Dissertation Proposal

by Hassan Waheed

UNIVERSITY OF GREENWICH

BUSI1783 – Business Analytics Project

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Impact of Service Quality and Pricing on Customer Churn in Subscription-Based Streaming Services: The Moderating Role of Customer Engagement

Contents

1. Introduction

1.1 Project Type

The research design used in this work is traditional and based on quantitative analysis where hypotheses are tested using statistical modelling with SPSS. The method facilitates the systematic assessment of causal interconnections between service quality, pricing and churn taking into consideration the moderating effect of customer engagement (Sayed, 2025). The quantitative method is selected due to the measurability of churn behaviour and the statistical generalisability over a large number of subscribers.

1.2 Problem Statement

The streaming business model, which is subscriber-based, has a consistent churn rate of 30-35% a year (Zhang, 2023). In 2Q 2022 earnings, Netflix revealed almost 1 million subscriber loss in between April and July (GlobalData, 2023). This kind of attrition is detrimental to profitability as it costs 5 times as much to obtain new customers as it does maintaining them. Although companies are spending a lot of money on exclusive content and advertising, empirical data indicate that perceived service quality differences (e.g., streaming reliability, user interface design, content personalisation) and pricing equity are the two main triggers of churn (Nur, 2025). However, in spite of their centrality, the dimensions are seldom studied in a single framework.

1.3 Research Aim and Objectives

Research Aim:

This paper will investigate the effect of service quality and price on customer churn in streaming services with subscription, and the moderating effect of customer engagement.

Objectives:

- *To examine the correlation between service quality and customer churn in streaming services, it is necessary to determine which important dimensions of service quality influence retention.*
- *To assess the effect of pricing schemes such as pricing fairness and value perception on probability of customer churn with reference to streaming services.*
- *To determine whether the customer engagement mediates the impacts of service quality and pricing on churn, it is worth investigating the impacts of engagement on retention.*
- *To make evidence-based suggestions on the use of streaming services to enhance customer retention by improving the quality of services, prices, and engagement mechanisms.*

1.4 Research Questions

- *How does service quality influence customer churn in subscription-based streaming services?*
- *What is the role of pricing fairness in customer churn within the context of subscription-based streaming services?*
- *How does customer engagement moderate the relationship between service quality, pricing, and customer churn?*

1.5 Contribution

Connecting service quality, pricing, and engagement in a single model, this study builds upon churn theory and offers practical measures to decrease churn, protect revenue, and increase customer lifetime value in subscription-based markets.

2. Literature Review

2.1 Customer Churn

A crucial issue in subscription-based businesses, streaming services included, is customer churn, which refers to the rate at which subscribers terminate their relationship with a service provider. The streaming industry has churn rates of 30-35% per year (GlobalData, 2023), which makes user

retention a central issue. Although earlier studies have determined that churn depends on variables like quality of services, price, and fairness in industries such as telecommunications and banking as presented by Zhang (2023), the streaming environment has not been adequately analyzed. Furthermore, as stated by Ting and Min (2025), studies of online platforms indicate that experiential variables, including content satisfaction, interface usability, are strong drivers of churn (Datta and Utkarsh, 2022).

2.2 Customer Churn and Service Quality

Customer retention has been associated with service quality. The SERVQUAL model (Parasuraman et al., 1988) measures service quality on five dimensions, reliability, responsiveness, empathy, assurance, and tangibles. Increased perceived service quality is also linked with lower churn through increased customer trust and satisfaction (Karthikeyan et al., 2020). Nevertheless, SERVQUAL, despite being a fundamental framework, does not comprehensively reflect the experiential and emotional aspects of digital services, including content immersion and interface enjoyment in streaming services (Datta and Utkarsh, 2022). With streaming platforms such as Netflix and Hulu being largely dependent on content interaction, there is an increasing interest in how these emotional and hedonic aspects can be incorporated into the service quality model to gain a clearer insight into customer churn in the digital context.

