

## Statistics Service Project Rubric – Final Report

<b>Written Report</b> (3-7 typed pages at 1.5 spacing + tables/graphs/images/etc.)	75	
Demonstrates how and why the particular topic was chosen (2 paragraphs) <ul style="list-style-type: none"> <li>- Who? – Introduces the organization with a brief description of the organization’s mission/purpose (1 paragraph)</li> <li>- What? – Identifies primary question(s) of interest (2-3 sentences)</li> <li>- Why? – Explains the value of the project and why the question(s) of interest is(are) worth answering (1 paragraph)</li> </ul>	15	
Shows how the research was conducted (3-4 paragraphs) <ul style="list-style-type: none"> <li>- Recaps essential information from the methods set forth in the proposal with modifications and additions as necessary, including the specific dates and times during which data were collected</li> <li>- Demonstrates that attention was paid to sound experimental design with the proper use of sampling procedures described in detail</li> <li>- Problems that arose in data collection are openly discussed along with the response to those problems</li> <li>- Design of the study clearly ties to main objectives (BIG IDEA: convince me that I should trust the data that you show me in the next section)</li> </ul>	15	
Includes the collected data and its analysis (1-2 paragraphs + images) <ul style="list-style-type: none"> <li>- Data is labeled and displayed clearly in summary table(s)</li> <li>- A minimum of three distinct graphical displays is included and properly labeled (remember that I graph should be able to stand alone by itself with no outside context necessary to understand it)</li> <li>- Includes a brief written summary of interesting features of graphical displays (think CUSS) (1-2 paragraphs)</li> </ul>	15	
Delineates what conclusions were obtained (2-3 paragraphs + inference results) <ul style="list-style-type: none"> <li>- Includes an introduction that identifies the parameter of interest, the question(s) of interest, and introduces the testing procedures that follow and why they were selected (1 paragraph)</li> <li>- Includes the minimum required inference procedures</li> <li>- Clearly follows the 4 steps of performing a confidence interval and interprets results correctly IN CONTEXT.</li> <li>- Clearly follows the 5 steps of performing a hypothesis test and interprets results correctly IN CONTEXT.</li> <li>- Concludes by summarizing results in a non-statistical manner and their implications for the organization (i.e., don’t use phrases like p-value, or alpha, but explain what all of it means so that someone who has not taken statistics can understand the results) (1-2 paragraphs)</li> </ul>	15	
Discusses the strengths and weaknesses of the selected statistical methods (1 paragraph) <ul style="list-style-type: none"> <li>- Reflect on your results and discuss why they are trustworthy or be honest about why they are not</li> <li>- Discuss how the study could be been improved if done again</li> <li>- Analysis is critical and specific – avoids stating phrases such as “everything went ok,” etc.</li> </ul>	15	

