

Advertising Research Quality Checklist

Research Design Quality

- ☐ Research objectives are clearly defined and measurable
- ☐ Research scope is appropriate for objectives
- ☐ Methodology is appropriate for research questions
- ☐ Sample size is statistically adequate
- ☐ Sampling methodology is unbiased and representative
- ☐ Data collection methods are validated
- ☐ Research design controls for confounding variables

Data Quality

- ☐ Data sources are credible and authoritative
- ☐ Data is current and relevant
- ☐ Data completeness meets requirements
- ☐ Data accuracy is validated
- ☐ Data consistency is verified across sources
- ☐ Missing data is handled appropriately
- ☐ Data transformations are documented

Analytical Quality

- ☐ Analytical methods are appropriate for data type
- ☐ Statistical assumptions are tested and validated
- ☐ Statistical significance is properly assessed
- ☐ Effect sizes are reported alongside p-values
- ☐ Confidence intervals are calculated and reported
- ☐ Alternative explanations are considered
- ☐ Limitations are clearly acknowledged

Insight Quality

- ☐ Insights are grounded in data and analysis
- ☐ Insights are actionable and specific
- ☐ Insights connect to business objectives
- ☐ Strategic implications are clearly articulated
- ☐ Recommendations are prioritized by impact
- ☐ Implementation guidance is provided
- ☐ Success metrics are defined

Source Quality

- ☐ All factual claims are cited
- ☐ Sources are credible and authoritative
- ☐ Source bias is assessed and disclosed
- ☐ Primary sources are used where possible
- ☐ Source methodology is transparent
- ☐ Conflicts of interest are identified
- ☐ Citations are accurate and complete

Reporting Quality

- ☐ Report structure is logical and clear
- ☐ Executive summary captures key findings
- ☐ Visualizations are effective and accurate
- ☐ Language is clear and audience-appropriate
- ☐ Technical terms are defined
- ☐ Report is free of errors
- ☐ Formatting is professional and consistent

Ethical Standards

- ☐ Research follows ethical guidelines
- ☐ Privacy regulations are followed (GDPR, CCPA)
- ☐ Informed consent obtained where required
- ☐ Data security standards are met
- ☐ No deceptive practices used
- ☐ Conflicts of interest are disclosed
- ☐ Transparency in methods and limitations

Validation & Review

- ☐ Statistical validation completed
- ☐ Source verification completed
- ☐ Industry context validated
- ☐ Peer review conducted
- ☐ Quality gates passed
- ☐ Stakeholder review completed
- ☐ Final approval obtained