2.3 Pricing and Customer Churn

Another important churn determinant is pricing. The Equity Theory (Adams, 1965) indicates that customers balance the perceived fairness of what they pay with the service they receive, and unfair pricing is a common cause of churn. The Reference Price Theory (Monroe, 1990) further indicates that the consumer evaluates the fairness of prices by measuring it against their past experiences or competitor prices. Unless perceived as justified, price increases have been proven to result in substantial losses in subscribers, as seen when Netflix lost almost one million subscribers in 2022 after raising prices (GlobalData, 2023). Nonetheless, this relationship is moderated by value perception. Services such as Amazon Prime, which offer additional services such as video, music, and delivery services, alleviate the churn effect of price hikes as provided by Wu et al. (2024).

Therefore, fair pricing is not enough to justify churn, and it is important to understand what value customers get out of their subscriptions.

2.4 Customer Engagement

The reduction of churn is largely influenced by customer engagement, which, as defined by Torkzadeh et al. (2022), is the psychological and behavioral commitment of the consumers to activities that relate to the brand. Customers with higher engagement are more likely to be more loyal and less likely to change services even in the case of poor service or price change (Kumar and Nayak, 2019). The studies have shown that churn resistance is higher among engaged users, who actively engage in activities like binge-watching or participating in fan communities (Krater and Kalka, 2016). Nevertheless, engagement is not discussed as a moderating variable in churn models, but as an outcome of most studies. How engagement combines with service quality and price to mediate against churn is a little-explored research question.

2.5 Research Gap and Theoretical Framework

Although the literature has investigated the personal causes of churn, it frequently separates service quality, price, or engagement, without considering how they interact and form a cohesive framework (Biscaia et al., 2021). Churn studies have disproportionately underreported the streaming industry, relative to other industries such as telecommunications and banking. This research seeks to fill this gap by combining SERVQUAL, Equity Theory, and Customer Engagement Theory as examined by Harmeling et al. (2017) into a unified framework.

3. Methodology

3.1 Research Design and Approach

This study follows a **quantitative research design** rooted in a **positivist philosophy**. Positivism would be the best fit in this study as it enables measuring objective relationships between service quality, pricing fairness, customer engagement, and churn based on empirical data also provided by Jones and Lee (2017). The study is **deductive** in nature, with the hypothesis formulated through the available literature based on secondary data, which facilitates testing of the predefined

relationships. This approach is particularly useful in examining cause-effect relationships, which are the focus of churn behavior research in streaming services that are subscription-based. A cross-sectional survey is used to measure such relationships at a given point in time. The cross-sectional design is a well-selected option because it also collects data on a large sample (Maier et al., 2023), which gives an impression of the most relevant variables. The offered strategy must allow the effective analysis of the correlation between the quality of the service, the fairness of the prices, the interaction with customers, and the churn. This method is more effective than longitudinal study because of time constraints of this study.

3.2 Data Collection Methods

The data will be collected through online survey, which will be distributed using Google Forms. The questionnaire will be Likert-type, and such scales will enable quantifying the perceptions and behaviors of the respondents (Lindner and Lindner, 2024). Through this procedure, standardisation of responses and statistical analysis becomes easy. The survey will concentrate on quality of service, reasonable price, interactions with customers and churn intention. This research will use secondary data including Google Scholar, Emerald Journals and UCI Machine Learning Repository to develop hypotheses of this study. Such sources will educate the industry and past research and data on churn prediction and customer behavior in the streaming market with subscriptions that will be used to complement primary data and give context to the findings.

3.3 Analytical Techniques

The analysis of the data will be carried out in SBSS (the latest version) that is a high-capacity tool that can be utilized to process big data and carry out complex statistical analysis. It will begin with descriptive statistics, which will summarize the demographics of the respondents and their patterns of usage, which will be essential in the interpretation of the data distribution, and provide an outline of the sample. It will then be tested on the reliability through the implementation of Cronbachs alpha so that the internal consistency of the measurement scales could be established (Davenport et al., 2015). A value of 0.7 or higher will suffice and this will ensure that scales that will be used to assess the constructs are credible.

