

Criteria	Omitted (0)	Fail (< 50)	Pass (50 – 64)	Credit (65 – 74)	Distinction (75 – 84)	High Distinction (85 – 100)	
Purpose of the Research	The background and purpose of the research not provided.	The purpose of the research is not clearly articulated. It is unclear how the information was obtained and how the information is relevant to the research questions.	Demonstrates an adequate ability to articulate the purpose of the research. Detail may be missing about obtaining of information and/or relevance to research questions.	Demonstrates a sound ability to summarise the purpose of the research. Further clarity may be required regarding obtaining of information and/or relevance.	Demonstrates clear competence in identifying and articulating the purpose of the research. Obtaining of information is clear. May require more detail regarding relevance.	Demonstrates excellence in identifying and accurately summarising the purpose of the research. Obtaining of information is clear and relevance is skilfully articulated.	/ 3
Coding and Categorisation – Celebrity 1	No coding or categorisation provided, or coding and categorisation is inadequate.	Coding and categorisation provided but not supported by findings from the word association task, and/or is inconsistent.	Demonstrates an adequate ability to code and categorise the word association task. Limited coding and categories provided, and or categories may be too broad to enable comparison and contrast. May be inconsistencies related to miscategorisation of codes.	Demonstrates a sound ability to code and categorise the word association task. May be minor inconsistencies related to miscategorisation of codes, or minor specificity improvements required to categories.	Demonstrates clear competence in coding and categorising the word association task. A range of categories identified, with consistent coding within each category, however categorisation may not be exhaustive.	Demonstrates excellence in coding and categorising the word association task. All categories are identified and exhaustive, with consistent coding within each category.	/ 3
Coding and Categorisation – Celebrity 2	No coding or categorisation provided, or coding and categorisation is inadequate.	Coding and categorisation provided but not supported by findings from the word association task, and/or is inconsistent.	Demonstrates an adequate ability to code and categorise the word association task. Limited coding and categories provided, and or categories may be too broad to enable comparison and contrast. May be inconsistencies related to miscategorisation of codes.	Demonstrates a sound ability to code and categorise the word association task. May be minor inconsistencies related to miscategorisation of codes, or minor specificity improvements required to categories.	Demonstrates clear competence in coding and categorising the word association task. A range of categories identified, with consistent coding within each category, however categorisation may not be exhaustive.	Demonstrates excellence in coding and categorising the word association task. All categories are identified and exhaustive, with consistent coding within each category.	/ 3

Compare and Contrast	Compare and contrast not provided, or is inadequate.	Compare and contrast provided but interpretation not supported by findings from the word association task.	Demonstrates an adequate ability to compare and contrast. Limited interpretation provided and/or interpretation focused on limited categories. No or limited quotes and/or limited analysis/link to word association task. Interpretation is narrow.	Demonstrates a sound ability to compare and contrast. An adequate interpretation provided, some categories may be missing interpretation. May require deeper analysis/link to word association task. Limited use of quotes.	Demonstrates clear competence comparing and contrasting findings. A solid interpretation provided and quotes used to support the interpretation. May be lacking integration of categories.	Demonstrates excellence in comparing and contrasting findings. Findings skilfully interpreted and supported by a range of useful quotes from the word association task. The interpretation is holistic and extends beyond individual categories.	/ 10
Data Display	No data display provided or data display is illogical.	Data display provided, but connections may be confusing, or do not adequately depict the coding and categorisation or the interpretations of the word association analysis.	Demonstrates an adequate ability to provide a data display for the word association analysis. Data display does not depict the comparison and contrast between celebrities.	Demonstrates a sound ability to provide a data display for the word association analysis. Attempt to compare and contrast celebrities, however, may be hard to follow and/or does not use quotes to support connections.	Demonstrates clear competence in providing a data display for the word association analysis. Comparison and contrast of celebrities is clear; however, limited quotes support connections.	Demonstrates excellence in providing a data display for the word association analysis. Skilful comparison and contrast of the celebrities supported by a range of appropriate quotes from the word association task.	/ 4
Verification	No verification provided or the verification provided is inadequate.	Verification sources provided, but sources do not support the compare and contrast interpretation, or not integrated to support the interpretation from the word association analysis.	Demonstrates an adequate ability to provide verification for the compare and contrast interpretation. Limited information presented and/or some information is irrelevant.	Demonstrates a sound ability to provide verification for the compare and contrast interpretation. A range of information presented to support interpretation.	Demonstrates clear competence in providing verification for the compare and contrast interpretation. A range of information presented to support interpretation; however, limited variety of secondary sources are used.	Demonstrates excellence in providing verification for the compare and contrast interpretation. A range of information presented to support interpretation, as well as skilfully informed by a range of appropriate secondary sources.	/ 4

