

Rate My Source Activity

Research Question

Would employees be interested in receiving paid time-off or other bonuses for doing community service while representing the company?

Commented [SA1]: In my course, this scenario is only an example. They don't do a project based on this topic, so there's no need to dig deeply into the RQ. Plus, since it's not their topic, I can "make up" all the details in the brief source descriptions and flex the discussion to meet the students where they are in their source evaluation skill set.

Possible Research Objectives

- Identify ~5 common employer-sponsored community service options.
- Determine effects of employer-sponsored community service.
- Identify employee interest in employer-sponsored community service.

Commented [SA2]: At the beginning of the activity, I take some time to explain this concept, but it is basically what is described in the RQ: employees get pay or other reward for community service. It is an opportunity to talk about corporate social responsibility, as well.

Task

Rate each of the following sources as having **High**, **Moderate**, or **Low** credibility based on the research question and objectives listed on the front of this handout.

Rating Level	Source Description	Possible Further Considerations
	<i>Fortune</i> article listing unusual employee perks offered by “Best Companies to Work For” (2021)	Moderate – high: depends on the perks listed (or not); good opportunity to discuss what to do if your source doesn’t say what you “want” it to say
	Internal survey of employees’ interest in various “team building” activities (2022)	High level: primary data from the company; directly addresses the third objective
	Middle State University’s Leadership Initiatives office webpage, which defines community service and describes past projects (2018)	Low: just a student affairs office webpage, low recency. Possible consideration: if the employees were young, recent graduates this page might show the kinds of community service they may have done before
	<i>Harvard Business Review</i> article about boosting employee investment (2020)	Moderate to high: good publisher; probably a credible author; topic may be relevant/adaptable
	Webpage about pros & cons of employer-sponsored volunteerism from a non-profit in England (no date)	Low: red flag with the date; may have some adaptability but could very likely find a better source
	<i>Journal of Business Ethics</i> article on recommendations for employee bonding (2012)	Low/Moderate: older source but may have some good data; a lot of “it depends” here; may be valuable if it could be used along with another stronger source
	A book about how to build psychologically healthy workplaces with chapters on engagement and corporate social responsibility (2017)	Moderate: likely relevant content; good opportunity to discuss similar terms that can be used when searching; good opportunity to discuss different types of books and publishers; date may be an issue
	An academic book defining Corporate Social Responsibility and its business value (2005)	Low to Moderate: if this source was a foundational source on the topic, then it may be valuable. Good opportunity to discuss why the date itself is not a dealbreaker.
	Pew Research report on national survey of personal values of three most recent generations (2019)	Moderate to high: reputable source; information is likely relevant since these generations very likely map the employees and the information could be used to

Commented [SA3]: I periodically update the dates and some other details of these descriptions, especially if one source causes particular confusion.

Commented [SA4]: Brief notes are included in this column about the common things discussed for each source.

		identify how the employees would likely respond to the community service option
	Webpage from GreenBiz.com about how community service helps businesses (no date)	Low: issues with the source and date; relevance is likely actually low despite the surface-level match in the term <i>community service</i>