A further Exploratory Factor Analysis (EFA) will be used to verify the constructs as well. EFA assists in determining the variables that show the variation of the data to ensure that the items included in the survey concur with the theoretical framework. They will then be correlated in Pearson correlation to determine the relationship between the service quality and pricing fairness with customer engagement and churn intention. This will denote the trend and quality of these relationships. Lastly, the direct effects of service quality and pricing fairness on churn will be tested by multiple regression analysis. The moderation analysis using the Hayes PROCESS macro will determine whether customer engagement is a moderating factor in these relationships and will further understand its contribution in churn influence.
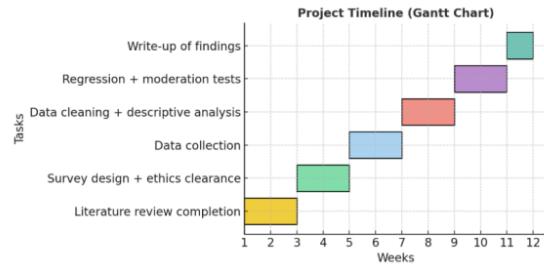
3.4 Ethical Considerations

The research will be conducted under rigorous ethical standards, and informed consent will be sought among all the participants, and the purpose of the research, its participation of the participants and the use of the data will be clearly explained. No personally identifiable information will be gathered to maintain anonymity, and confidentiality will be preserved, and all data will be stored safely in accordance with GDPR (Mourby et al., 2018). The participants will be made aware of their right to withdraw without penalty at any time. All raw data will be destroyed after analysis.

4. Project Management

4.1 Timeline

The project will be split into six weeks consecutively within eleven weeks (see Gantt chart). It will be the end of October when Week 1 will be starting. The milestones are constructed on one another and this allows logical development of literature review to statistical testing and final reporting. This organizational structure reduces constraints and contributes to the provision of time.

Project Timeline (Gantt Chart)

4.2 Resources

This project has three resources it is based on. Firstly, SPSS is chosen because of its excellent statistical capabilities and institutional license which is making it a valid and cheap tool (Sarker et al., 2024). Second, Google Forms is selected due to the possibility to gather the large amount of data at the lowest price possible. Lastly, the supervisor direction also offers academic rigor and scholarly control in the research work. The sum of these resources can be referred to as the balance in the analysis, accessibility and academic responsibility.

4.3 Risk Assessment

One of the risks is a low response rate and this can compromise the sample representativeness. Social media campaigns and small rewards will counter this. The validated scales, anonymity and clear instructions will minimize survey bias since the data will be self-reported (de Reuver and Bouwman, 2015). The delays during the data analysis will be addressed with the help of meeting the weekly milestones on time. These measures deal with possible threats to validity, reliability and feasibility.

4.4 Ethics and Data Protection

The project will adhere to the GDPR and university ethics regulations, which will guarantee the lawful and ethical data manipulation (Vlahou et al., 2021). Data will be encrypted in files and deletion of raw responses will be done after analysis. This will maintain the trust of participants,

ensure confidentiality and comply with the expectation of institutional ethics, thus making the research process more credible.

5. Expected Outcomes

It is assumed that the expected outcomes will demonstrate that there is a strong negative correlation between the service quality and churn, which means that the reliability of the streaming, prompt response, and a stable flow of the content decrease the attrition. On the other hand, the aspect of pricing is expected to exhibit a positive relationship with churn also examined in Zarkesh (2023), especially where the customers feel that the increase was unjustified or out of proportion to value. More importantly, the effects are expected to be moderated by customer engagement; users who are highly engaged, i.e. those who care about communities, personalisation functions or binge viewing are less responsive to both small-scale service quality failures and price increases. This emphasizes the role of engagement as a fringe but more as a central buffer, which defines whether dissatisfaction is converted into actual switching behaviour.

The project deliverables will be regression outputs and a model of moderation and a report on practical recommendations. The measurement of success will be statistically significant relationships in support of the hypotheses and applicability of the findings to managers to reduce the rate of churn (Adebiyi, 2017). The academic value of the study is that it incorporates the concept of service quality, price, and engagement in the framework, which is a gap in the existing literature. Practically, the insights will enable streaming companies to develop loyalty programs, improve their pricing approaches, and use retention tools based on engagement to cushion revenue streams in the long-term.

