

Team 5 Rubric - Methodology: Survey

	Exemplary 4	Proficient 3	Marginal 2	Unacceptable 1
<p>Research Goals and Appropriateness of Survey</p> <p><u>Appropriate when:</u> Measuring or comparing user attitudes, intent, characteristics, feedback, success on a task, and/or awareness of a certain issue</p> <p><u>Not appropriate when:</u> Measuring precise behaviours, underlying motivations, or evaluations of how usable a system is</p>	<ul style="list-style-type: none"> - The research objectives are clear and the corresponding constructs are identified - The purpose of the questionnaire overall as well as each question is clear - Using a survey is appropriate for addressing the research objectives - If appropriate, other methods are used to complement the survey 	<ul style="list-style-type: none"> - The research objectives are mostly clear - The purpose of the questionnaire overall is clear, but not the purpose of each question - Using a survey is appropriate for addressing the research objectives 	<ul style="list-style-type: none"> - The research objectives are somewhat clear - The purpose of the questionnaire overall is somewhat clear - Using a survey is somewhat appropriate for addressing the research objectives 	<ul style="list-style-type: none"> - The research objectives are not clear - The purpose of the questionnaire is not clear - Using a survey is not appropriate for addressing the research question
Population	<p>5 of 5:</p> <ul style="list-style-type: none"> - The target population (who the results should generalize to) is identified and is appropriate - The <i>sampling frame</i> (the pool of people to sample from) represents the target population 	<p>3-4 of 5:</p> <ul style="list-style-type: none"> - The target population (who the results should generalize to) is identified and is appropriate - The <i>sampling frame</i> (the pool of people to sample from) represents the target population 	<p>1-2 of 5:</p> <ul style="list-style-type: none"> - The target population (who the results should generalize to) is identified and is appropriate - The <i>sampling frame</i> (the pool of people to sample from) represents the target population 	<ul style="list-style-type: none"> - The target population is not identified - The sampling frame introduces <i>coverage error</i> and misrepresents the target population

	<ul style="list-style-type: none"> - When selecting invitees form the sampling frame, <i>selection bias</i> is minimized - The appropriate sample size, precision, and confidence level is considered - Survey invitation method is carefully chosen based on type of questionnaire, research goals, respondent anonymity, etc. 	<ul style="list-style-type: none"> - When selecting invitees form the sampling frame, <i>selection bias</i> is minimized - The appropriate sample size, precision, and confidence level is considered - Survey invitation method is carefully chosen based on type of questionnaire, research goals, respondent anonymity, etc. 	<ul style="list-style-type: none"> - When selecting invitees form the sampling frame, <i>selection bias</i> is minimized - The appropriate sample size, precision, and confidence level is considered - Survey invitation method is carefully chosen based on type of questionnaire, research goals, respondent anonymity, etc. 	<ul style="list-style-type: none"> - The selection of invitees from the sampling frame introduces <i>selection bias</i> - The appropriate sample size, precision, or confidence level is not considered - The survey invitation method is not appropriate for the study
Questionnaire Design and Bias	<ul style="list-style-type: none"> - Mindfully worded questions - Thoughtful ordering of questions - Each question represents <i>exactly one</i> element of the study - Visual design of the survey makes the survey easier to complete - Survey is an appropriate length - Survey was piloted and reviewed 	<ul style="list-style-type: none"> - Questions are comprehensible - Questions are in no particular order - Some questions may cause ambiguous data - Visual design of the survey is neutral - Survey is needlessly long or verbose <i>in some areas</i> - Survey was piloted but left unchanged. 	<ul style="list-style-type: none"> - Questions are not easily understood - Questions are adversarially ordered - All questions cause ambiguous data - Visual design of the survey is distracting - Survey is very long and inconcise - Survey was not piloted. 	Survey is not shared in the literature.

<p>Implementation</p>	<ul style="list-style-type: none"> - Auxiliary behavioral data merged with survey responses - Survey paradata extensively logged for analysis - Multiple measures taken to maximize response rate 	<ul style="list-style-type: none"> - Auxiliary behavioral data could be merged with survey responses - Survey paradata adequately logged for analysis - At least one measure taken to maximize response rate 	<ul style="list-style-type: none"> - Auxiliary behavioral data not used in the survey - Survey paradata not logged for analysis - No measures taken to maximize response rate 	<ul style="list-style-type: none"> - Auxiliary behavioral data not related to the survey - Survey paradata logged for analysis - No measures taken to maximize response rate
<p>Data Analysis and Reporting</p>	<p>3 of 3: Consideration is given to how to clean the data both at the respondent level and the question level</p> <p>Description of all descriptive and inferential statistics used</p> <p>Thorough report of all data gathering, cleaning, and analysis.</p>	<p>2 of 3: Consideration is given to how to clean the data both at the respondent level and the question level</p> <p>Description of all descriptive and inferential statistics used</p> <p>Thorough report of all data gathering, cleaning, and analysis.</p>	<p>1 of 3: Consideration is given to how to clean the data both at the respondent level and the question level</p> <p>Description of all descriptive and inferential statistics used</p> <p>Thorough report of all data gathering, cleaning, and analysis.</p>	<p>0 of 3: Consideration is given to how to clean the data both at the respondent level and the question level</p> <p>Description of all descriptive and inferential statistics used</p> <p>Thorough report of all data gathering, cleaning, and analysis.</p>