

Peer-graded Assignment: Pizza Study Design Assignment

Submit by Sep 5, 11:59 PM PDT

 It looks like this is your first peer-graded assignment. [Learn more](#)

Submit your assignment soon

Even though your assignment is due on Sep 5, 11:59 PM PDT, try to submit it 1 or 2 days early if you can. Submitting early gives you a better chance of getting the peer reviews you need in time.

- Instructions
- My submission

Discussions

You have been hired as a consultant by a small pizza company (you may create a name for this small pizza company). They want your help to collect and summarize appropriate data to be used in a marketing advertisement that makes a comparison between their small pizza company and their main competitor (you may create a name for this competitor too).

You are asked to prepare **a memorandum** to the small pizza company’s CEO describing how they could conduct such a study to support claims focusing on one or two of the company’s strengths (such as amount of toppings, speed of service, customer satisfaction, etc. ~ be creative).

Review criteria

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You will be graded by three of your peers, who will be providing qualitative feedback, as well as an overall assessment of the design.

Coursera automatically assigns peer reviewers to your Pizza Study Design assignment - you do not need to post a request for peer reviews in the discussion forums.

Your assignment needs a total of three peer reviews. Accumulating the three required reviews typically takes 7 to 10 days.

Please do NOT post a request for a peer review on the Forums. Coursera automatically assigns reviewers for you and posting a request doesn't make the process faster.

Step-By-Step Assignment Instructions

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Be sure to include the research question(s) or claims you would propose to address and the different variables that should be recorded as part of the study (both what you would measure and how you would measure it). Additionally, describe how you would summarize the data (which graphical and numerical summaries you would report or possibly use in the ad) to help address the claim(s).

Some Items to keep in mind:

- When your memorandum is read by your peers, they will play the role of your client, the company’s CEO, with basic statistical literacy who is trying to understand your study design proposal.
- Since you are explaining this to your client, you should take care to carefully edit and proofread your memorandum.
- Your memorandum should be between 350-500 words (excluding header, footer, citations). In case you aren't sure what memorandum (or, "memo") format should look like:
<https://owl.english.purdue.edu/owl/resource/590/03/>
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Examples of Good Feedback

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PEER REVIEW Guidance:

1. Use respectful language whether you are praising your peer or suggesting improvements.
2. Read over your peer’s memo to quickly get an overview of the piece.
3. Next, read the memo *more slowly* keeping the rubric in mind.
4. As you re-read, take note of the pieces of texts that let you directly address the rubric prompts.
5. Focus on larger issues (higher order concerns) of content and argument rather than lower order concerns like grammar and spelling.
6. Be very specific in your feedback, referring to your peer’s actual language, mentioning terms and concepts that are either present or missing, and following the directions in the rubric.
7. Peer Review is important and helpful (to both the reviewer and receiver of the review), so be sure your online responses are detailed enough (minimum word count for each of the 4 criteria is 30 words).
8. Peer Review can only be helpful if completed on time so that the feedback can be given back to your peers through this peer review tool. Complete your thoughtful online feedback of all your assigned submissions ON TIME so you can provide that feedback and thus earn your points for this helpful exercise.