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Subjective Well-Being, and Job Satisfaction.",
Grand Canyon University, 2024
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      Relation to Service Quality in University

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Publication

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<tr><td>24</td><td>Ismael, Sumayer. "The Influence of Innovation on Customer Service Experience and Expectations in Fast- Food Restaurants", University of Johannesburg (South Africa), 2025

Publication</td><td><1 %</td></tr>
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Dissertation Proposal

FINAL GRADE

72/100

GENERAL COMMENTS

What you did well:

Thanks for submitting your research proposal on time. You have proposed interesting research questions. Challenges and issues are clearly stated. Research gaps are identified. Methodology of this research is well designed. Detailed project time lines have been given.

What you can improve:

Introduction: It would be better to give more context/information to address the problems and challenges in your selected topic.

Literature review: It would benefit your literature review more, if you develop your own theoretical framework based on SERVQUAL, Equity theory and customer engagement theory. It would also be better to show the connections and link between your theoretical framework and the existing frameworks.

Methodology: this section could be improved by showing how do you design your research. Methodology is not just data collection and data analysis. Also, specifying the what dataset would you use, how about the data size. The section could be improved by specifying exact dataset sizes and providing detail about data collection timeframes.

Project management: please include the date/months of your plan. When do you start your week 1 and when would you finish?

What you can take forward:

While you progress this project, please include specific Churn datasets that you would like to use and how data will be handled.

Also, you have mentioned SPSS but it would be better to explain why these models are selected. Since you are planning to test the hypotheses(deductive approach), it is important to develop your hypotheses.

In addition, please give some details on how do you avoid bias in the Churn data and how do you validate

your EFA. You may also wish to focus on developing beyond the data analytics, e.g. creating mockups of expected outputs of how to interpret results.

Text Comment. Please double check your table of content before submission.

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typo mistake?

UNDERSTAND (25%)   72 / 100
Overall understanding of the broader context of the problem

EXCEPTIONAL (100)	Demonstrates exceptional understanding of business analytics concepts with sophisticated grasp of current industry practices. Shows deep insight into theoretical frameworks and practical applications. Clear evidence of extensive independent research.
EXCEPTIONAL (90)	Demonstrates exceptional understanding of business analytics concepts with sophisticated grasp of current industry practices. Shows deep insight into theoretical frameworks and practical applications. Clear evidence of extensive independent research.
EXCEPTIONAL (85)	Demonstrates exceptional understanding of business analytics concepts with sophisticated grasp of current industry practices. Shows deep insight into theoretical frameworks and practical applications. Clear evidence of extensive independent research.
EXCEPTIONAL (80)	Demonstrates exceptional understanding of business analytics concepts with sophisticated grasp of current industry practices. Shows deep insight into theoretical frameworks and practical applications. Clear evidence of extensive independent research.
VERY GOOD (78)	Shows comprehensive understanding of business analytics concepts and their applications. Strong awareness of current industry trends and theoretical frameworks. Evidence of thorough independent research.
VERY GOOD (75)	Shows comprehensive understanding of business analytics concepts and their applications. Strong awareness of current industry trends and theoretical frameworks. Evidence of thorough independent research.
VERY GOOD (72)	**Shows comprehensive understanding of business analytics concepts and their applications. Strong awareness of current industry trends and theoretical frameworks. Evidence of thorough independent research.**
GOOD (68)	Demonstrates good understanding of most business analytics concepts with some depth. Shows awareness of industry context and relevant theoretical frameworks.
GOOD (65)	Demonstrates good understanding of most business analytics concepts with some depth. Shows awareness of industry context and relevant theoretical frameworks.
GOOD (62)	Demonstrates good understanding of most business analytics concepts with some depth. Shows awareness of industry context and relevant theoretical frameworks.
GOOD (60)	Demonstrates good understanding of most business analytics concepts with some depth. Shows awareness of industry context and relevant theoretical frameworks.
SATISFACTORY (55)	Demonstrates good understanding of most business analytics concepts with some depth. Shows awareness of industry context and relevant theoretical frameworks.
SATISFACTORY (50)	Shows basic understanding of core business analytics concepts. Limited but adequate awareness of industry context.
FAIL (45)	Shows basic understanding of core business analytics concepts. Limited but adequate awareness of industry context.
FAIL (40)	Limited or incorrect understanding of business analytics concepts. Poor awareness of industry context.
POOR FAIL (35)	Limited or incorrect understanding of business analytics concepts. Poor awareness of industry context.
POOR FAIL (25)	Very limited or incorrect understanding of fundamental concepts. No meaningful industry context provided.
POOR FAIL (15)	No knowledge of business analytics concepts or completely incorrect understanding demonstrated

