggest reviewers who qualify as arms-length will delay the review of your application.

Reviewer 1:

Name:	Gavin Adamson
University:	Ryerson University
Department:	Faculty of Communication and Design, School of Journalism
Email:	gavin.adamson@ryerson.ca

Reviewer 2:

Name:	Robert Clapperton
University:	Ryerson University
Department:	Faculty of Communication and Design, School of Professional Communication
Email:	rclapper@ryerson.ca

Reviewer 3:

Name:	Richard Lachman
University:	Ryerson University
Department:	Faculty of Communication and Design, RTA School of Media

	Email:	richlach@ryerson.ca

Reviewer 4:

	Name:	Ed Slopek
	University:	Ryerson University
	Department:	Faculty of Communication and Design
	Email:	eslopek@ryerson.ca

Reviewer 5:

	Name:	Philip Walsh
	University:	Ryerson University
	Department:	Ted Rogers School of Business Management
	Email:	prwalsh@ryerson.ca

Reviewer 6:

	Name:	Deborah de Lange
	University:	Ryerson University
	Department:	Ted Rogers School of Business Management
	Email:	debbie.delange@ryerson.ca

Potential competing interest. *OPTIONAL*

Include potential reviewers whom Mitacs should **not** contact due to a potential competing interest in the proposed research.

Name:	
University / Research Group:	

Name:	
University / Research Group:	

7. Mitacs Accelerate Memorandum

The participants listed below confirm that the information presented accurately reflects their intention to apply to the Mitacs Accelerate program. The participants have also agreed to set in place an internship based upon the attached proposal. It is understood that the partner organization contribution shall be provided to Mitacs Inc. prior to commencement of the internship; in the event that the sponsor organization funds are at the university, the university shall forward these funds to Mitacs. Upon scientific approval, Mitacs shall forward the funds to the university as a research grant to the supervising professor, and the internship stipend will be paid to the student by the university from the grant. Costs associated with this proposal as outlined in the budget can only be incurred after scientific approval of the proposal.

Mitacs is unable to assume liability for any losses including—but not limited to—accidents, illness, travel, or other losses that may occur during the internship period. All undersigned parties agree that they are responsible for ensuring that they have appropriate insurance and meet any university policies regarding health, safety, and travel preparation requirements. All parties also agree that the intern will provide Mitacs with a final report and that all participants will complete an exit survey within one month of project completion.

All parties involved with Mitacs Accelerate are bound by the standard intellectual property (IP) terms of the university where the intern is enrolled; except where intellectual property is covered by separate agreements to which the university and the sponsor organization are parties and that are active during the dates of the internship. By signing this memorandum, you are acknowledging that you agree to the terms of the university where the intern is enrolled. University-specific IP policies regarding Accelerate internships can be found at Accelerate Policies and Procedures.

The participants listed below agree that Mitacs can disclose the provided personal information included in this proposal (e-mail, LinkedIn, Twitter, Facebook, etc.) to the program's funding partners and that Mitacs can use them for the purpose of communication and to evaluate the program and its outcomes during and after participants' program tenure. The participants also agree that Mitacs will post the title of the project, the public project overview, the name of the partner(s) organization(s), the name of the intern(s), the name of supervisor(s) and the involved university on www.mitacs.ca/en/projects and may be used by Mitacs to publicize Mitacs Accelerate. Mitacs Privacy Policy can be found at www.mitacs.ca/en/privacy-policy.

Internship participants (intern, supervising professor, and partner) further agree to the following addendum(s):

Mitacs does not require, inspect, or enforce any additional terms as outlined by participants in the above addendum.

7.1. Title of the Project: Politics & the Filter Bubble

7.2. Public Project Overview:
The research that will be conducted will stem from the following question: how does the social media filter bubble effect positive (or negative) change in American politics? The purpose of this research is to determine whether or not the restriction of a restricting user's online perspectives elicits a positive or negative change on American politics. By accessing secondary data, social media analytics tools, and filter bubble algorithms, the research that will be done will be substantial and informative. Facebook Canada Ltd., the partner organization, can expect many benefits from this research. Most notably, as Facebook combats fake news and are very prominent in the political realm, they can benefit from researching the impact of the filter bubble, while combating fake news simultaneously. Facebook will also gain a better overall awareness about the filter bubble and how it affected the US presidential election. Through the use of different research methods (observation, secondary data and social media analytical tools), the data will clearly state the effects the filter bubble has on American politics.

7.3. Participant Signatures:

Intern:

Name:	Rosa Louise McCauley Parks
Department:	Yeates School of Graduate Studies
University:	Ryerson University

Signature:		Date:	

Academic Supervisor:

Name:	Alex Ferworn
Department:	Yeates School of Graduate Studies
University:	Ryerson University

Signature:		Date:	

Partner Organization:

Name:	Michael Carter
Department:	Digital Analytics
Title/Position:	Director of Analytics
Organization:	Facebook Canada Ltd.

Signature:		Date:	

University Office of Research Services Representative:

Name:	Josée Guimond
Title/Position:	Director, Research Grants
University:	Ryerson University

Signature:		Date:	

For any additional participants include corresponding details and signature line below:

Appendix A

Please delete if not applicable

Drop Down - Options

Please refer to the drop down of the section, and type the corresponding answer on the space provided.

1.5. Academic discipline:
- Business
- Computer Science
- Earth Sciences
- Engineering
- Life Sciences
- Mathematical
- Sciences Social Sciences, Arts & Humanities
- **Physical Sciences**

1.6. Project priority sectors:

- Aboriginal Affairs	- Entertainment & Media	- Natural Resources
- Advanced Manufacturing	- Environmental Science & Technology	- New & Digital Media
- Aerospace	- Finance & Insurance	- Ocean Tech
- Agriculture & Food	- Forestry	- Oil & Gas
- Aquaculture & Fishing	- Green/Alternative Energy	- Pharmaceuticals
- Automotive	- Health and Related Sciences & Technology	- Public Service, Policy, & Governance
- Biotechnology	- Information & Communications Technology	- Sustainability & the Environment
- Clean Technology	- Life Sciences (not health)	- Technology
- Commercial Services	- Manufacturing & Construction	- Tourism
- Construction	- Mining	- Transportation
- Education	- Nanotechnology	- Water
- Energy & Utilities	- Natural Gas	- Other (please describe)

1.8. List of Participants:

Partner Legal Status:
- For Profit Canadian Private Corporation
- Crown Corporation
- Not for Profit Canadian Corporation

4.2. Partner organization:

Partner size (No. employees):
- 1 to 49
- 50 to 99
- 100 to 499
- 500 and higher

Legal status:
- For Profit Canadian Private Corporation

- Crown Corporation
- Not for Profit Canadian Corporation

4.3. Intern(s) identified:

4.3.1. Citizenship:
- Canadian:
- Permanent Resident:
- Foreign:

Gender
- Female
- Male