

## SPCH 30 – Research paper Rubric

NAME \_\_\_\_\_

### 1 Sequential Persuasion Strategy

- \_\_\_ 25-30 points - explained strategy well, thorough, clear
- \_\_\_ 20-24 points - explained strategy sufficiently, bit unclear
- \_\_\_ 10-19 points –strategy inferred, unclear, not relevant to assignment
- \_\_\_ 1-9 point – strategy unclear, confusing
- \_\_\_ 0 point – no paper

### 2 Article 1

- \_\_\_ 18-20 points – explained article, evaluated credibility, understood findings
- \_\_\_ 15-17 points – explained article but unclear, didn't evaluate credibility, findings inferred
- \_\_\_ 10-14 points – misunderstood article, no evaluation, limited or no discussion of findings
- \_\_\_ 1-9 point – article unclear, irrelevant
- \_\_\_ 0 point – no paper

### 3 Article 2

- \_\_\_ 18-20 points – explained article, evaluated credibility, understood findings
- \_\_\_ 15-17 points – explained article but unclear, didn't evaluate credibility, findings inferred
- \_\_\_ 10-14 points – misunderstood article, no evaluation, limited or no discussion of findings
- \_\_\_ 1-9 point – article unclear, irrelevant
- \_\_\_ 0 point – no paper

### 4 Article 3

- \_\_\_ 18-20 points – explained article, evaluated credibility, understood findings
- \_\_\_ 15-17 points – explained article but unclear, didn't evaluate credibility, findings inferred
- \_\_\_ 10-14 points – misunderstood article, no evaluation, limited or no discussion of findings
- \_\_\_ 1-9 point – article unclear, irrelevant
- \_\_\_ 0 point – no paper

### 5 Communication Scenario

- \_\_\_ 25-30 points – explained communication scenario clearly, provided hypothesis,
- \_\_\_ 20-24 points – explained communication scenario sufficiently, provided hypothesis
- \_\_\_ 10-19 points – communication scenario inferred, hypothesis inferred
- \_\_\_ 1-9 point – scenario unclear, no hypothesis
- \_\_\_ 0 point – no paper

### 6 Survey Results

- \_\_\_ 18-20 points – explained results clearly, data presented
- \_\_\_ 15-17 points – explained results sufficiently, data presented
- \_\_\_ 10-14 points – results inferred, data inferred
- \_\_\_ 1-9 point – results unclear, no data
- \_\_\_ 0 point – no paper

### 7 Discussion

- \_\_\_ 18-20 points – discussed support or lack of support for hypothesis clearly
- \_\_\_ 15-17 points – discussed support or lack of support for hypothesis sufficiently
- \_\_\_ 10-14 points – discussed support or lack of support for hypothesis inferred
- \_\_\_ 1-9 point – discussed support or lack of support for hypothesis unclear/missing
- \_\_\_ 0 point – no paper

### 8 Copy of Survey

- \_\_\_ 10 points – survey attached
- \_\_\_ 0 point - no presentation

### 9 Copy of Results

- \_\_\_ 10 points – results attached
- \_\_\_ 0 point - no presentation

### 10 Paper Requirements

- \_\_\_ 50 points – Met all paper requirements, proper spelling/grammar
- \_\_\_ 30 points – Met most paper requirements, few spelling/grammar mistakes
- \_\_\_ 15 points – Missed most paper requirements, spelling/grammar mistakes distracted from meaning
- \_\_\_ 0 points – no paper

### 11 Presentation

- \_\_\_ 20 points - presented paper in class
- \_\_\_ 0 point - no presentation

\_\_\_\_\_ / 250 Comments: