Assessment criteria Graduation Project – Research Report 2024-2025

Assessment format	Assessment criteria

Individual assessment in which you present the research you conducted for your graduation project.
 	
The assessment consists of a written report which will be assessed by the research expert.
	1) *Data collection*
	    a. Collects data in an uncontrolled setting
	2) *Data analysis*
	    a. Analyses the data collected in order to find answers to their questions
	3) *Conclusions and recommendations*
	    a. Defines specs and criteria for the solution(s) to be developed based in the data analysis
	4) *Presentation of the research*
	    a. Presents their research in an appropriate manner for knowledgeable people and lay-men.

Assessment instruction

You will show you have mastered the BI Meta-skills at the appropriate 'Junior Innovation Professional' level and meet the assessment criteria by submitting the following deliverables.

A) A **Research Report** presenting the research conducted and the results following an accepted standard for presenting applied research. The core of the Research Report should not exceed 8000 words. Appendices (with specific data) should be relevant, appropriate and clearly structured; the reader should not need to go into the appendices to understand the research and its results;
B) Evidence of passing grade Graduation Project Plan (GP1).

KNOCK OUT CRITERION:
All written deliverables should each include the mandatory BI cover page clearly stating the details of the student, the details of the document and for which graduation assessment (please use the provided template).

The general and overarching criteria that apply for the Research Report are:
- ✓ Solutions/designs are coherent, well supported and logically consistent;
- ✓ All statements are substantiated by relevant research;
- ✓ All ideas must be original and created by the student;
- ✓ All text is based on The Unicode Standard for text representation i.e. text may not be inserted as images;
- ✓ All figures and statistics used are correct;
- ✓ All references and quotes are properly cited and have been cross-checked for accuracy;
- ✓ All sources – including AI prompts used for queries – and (academic) references (APA) are accurate and attributed;
- ✓ All information provided should be clear and intelligible, in terms of language and visuals used. If the message conveyed is unclear and/or illegible and/or unintelligible, the assessment dimensions mentioned below cannot be assessed and the student will receive an 'incomplete'.

The criteria that apply for the assessment of the study unit Graduation Project – Research Report are listed in the following pages.

Criteria	Indicators
1) *Data collection* a. Collects data in an uncontrolled setting	**Excellent 8 points** *In addition to 'good':* **1a** Collects relevant additional (new) data in an appropriate way when the data collected gives rise to a new hypothesis. Looks for data in adjacent fields that may be applicable to their research.
	Good 6 points *In addition to 'sufficient':* **1a** Builds in appropriate reliability and validity checks along the way to make sure the data collected is useful and useable. Is explicitly aware of possible bias in their data collection. Explicitly establishes the reliability and credibility of their sources/source material.
	Sufficient 4 points **1a** Conducts the research as planned in the research design (part of the graduation project plan). Changes to the plan in terms of methods, target groups, timing, and questions are explicitly mentioned and justified. The reasons for the changes are acceptable. Collects all relevant and necessary data. Collects enough data to draw reliable conclusions. Uses the research methods properly. Abides by ethical guidelines and behaviour during their data collection. Uses a wide variety of relevant and credible sources.
	Insufficient 0 points **1a** Neglects to follow the research design or to justify changes to the plan, or the reasons for changes are not acceptable. Some of the necessary data is missing. Collects partially irrelevant data. Collects an insufficient amount of data to be able to draw reliable conclusions. Incorrect use of research methods. Source materials are partially irrelevant or too narrow, or questionable in terms of credibility. Displays unethical practices/behaviour.

Criteria	Indicators
2) *Data analysis* a. Analyses the data collected in order to find answers to their questions	**Excellent 8 points** *In addition to 'good':* **2a** Identifies insightful patterns by rearranging the data in novel, but appropriate, ways. Performs more advanced statistical analysis to find credible basic correlations and cause-and-effects relationships.
	Good 6 points *In addition to 'sufficient':* **2a** Switches perspectives in analysing the data and in their reasoning to open up analytical, quasi-rational and intuitive ways of looking at things, while upholding sound reasoning. Identifies gaps in the data that should be investigated further in appropriate follow-up research to fine-tune their findings. Deconstructs their own thinking and acting in order to detect possible blind spots and biases.
	Sufficient 4 points **2a** Conducts the qualitative and quantitative data analysis as planned in the research design. Changes to the design are explicitly mentioned and justified. Reasons for the changes are acceptable. Properly conducts the data analysis methods. Performs basic statistical analysis correctly. Identifies relevant and credible, somewhat obvious, patterns from the data collected. Identifies gaps in the data (if applicable) that should be filled in order to be able to draw reliable conclusions. Employs inductive, deductive and abductive reasoning appropriately. The reasoning is sound and mostly factual. Respects the data, even if it tells them something they did not expect or want.
	Insufficient 0 points **2a** Deviates from the planned data analysis without clear or appropriate justification. Partially inappropriate use of the data analysis methods. Basic statistical analysis is missing or incorrect. Neglects to identify relevant and credible patterns from the data. Reasoning is shaky, personal opinions are intertwined with facts. Manipulates the data so it says what they want it to.

Criteria	Indicators
3) Conclusions/recommendations a. Defines specs and criteria for the solution(s) to be developed based on the data analysis	**Excellent 8 points** *In addition to 'good':* **3a** The conclusions and their validity are absolutely irrefutable. Such a wide array of data and information was considered that no questions remain among the target audience. Logic and reasoning are extremely sound and explicit.
	Good 6 points *In addition to 'sufficient':* **3a** Constructs an insightful appropriate synthesis of the data analysis. The conclusions go beyond the obvious and provide new knowledge about the situation/context. Conclusions and recommendations are such that these serve as a design document/brief for the next phase of the graduation project (solution development).
	Sufficient 4 points **3a** Conclusions and recommendations follow logically from the data analysis. These provide clear and unambiguous credible answers to the research questions. The conclusions and recommendations may be somewhat obvious. Refrains from formulating finished solutions, but rather defines relevant specs and criteria the solution should meet. The specs and criteria for the solution design stage are relevant and explicitly justified.
	Insufficient 0 points **3a** The connection between the data analysis and the conclusions and recommendations is unclear. Introduces new information in their conclusion that was not presented before. Conclusions do not offer a clear or credible answer to the research questions. Presents opinions that are not substantiated with research findings.

Criteria	Indicators
4) *Presentation of research* a. Presents their research in an appropriate manner for knowledgeable people and lay-men.	**Excellent 8 points** *In addition to 'good':* **4a** Has paid attention to detail in the presentation of their research, providing a very appealing presentation. Caters to both specialists and lay-men in the way they present their research, without making anyone aware of the distinction. Manages to present their research in a captivating way.
	Good 6 points *In addition to 'sufficient':* **4a** Presentation of the research and results is visually appealing and clarifying. Takes different audiences into consideration in the presentation of their research (specialists, researchers, lay-men). Language is eloquent.
	Sufficient 4 points **4a** The presentation of the research and results follows the accepted standard for applied research reporting. Employs proper APA-style referencing, in-text and in the reference list. The data is presented in a structured and transparent way. The presentation of the research and the results is well-organised and purposeful. The message of the report is clear; the language is intelligible and appropriate for the purpose and the audience.
	Insufficient 0 points **4a** The research report is incomplete. Presents some data without explaining its meaning explicitly. Seems to expect the audience to make sense of the data; doesn't explain themself The structure of the presentation of the research is unorganised, difficult to follow. The message of the research report is ambiguous, the language is regularly unintelligible.

Meta-skills involved

DEFINE, EXECUTE, LEARN