

Original Work Log

| | Original Work Log | | |
|--|-------------------|-------------|---|
| | Date | Hours | Description of Work Completed |
| | 11/16/2017 | 2 | Completed Original Work Proposal |
| | 12/1/17 | 1 | Refined my original work idea with my mentor based on research that I have done and the resources that she can provide to me. |
| | 12/9/2017 | 2 | Looked into the different annual reports of companies and decided on two of the four categories that I will be using for my survey |
| | 12/11/2017 | 0.5 | Updated my original work to match my current proposal. |
| | 12/15/2017 | 1 | Decided all five categories that I want to explore brand perception with, and also researched professionals on LinkedIn from these companies that can provide me with insight about their companies brand perception. |
| | 12/16/2017 | 2 | Created the Brand Perception Survey and emailed my mentor to confirm that it is okay so that I can start sending the survey out to at least people in the United States. |
| | 12/17/2017 | 2 | I translated the survey from English into Hindi and Spanish so that the survey will be more accessible to the local populations of India and Mexico. |
| | 12/26/2017 | 1 | Passed out the survey to friends and family using text and social media. |
| | 12/28/2017 | 2 | I looked at the stock prices of the different companies that I am testing and looked into the current events to note changes in company worth and the reasoning as to why it changed |
| | 1/3/2017 | 2 | Called, texted, and emailed my parent's friends about my survey so I could grow my sample size. I also started the survey research, wrote the introduction, and created an outline. |
| | 1/7/2017 | 1 | Found advertisements from all the brands that I tested so that I can analyze the ads and see their effectiveness in comparison with the results from my survey |
| | 1/12/2017 | 2 | Analyzed the survey and matched it with my research for 3 brands: Apple, Samsung, and Pizza Hut. I also typed up their summaries on the research paper. |
| | 1/18/17 | 1 | I made the graphs for my data and added it to the survey research paper. |
| | 1/21/17 | 6 | I write the survey paper and edited it so that it represents my findings from the survey that I made |
| | 1/22/17 | 2 | I made final touches to the paper and submitted my original work !! |
| | TOTAL | 25.5 | |