

MC 4020
Final Research Paper

For your final paper your group will carry out and analyze the results from one of your quantitative assignments (content analysis, survey, experiment). Your final research paper should be limited to 15-25 pages double-spaced not including references and appendixes. It should be formatted according to APA guidelines.

Your final research paper should contain the following:

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
Introduction (2-3 pages)	15	12	10.5	9	7.5-0.0
<ul style="list-style-type: none"> ○ State the topic and why it is of interest ○ Establish the importance of your topic (use #s) ○ A few details about the theoretical framework used ○ Overarching questions guiding your research ○ Concepts you are going to examine in this study ○ What you expect to happen ○ Provide how your study adds to existing research 					
Theoretical framework/literature review (5-10 pages)	35	28	24.5	21	17.5-0.0
<ul style="list-style-type: none"> ○ Theoretical background ○ Broad concept ○ Specific concepts ○ Organize by themes/concepts ○ Use subheading to group concepts!!!! ○ Make sure to define each of the concepts you are examining in your study (use previous research to do this) ○ Provide background for your study and what you think you will find (your argument) ○ Provide how your study adds to the body of knowledge about your topic (importance of your research) ○ State questions/hypotheses you are posing 					

Method (3-4 pages)	50	40	35	30	25-0.0
<ul style="list-style-type: none"> ○ Design <ul style="list-style-type: none"> ▪ What study design was used ▪ How will your chosen method answer your research question(s) ▪ Strengths of this method ▪ How and what you controlled ▪ Examples of prior research similarly using this method ○ Participants <ul style="list-style-type: none"> ▪ Who was in your sample (selection of cases, characteristics, response rate, attrition, outliers) ▪ How many people participated in your study (final analysis only) ○ Setting & Apparatus <ul style="list-style-type: none"> ▪ When your collection took place ▪ Where your data were collected ▪ Software used to collect data (brand, model, year) ○ Independent Variables (treatments) <ul style="list-style-type: none"> ▪ Manipulations and manipulation checks ▪ Control to prevent confounds ○ Dependent Variables (measures) <ul style="list-style-type: none"> ▪ Name, author, date of creation/publication for each measure used ▪ Definition of variable ▪ Why it is relevant to answering your RQ/Hyps. (validity) ▪ How it has been used in the past ▪ Note if changes were made to existing measure ▪ Note if it is a measure you created specifically for this study ▪ Response alternatives for measure ▪ Representative items (include in appendix) ▪ Variable calculation technique ▪ Reliability of variables ▪ Name of “new” variable(s) ○ Procedure <ul style="list-style-type: none"> ▪ Actual steps used to collect data from subjects ▪ Walk reader through as though they were a participant ▪ Recruiting ▪ Assignment ▪ Informed consent procedures ▪ Instructions given to each group ▪ Order of task(s) 					

<ul style="list-style-type: none"> ▪ Time spent on research task(s) ▪ Participant debriefing process 					
Results (2-4 pages)	50	40	35	30	25-0.0
<ul style="list-style-type: none"> ○ Begin with statistical methods used to analyze your data ○ Each paragraph provides numeric evidence that supports/refutes (NOTE: we do not prove/disprove) a different hypothesis ○ Put data into tables and figures when possible (put tables and figures in Appendix) 					
Discussion (2-4 pages)	50	40	35	30	25-0.0
<ul style="list-style-type: none"> ○ Summary and discussion of findings <ul style="list-style-type: none"> ▪ Address your overall research questions/statement of purpose ▪ How your data converges or diverges with previous research ▪ Analysis of “what happened” (i.e., this may be because....) ▪ Only discuss statistics if your findings contradicted theory or conflicted with past studies ○ General implications of findings <ul style="list-style-type: none"> ▪ Discuss importance of your findings ▪ Strengths of your method and results ▪ Theoretical implications ○ General limitations of study <ul style="list-style-type: none"> ▪ Design ▪ Data collection ▪ Potential biases ▪ Generalizability ○ Future Directions <ul style="list-style-type: none"> ▪ Specific research needed to clarify or extend findings ▪ Address ways to improve your study 					
Manship Essentials and AP Style	25	20	17.5	15	12.5-0.0
<ul style="list-style-type: none"> • Style and content are appropriate for the target public(s). • Sentence structure. • Spelling and punctuation. • Accuracy. • Writing is interesting and informative. • Completeness: Reader is not left with any unanswered questions. • Style and format are appropriate for the medium you are using. • Content meets objectives. • Structure is appropriate: introduction, organization, transitions. 					

<ul style="list-style-type: none"> • Grammar and syntax. 					
Format:	25	20	17.5	15	12.5-0.0
<ul style="list-style-type: none"> • 12 pt. Times New Roman Font. • 1" page margins all around. • No more than 25 pages double-spaced. • Include cover page and reference page (will not count toward page length). • References (will not count toward page length). <ul style="list-style-type: none"> a. Follow APA style consistently • Appendix/Tables (will not count toward page length). <ul style="list-style-type: none"> a. Include stimuli/questionnaire/coding book used b. Include consent form used c. Include SPSS outputs of frequencies and descriptives of your findings d. Include any measures created for your study, with reliability and factor analysis SPSS outputs e. Include the SPSS outputs from your statistical analyses conducted f. No more than five (5) tables/figures in paper <ul style="list-style-type: none"> i. Tables/figures should be able to stand alone without text 					
Total (out of 250)					