Data Preparation	Data preparation not provided or inadequate.	Demonstrates little or no knowledge of data preparation. No attempt to explain data preparation procedures or procedures are not clearly stated. Recoding and/or summation not performed.	Demonstrates adequate knowledge of data preparation. Data preparation not clearly explained and/or recoding discussion or summation not provided, not performed correctly and/or not clearly explained.	Demonstrates sound knowledge of data preparation. All data preparation procedures attempted soundly. Improvements may be required to recoding discussion and/or reporting summation.	Demonstrates competent knowledge of data preparation. All data preparation procedures are correct. May be missing small details in reporting of recoding procedures and/or summation.	Demonstrates excellent knowledge of data preparation and the reasons for doing so. Demonstrates excellence in explaining recoding procedures and summation of scales. Flawless reporting.	/ 4
Objective 4 Statistics	No analysis provided or analysis is inappropriate.	Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.	Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.	Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.	Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.	Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.	/ 4

<p>Objective 4 Managerial</p>	<p>No managerial interpretation provided, or interpretations are inappropriate.</p>	<p>Demonstrates little or no ability to interpret statistical results for management. A managerial explanation provided, but does not adequately translate the statistical findings.</p>	<p>Demonstrates an adequate ability to interpret statistical results for management. Explanation of results provided, but further completeness and clarification needed to articulate the results clearly and succinctly. Still may contain obvious statistical jargon.</p>	<p>Demonstrates a sound ability to interpret statistical results for management. Explanation of results provided. Further clarification needed to interpret statistical results clearly and succinctly. Small traces of statistical jargon may be evident.</p>	<p>Demonstrates clear competence in interpreting results for management. A clear explanation of the statistical results provided and clearly explained for managers, absent of all statistical jargon.</p>	<p>Demonstrates excellence in explaining results for management. A clear and engaging explanation of the results provided for the manager, absent of all statistical jargon.</p>	<p>/ 3</p>
<p>Objective 5 Statistics</p>	<p>No analysis provided or analysis is inappropriate.</p>	<p>Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.</p>	<p>Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.</p>	<p>Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.</p>	<p>Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.</p>	<p>Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.</p>	<p>/ 4</p>

<p>Objective 5 Managerial</p>	<p>No managerial interpretation provided, or interpretations are inappropriate.</p>	<p>Demonstrates little or no ability to interpret statistical results for management. A managerial explanation provided, but does not adequately translate the statistical findings.</p>	<p>Demonstrates an adequate ability to interpret statistical results for management. Explanation of results provided, but further completeness and clarification needed to articulate the results clearly and succinctly. Still may contain obvious statistical jargon.</p>	<p>Demonstrates a sound ability to interpret statistical results for management. Explanation of results provided. Further clarification needed to interpret statistical results clearly and succinctly. Small traces of statistical jargon may be evident.</p>	<p>Demonstrates clear competence in interpreting results for management. A clear explanation of the statistical results provided and clearly explained for managers, absent of all statistical jargon.</p>	<p>Demonstrates excellence in explaining results for management. A clear and engaging explanation of the results provided for the manager, absent of all statistical jargon.</p>	<p>/ 3</p>
<p>Objective 6 Statistics</p>	<p>No analysis provided or analysis is inappropriate.</p>	<p>Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.</p>	<p>Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.</p>	<p>Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.</p>	<p>Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.</p>	<p>Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.</p>	<p>/ 4</p>

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<p>Objective 7 Statistics</p>	<p>No analysis provided or analysis is inappropriate.</p>	<p>Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.</p>	<p>Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.</p>	<p>Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.</p>	<p>Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.</p>	<p>Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.</p>	<p>/ 4</p>

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<p>Objective 8 Statistics</p>	<p>No analysis provided or analysis is inappropriate.</p>	<p>Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.</p>	<p>Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.</p>	<p>Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.</p>	<p>Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.</p>	<p>Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.</p>	<p>/ 4</p>

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<p>Objective 9 Statistics</p>	<p>No analysis provided or analysis is inappropriate.</p>	<p>Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.</p>	<p>Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.</p>	<p>Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.</p>	<p>Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.</p>	<p>Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.</p>	<p>/ 4</p>

