

Chapter 29 Conducting Market Research

Discovery Project Evaluation Rubric

Directions Use the Self-Evaluation Guidelines below to assess the content of your Discovery Project. Rate your performance and give yourself a score for each criterion. Then give your answers and this completed Evaluation Rubric to your teacher to evaluate.

Self-Evaluation Guidelines

| Exemplary (20–16 points) | Satisfactory (15–10 points) | Poor (9–0 points) |
|--|--|---|
| <ul style="list-style-type: none"> • Includes all of the required content elements • Very well organized • All details provided • Logical conclusions supported by research • Presentation of findings extremely effective and/or appropriate | <ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Conclusions somewhat logical and somewhat supported by research • Presentation of findings somewhat effective and/or appropriate | <ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Conclusions illogical and not supported by research • Presentation of findings ineffective and/or inappropriate |

| Criteria | Exemplary (20–16 points) | Satisfactory (15–10 points) | Poor (9–0 points) | Student Score | Teacher Score |
|---|-----------------------------|--------------------------------|----------------------|---------------|---------------|
| Content | | | | | |
| Identification of homeowners | | | | | |
| Formulation of interest and demographic questions | | | | | |
| Selection of survey instrument | | | | | |
| Development of final ten survey questions supported by research | | | | | |
| Effective synthesis and presentation of findings | | | | | |
| Total | | | | | |