HONG KONG BAPTIST UNIVERSITY
School of Communication
Master of Arts (MA) in Communication
Project (COMM7210)Evaluation Form

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Project Title

Optimizing Persuasive Strategies: A Meta-Analysis of the Combined Effects of Gain-Loss Framing and Evidence Type

Supervisor: Name & Signature	**Date**	**Grade**
Charles Feng *CharlesFeng*	**15/08/2024**	A

Comments

Overall Evaluation

This project represents a solid contribution to the field of communication research, particularly in its methodical approach to meta-analysis and its exploration of persuasive strategies. With some revisions, particularly in the refinement of analysis, discussion of the practical implications, and an enhancement of the literature review, this project could be considered for an academic publication.

The writing is generally clear and academic in tone. There is consistency in the use of terminology and concepts throughout the paper. However, some minor inconsistencies in formatting (e.g., citation styles or headings) were noted, which should be standardized according to the APA 7th style.

Specific Areas:

    Introduction: The abstract effectively summarizes the study's aims, methodology, and findings, giving a clear overview. The introduction provides a strong rationale for the study, situating it well within the existing literature. However, it might benefit from a clearer articulation of the research gap early on, emphasizing how this study uniquely contributes to the field.

    Literature Review: The literature review is well-organized. It provides a solid theoretical background, particularly in explaining the concepts of gain-loss framing and evidence types. The use of meta-analytic references supports the depth of the review. Nonetheless, the section could benefit from more critical engagement with conflicting studies, perhaps by highlighting debates or unresolved issues within the literature.

    Methodology: The methodology is detailed and aligns well with best practices in meta-analysis. The inclusion and exclusion criteria are explicit, and the results of intercoder reliability test are acceptable, ensuring transparency in the study's scope. However, more justification could be provided for the specific databases and search strategies used.

    Results and Analysis: The results are presented with clear statistical rigor, and the use of three-level meta-analysis is appropriate for handling dependencies among effect sizes. The interpretation of the results is consistent with the statistical findings, though it may be helpful to include more visual aids (e.g., additional figures or tables) to break down complex data.

    Discussion and Conclusion: The discussion effectively ties the results back to the research questions, offering thoughtful interpretations. However, the implications of the findings could be expanded, particularly in terms of practical applications for communication strategies. The conclusion is succinct, but it might be enhanced by a more explicit discussion of the limitations of the study and suggestions for future research.

Final Grade

Programme Director: Name & Signature	**Date**	**Grade**