POOR FAIL (10)	No knowledge of business analytics concepts or completely incorrect understanding demonstrated
POOR FAIL (5)	No knowledge of business analytics concepts or completely incorrect understanding demonstrated

METHOD (25%)   72 / 100

Chosen methodology and approach. How appropriate this is in answering the problem explained

EXCEPTIONAL (100)	Exceptionally well-developed methodology with innovative approaches. Sophisticated understanding of data analysis methods or development frameworks. Outstanding consideration of limitations and alternatives
EXCEPTIONAL (90)	Exceptionally well-developed methodology with innovative approaches. Sophisticated understanding of data analysis methods or development frameworks. Outstanding consideration of limitations and alternatives
EXCEPTIONAL (85)	Exceptionally well-developed methodology with innovative approaches. Sophisticated understanding of data analysis methods or development frameworks. Outstanding consideration of limitations and alternatives
EXCEPTIONAL (80)	Exceptionally well-developed methodology with innovative approaches. Sophisticated understanding of data analysis methods or development frameworks. Outstanding consideration of limitations and alternatives
VERY GOOD (78)	Well-developed methodology with clear justification. Strong understanding of appropriate methods and frameworks. Thorough consideration of limitations.
VERY GOOD (75)	Well-developed methodology with clear justification. Strong understanding of appropriate methods and frameworks. Thorough consideration of limitations.
VERY GOOD (72)	**Well-developed methodology with clear justification. Strong understanding of appropriate methods and frameworks. Thorough consideration of limitations.**
GOOD (68)	Clear methodology with adequate justification. Good understanding of methods and frameworks. Some consideration of limitations.
GOOD (65)	Clear methodology with adequate justification. Good understanding of methods and frameworks. Some consideration of limitations.
GOOD (62)	Clear methodology with adequate justification. Good understanding of methods and frameworks. Some consideration of limitations.
GOOD (60)	Clear methodology with adequate justification. Good understanding of methods and frameworks. Some consideration of limitations.
SATISFACTORY (55)	Basic methodology present but may lack detail. Adequate understanding of methods. Limited consideration of limitations.
SATISFACTORY (50)	Basic methodology present but may lack detail. Adequate understanding of methods. Limited consideration of limitations.
FAIL (45)	Weak or inappropriate methodology. Poor understanding of methods. No consideration of limitations.
FAIL (40)	Weak or inappropriate methodology. Poor understanding of methods. No consideration of limitations.
POOR FAIL (35)	Very poor or incorrect methodology. Major flaws in understanding of methods.
POOR FAIL (25)	Very poor or incorrect methodology. Major flaws in understanding of methods.
POOR FAIL (15)	No project planning or completely unrealistic proposal
POOR FAIL (10)	No clear methodology or completely inappropriate approach

