IAT 432 – Controlled Experiment

Name _____

Grade _____

Introduction	Poor	Satisfactory	Good	Excellent

Is it concise and to the point?
Does it summarize the situation you are studying and why?

Methodology	Poor	Satisfactory	Good	Excellent

Introduction & Hypotheses – does it provide proper hypotheses, null hypotheses, IV, DV?
Participants – does it describe who the participants are anonymously?
Materials – does it describe the setup of computers used and any other equipment? Software?
Methods – does it describe what steps were employed and why? Questionnaires? Tasks?
Problems – does it describe any problems or limitations?

Results	Poor	Satisfactory	Good	Excellent

Does it describe the results in an objective manner?
Does it report descriptive statistics such as mean and standard deviation in text and graphs?
Does it report what inferential statistics were conducted and what the results were?
Does it state if the null hypotheses could be rejected?

Discussion / Conclusions	Poor	Satisfactory	Good	Excellent

Does it concisely describe what the results mean?
Does it describe what designers should do based on the results?
(e.g., navigational issues, site layout, graphics, etc)
Are the interpretations reasonable given the data? Do they match the data?

Appendix 1: Raw Data	Poor	Satisfactory	Good	Excellent

Does it include all original data sheets and notes?
Are the data sheets filled-in adequately?
Does it provide the actual data used in the statistical tests?
Does it show the results from the statistical tests?

Writing Quality	Poor	Satisfactory	Good	Excellent

Is the document written at a high quality as expected at the 4th year university level?
Are there spelling or grammar mistakes?
Is the writing interesting and engaging?

Note: You will receive a recommendation of Poor, Satisfactory, Good, or Excellent on the above aspects. This is meant to provide an overall impression of each section of your document but does not map directly to a final grade. E.g., just because you get all "Good" ratings does not mean you automatically get a 'B'. The evaluator will base your final grade on the overall quality of your submission, taking into account all of the above listed sections where some may be emphasized more than others.