Instructions for individual assignment 1

**Common mistakes made by students**

**Q1.**

**a. Please clearly state the objective and do the evaluation (see my example). Each objective evaluation is 6 points.**

**Common issues: 1. Fail to specify which research objective you are evaluation.**

**Wrong answer example:**

“Yes, the survey's current design can gather the information required to accomplish all of the stated study objectives. It is clear that the researchers …. They aimed to…. The questionnaire's structure… The present …”

**Problem: The student wrote a long answer but failed to clearly state which research objective he/she is evaluating.**

**2. Fail to evaluate whether the survey captures this research objective.**

**Wrong answer example:**

A student tried to evaluate the following research objective

a. To assess the degree to which customers are satisfied with their Mexican restaurant experiences.

His/her answer is “The objective allows the members of the organization to get the information that they need from the customers about their experience with the Mexican restaurant in the questionnaire. But it could have made more sense to have direct questions about the experience in the restaurants, which would have made them know what to change.”

**Problem: The student is evaluating the research objective itself but did not evaluate whether the survey captures the data for this objective.**

**Wrong answer example:**

a. To develop a psychographic /demographic profile of the customer.

The student’s answer is “No matter what the psychographic trend the customer follows the restaurant is going to do good if their service and food is good.”

**Problem: The student did not evaluate whether the survey captures the data for this objective at all.**

Grading rubric

Q1.

Part a.

Evaluate the whole questionnaire instead of individual research objective (-18 points)

Evaluate the research objectives instead of the survey items (-6 points each)

When you do the evaluation, you should clearly state which part of the questionnaire items are designed to meet your evaluated research objective (-6 points each objective)

b. Fail to evaluate the four individual screening questions (-12 points)

Fail to point out that income screening question is inappropriate (-4 points).

c. Does not clearly state the rating scale (with anchor points) (-3 points).

Q2.

a. If the answer is simply “the item invokes bias” but fail to identify what type of bias. (-5 points).Note: The word “bias” is excessively general.

b. Fail to identify the key issue. (-5 points).