| POOR FAIL (5) | No clear methodology or completely inappropriate approach |

PLAN & FEAS (20%) 68 / 100

Project planning and feasibility of completion

EXCEPTIONAL (100)	Exceptional project planning with comprehensive risk assessment. Highly detailed and realistic timeline. Outstanding resource allocation and contingency planning.
EXCEPTIONAL (90)	Exceptional project planning with comprehensive risk assessment. Highly detailed and realistic timeline. Outstanding resource allocation and contingency planning.
EXCEPTIONAL (85)	Exceptional project planning with comprehensive risk assessment. Highly detailed and realistic timeline. Outstanding resource allocation and contingency planning.
EXCEPTIONAL (80)	Exceptional project planning with comprehensive risk assessment. Highly detailed and realistic timeline. Outstanding resource allocation and contingency planning.
VERY GOOD (78)	Very good project planning with detailed risk assessment. Clear and realistic timeline. Well-thought-out resource allocation.
VERY GOOD (75)	Very good project planning with detailed risk assessment. Clear and realistic timeline. Well-thought-out resource allocation.
VERY GOOD (72)	Very good project planning with detailed risk assessment. Clear and realistic timeline. Well-thought-out resource allocation.
GOOD (68)	**Good project planning with adequate risk assessment. Realistic timeline with some detail. Reasonable resource allocation.**
GOOD (65)	Good project planning with adequate risk assessment. Realistic timeline with some detail. Reasonable resource allocation.
GOOD (62)	Good project planning with adequate risk assessment. Realistic timeline with some detail. Reasonable resource allocation.
GOOD (60)	Good project planning with adequate risk assessment. Realistic timeline with some detail. Reasonable resource allocation.
SATISFACTORY (55)	Basic project planning with simple risk assessment. Timeline present but may lack detail. Basic resource allocation.
SATISFACTORY (50)	Basic project planning with simple risk assessment. Timeline present but may lack detail. Basic resource allocation.
FAIL (45)	Poor project planning with inadequate risk assessment. Unrealistic or vague timeline.
FAIL (40)	Poor project planning with inadequate risk assessment. Unrealistic or vague timeline.
POOR FAIL (35)	Very poor planning with no risk assessment. Timeline unrealistic or missing.
POOR FAIL (25)	Very poor planning with no risk assessment. Timeline unrealistic or missing.
POOR FAIL (15)	No project planning or completely unrealistic proposal
POOR FAIL (10)	No project planning or completely unrealistic proposal
POOR FAIL (5)	No project planning or completely unrealistic proposal

VALUE & INNO (10%) 68 / 100

Value and innovation

EXCEPTIONAL (100)	Highly innovative proposal with exceptional potential value. Outstanding originality in approach. Clear potential for significant impact.
EXCEPTIONAL (90)	Highly innovative proposal with exceptional potential value. Outstanding originality in approach. Clear potential for significant impact.
EXCEPTIONAL (85)	Highly innovative proposal with exceptional potential value. Outstanding originality in approach. Clear potential for significant impact.
EXCEPTIONAL (80)	Highly innovative proposal with exceptional potential value. Outstanding originality in approach. Clear potential for significant impact.
VERY GOOD (78)	Very innovative proposal with clear potential value. Strong originality in approach. Good potential for impact.
VERY GOOD (75)	Very innovative proposal with clear potential value. Strong originality in approach. Good potential for impact.
VERY GOOD (72)	Very innovative proposal with clear potential value. Strong originality in approach. Good potential for impact.
GOOD (68)	**Good level of innovation with identifiable value. Some originality in approach. Some potential for impact.**
GOOD (65)	Good level of innovation with identifiable value. Some originality in approach. Some potential for impact.
GOOD (62)	Good level of innovation with identifiable value. Some originality in approach. Some potential for impact.
GOOD (60)	Good level of innovation with identifiable value. Some originality in approach. Some potential for impact.
SATISFACTORY (55)	Adequate innovation with basic value proposition. Limited originality. Basic impact potential.
SATISFACTORY (50)	Adequate innovation with basic value proposition. Limited originality. Basic impact potential.
FAIL (45)	Limited innovation or value. Lacks originality. Unclear impact.
FAIL (40)	Limited innovation or value. Lacks originality. Unclear impact.
POOR FAIL (35)	Very limited innovation. No clear value or originality.
POOR FAIL (25)	Very limited innovation. No clear value or originality.
POOR FAIL (15)	No innovation or value demonstrated
POOR FAIL (10)	No innovation or value demonstrated
POOR FAIL (5)	No innovation or value demonstrated

COMM & STRUCT (10%)   72 / 100
Communications & Structure

EXCEPTIONAL (100)	Exceptional clarity and professional presentation. Outstanding structure and flow. Publishable quality writing.
EXCEPTIONAL (90)	Exceptional clarity and professional presentation. Outstanding structure and flow. Publishable quality writing.