<p>Objective 9 Managerial</p>	<p>No managerial interpretation provided, or interpretations are inappropriate.</p>	<p>Demonstrates little or no ability to interpret statistical results for management. A managerial explanation provided, but does not adequately translate the statistical findings.</p>	<p>Demonstrates an adequate ability to interpret statistical results for management. Explanation of results provided, but further completeness and clarification needed to articulate the results clearly and succinctly. Still may contain obvious statistical jargon.</p>	<p>Demonstrates a sound ability to interpret statistical results for management. Explanation of results provided. Further clarification needed to interpret statistical results clearly and succinctly. Small traces of statistical jargon may be evident.</p>	<p>Demonstrates clear competence in interpreting results for management. A clear explanation of the statistical results provided and clearly explained for managers, absent of all statistical jargon.</p>	<p>Demonstrates excellence in explaining results for management. A clear and engaging explanation of the results provided for the manager, absent of all statistical jargon.</p>	<p>/ 3</p>
<p>Objective 10 Statistics</p>	<p>No analysis provided or analysis is inappropriate.</p>	<p>Demonstrates little or no knowledge of statistical method. No attempt to justify chosen test. Demonstrates little or no ability to develop hypotheses. Hypotheses are not clearly stated. No statistical interpretation provided, or statistical interpretation is inadequate. No results presented or results are inappropriate.</p>	<p>Demonstrates adequate knowledge of statistical method. Chosen statistical method is appropriate, but clearer justification is required. Demonstrates an adequate ability to develop hypotheses. Either the null or alternate hypotheses is not stated and/or is inappropriate. Improvement in the wording of hypotheses needed. Explanation of results provided, further clarification needed statistical interpretation. Analysis may be incomplete.</p>	<p>Demonstrates sound knowledge of statistical method. Appropriate test chosen, but improvement may be required for justification. Demonstrates a sound ability to develop hypotheses. The hypotheses are clearly articulated, but may need wording improvement. Explanation of results provided. Further clarification needed in the statistical interpretation. Analysis is appropriate and complete.</p>	<p>Demonstrates competent knowledge of statistical method. Appropriate test is chosen and is well justified. Demonstrates clear competence in developing appropriate hypotheses. Both the null and alternate hypotheses are stated. Hypotheses are clearly articulated. A clear explanation of the statistical results provided. Evidence of appropriate and complete analysis.</p>	<p>Demonstrates excellent knowledge of statistical method. Clearly competent in test selection and justification. Demonstrates excellence in developing hypotheses. Both the null and alternate hypotheses are stated. All hypotheses are appropriate and clearly articulated. All statistics correctly interpreted. Demonstrates excellent knowledge of statistical analysis utilising the most appropriate statistical methods flawlessly. All relevant statistics reported.</p>	<p>/ 4</p>

Objective 10 Managerial	No managerial interpretation provided, or interpretations are inappropriate.	Demonstrates little or no ability to interpret statistical results for management. A managerial explanation provided, but does not adequately translate the statistical findings.	Demonstrates an adequate ability to interpret statistical results for management. Explanation of results provided, but further completeness and clarification needed to articulate the results clearly and succinctly. Still may contain obvious statistical jargon.	Demonstrates a sound ability to interpret statistical results for management. Explanation of results provided. Further clarification needed to interpret statistical results clearly and succinctly. Small traces of statistical jargon may be evident.	Demonstrates clear competence in interpreting results for management. A clear explanation of the statistical results provided and clearly explained for managers, absent of all statistical jargon.	Demonstrates excellence in explaining results for management. A clear and engaging explanation of the results provided for the manager, absent of all statistical jargon.	/ 3
Interpretation and Recommendations	No discussion provided, or discussion inadequate, and/or Recommendations not provided.	Demonstrates little or no ability to identify and accurately summarise the main findings of the report. Either draws no conclusion or draws an inappropriate conclusion with a lack of alignment to the preceding information. Recommendations not informed by reported findings. Significant limitations apparent.	Demonstrates an adequate ability to identify and summarise the main findings of the report, however, some findings not identified. Draws appropriate conclusions, reiterating the main issues. More detail required. Provides a range of recommendations. Limited support from reported findings.	Demonstrates a sound ability to identify and accurately summarise the main findings of the report. Multiple issues identified. Draws appropriate conclusions and clearly reiterates the main issues. The discussion is accurate, logical, and consistent with the analysis. Provides a range of recommendations. In most instances, recommendations clearly supported by reported findings.	Demonstrates clear competence in identifying and accurately summarising the main findings of the report. Multiple issues identified. Draws appropriate conclusions and clearly reiterates the main issues. The discussion is accurate, logical, and consistent with the analysis. Provides a range of appropriate recommendations that are clearly supported by findings reported	Demonstrates excellence in identifying and accurately summarising the main findings of the report. Multiple issues identified. Draws appropriate strong conclusions and clearly reiterates the main issues. The discussion is accurate, logical, and consistent with the analysis. Provides a range of appropriate and insightful recommendations clearly supported by the reported findings. Recommendations prioritised.	/ 10

<p>Format</p>	<p>Format is not appropriate to send to management.</p>	<p>No consistent style or structure, and/or title missing, or unprofessional, and/or table of contents missing or hard to follow. Major improvements to layout and presentation required. No graphics used to reinforce findings.</p>	<p>Report reflects minimal structural flaws. Information has been organised to convey meaning to the reader. Title page and table of contents provided but either or both may need format improvements to increase visual appeal and readability. Improvements to layout and presentation required. Limited or no attempt to use graphics to reinforce findings.</p>	<p>The report reflects consistent structure. Information is organised and sequenced to convey the intended meaning to the reader. Demonstrates a sound ability to create a title page and table of contents. Minor improvements to layout and presentation and/or choice of graphics required.</p>	<p>The report is well structured. Information is logically organised and sequenced to convey the intended meaning to the reader allowing ease of reading. Demonstrates clear competence in creating an appealing title page and table of contents, as well as skill in layout and presentation. Appropriate graphics used to reinforce findings.</p>	<p>The report has immaculate format and structure. Information is very well organised and easily accessible to the reader. Demonstrates excellence in report presentation including title page, table of contents and overall layout decisions. Impeccable presentation. Appropriate and engaging graphics used to reinforce findings.</p>	<p>/ 10</p>
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