

## Grading Rubric Research Instruments

Your agency should put together primary research instruments for the beginning and end of your campaign. In addition, you need to create an instrument evaluation the success of your event. At the beginning of the campaign you need to ask questions that you were unable to obtain from the client regarding organization, situation and publics. At the end of the campaign you need to evaluate each of your objectives to see if your campaign was successful. After your event you need to evaluate the event's success. Each of these require the use of human subjects and thus, must be submitted to the LSU IRB for approval BEFORE you can begin any research.

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.
1. Consent Forms (3 – 1 for beginning research, 1 for event research, 1 for evaluation/end research) (see consent form checklist at: <a href="http://sites01.lsu.edu/wp/ored/institutional-review-board/consent-form-samples-and-helpful-links/">http://sites01.lsu.edu/wp/ored/institutional-review-board/consent-form-samples-and-helpful-links/</a> ) <ul style="list-style-type: none"> <li>• Study title</li> <li>• Performance sites</li> <li>• Contacts</li> <li>• Purpose of study</li> <li>• Subjects</li> <li>• Number of subjects (min. of 100)</li> <li>• Study procedures</li> <li>• Benefits</li> <li>• Risks/discomfort</li> <li>• Right to refuse</li> <li>• Privacy</li> <li>• Financial information</li> <li>• Signature Info</li> </ul>	10.0	9.2	8.8	7.8	7.2-0
2. Beginning of Study Research Instrument <ul style="list-style-type: none"> <li>• Brief research description</li> <li>• (survey, interview guide, focus group guide, etc. with study introduction, transitions, directions, study conclusion)</li> </ul>	10.0	9.2	8.8	7.8	7.2-0
3. End of Study Research Instrument <ul style="list-style-type: none"> <li>• Brief research description</li> <li>• (survey, interview guide, focus group guide, etc. with study introduction, transitions, directions, study conclusion)</li> </ul>	10.0	9.2	8.8	7.8	7.2-0
4. Event Research Instrument <ul style="list-style-type: none"> <li>• Brief research description</li> <li>• (survey, comment cards, etc.</li> </ul>	10.0	9.2	8.8	7.8	7.2-0

with study introduction,  
transitions, directions, study  
conclusion)

5. Manship Essentials and AP Style	10.0	9.2	8.8	7.8	7.2-0
<ul style="list-style-type: none"><li>• Style and content are appropriate for the target public(s).</li><li>• Sentence structure.</li><li>• Spelling and punctuation.</li><li>• Accuracy.</li><li>• Writing is interesting and informative.</li><li>• Completeness: Reader is not left with any unanswered questions.</li><li>• Style and format are appropriate for the medium you are using.</li><li>• Content meets objectives.</li><li>• Structure is appropriate: introduction, organization, transitions.</li><li>• Grammar and syntax.</li></ul>					

Total (out of 50 points possible)