EXCEPTIONAL (85)	Exceptional clarity and professional presentation. Outstanding structure and flow. Publishable quality writing.
EXCEPTIONAL (80)	Exceptional clarity and professional presentation. Outstanding structure and flow. Publishable quality writing.
VERY GOOD (78)	Very clear and professional presentation. Well-structured with excellent flow. High-quality writing.
VERY GOOD (75)	Very clear and professional presentation. Well-structured with excellent flow. High-quality writing.
VERY GOOD (72)	**Very clear and professional presentation. Well-structured with excellent flow. High-quality writing.**
GOOD (68)	Good clarity and presentation. Well-structured with good flow. Clear writing.
GOOD (65)	Good clarity and presentation. Well-structured with good flow. Clear writing.
GOOD (62)	Good clarity and presentation. Well-structured with good flow. Clear writing.
GOOD (60)	Good clarity and presentation. Well-structured with good flow. Clear writing.
SATISFACTORY (55)	Adequate clarity and presentation. Basic structure present. Satisfactory writing.
SATISFACTORY (50)	Adequate clarity and presentation. Basic structure present. Satisfactory writing.
FAIL (45)	Poor clarity and presentation. Weak structure. Writing needs improvement.
FAIL (40)	Poor clarity and presentation. Weak structure. Writing needs improvement.
POOR FAIL (35)	Very poor clarity. Poor structure. Significant writing issues.
POOR FAIL (25)	Very poor clarity. Poor structure. Significant writing issues.
POOR FAIL (15)	Incomprehensible or unstructured work
POOR FAIL (10)	Incomprehensible or unstructured work
POOR FAIL (5)	Incomprehensible or unstructured work

REFERENCING (10%)   72 / 100

EXCEPTIONAL (100)	Exceptional use of 20+ high-quality references. Perfect Harvard formatting. Outstanding integration of sources.
EXCEPTIONAL (90)	Exceptional use of 20+ high-quality references. Perfect Harvard formatting. Outstanding integration of sources.
EXCEPTIONAL (85)	Exceptional use of 20+ high-quality references. Perfect Harvard formatting. Outstanding integration of sources.
EXCEPTIONAL (80)	Exceptional use of 20+ high-quality references. Perfect Harvard formatting. Outstanding integration of sources.
VERY GOOD (78)	Very good use of 15-20 quality references. Correct Harvard formatting. Strong integration of sources.

VERY GOOD (75)	Very good use of 15-20 quality references. Correct Harvard formatting. Strong integration of sources.
VERY GOOD (72)	**Very good use of 15-20 quality references. Correct Harvard formatting. Strong integration of sources.**
GOOD (68)	Good use of 12-15 relevant references. Mostly correct Harvard formatting. Good integration of sources.
GOOD (65)	Good use of 12-15 relevant references. Mostly correct Harvard formatting. Good integration of sources.
GOOD (62)	Good use of 12-15 relevant references. Mostly correct Harvard formatting. Good integration of sources.
GOOD (60)	Good use of 12-15 relevant references. Mostly correct Harvard formatting. Good integration of sources.
SATISFACTORY (55)	Adequate use of 10-12 references. Some Harvard formatting errors. Basic integration of sources.
SATISFACTORY (50)	Adequate use of 10-12 references. Some Harvard formatting errors. Basic integration of sources.
FAIL (45)	Poor use of less than 10 references. Multiple formatting errors.
FAIL (40)	Poor use of less than 10 references. Multiple formatting errors.
POOR FAIL (35)	Very poor use of less than 5 references. Major formatting errors.
POOR FAIL (25)	Very poor use of less than 5 references. Major formatting errors.
POOR FAIL (15)	No references or completely incorrect formatting
POOR FAIL (10)	No references or completely incorrect formatting
POOR FAIL (5)	No references or completely incorrect formatting