## Data Mining for Managers – Ethics Paper Rubric

## Harvard University

**Student: Moritz Stellar**

**Evaluator: TK**

**Date: 12-30**

Please enter a check mark in the observed box related to the group’s presentation.

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| Criteria | Reflective Question | Beginner | Developing | Proficient | Demonstrated Ability | Masterful | 0-25  Pts |
| **Organization** of content– Logical ordering of ideas and focus | Was the paper well organized? |  |  |  | This is not a published journal article. Syllabus clearly states it is a personal reflection. Formatting is inappropriate since it is not a published article, making extracting information difficult. |  | 20 |
| **Proofing** – Correct grammar & usage that is appropriate for audience; suitable business and graduate level English language usage | Was the content delivered clearly? |  |  |  | Verbose, run-on and duplicative statements "Over the last decades, the need for privacy increased drastically since changes in data handling and storing during the age of big data allow access to personal data easier than ever before." This uses "data" three times in a sentence. |  | 20 |
| **Documentation & Support** – Statements of fact documented, and logically supported | Was no more than 25% of in class articles used? Is there a logical argument made as a personal framework? |  |  |  |  | Completely New information not covered in class | 25 |
| **Philosophical/Ethical Perspective–** Primary source philosophical references per syllabus and in class lecture to support the perspectives | Did the essay mention or bring in known primary philosophical and ethical frameworks? |  |  |  | No defined primary source philosophical framework identified despite being listed in the syllabus. That said the definitions and language support a humanistic and rights based approach. As a result minor deduction. |  | 20 |
| **Business Perspective–** Recognize the business intersection with ethics? Is the business use case involve data | Was there a business focus in addition to ethics? Did the business examples include non-lecture material? |  |  |  |  | Healthcare implications were very salient throughout the paper. | 25 |
| **Broad sophistication-** Demonstration of opposing viewpoints and counter arguments. Effort made to address and overcome these obstacles. | Opposing viewpoints considered? Drawbacks to primary source philosophical frameworks considered? |  |  |  |  | Although no counter points were identified other than to say there is risk (could have mentioned a utilitarian or economic perspective as a counter point), full credit given for logical definitions and extremely technical knowledge in domain ie. HITECH. | 25 |