

## Content

	Exceeds expectations	Meets expectations	Needs Improvement	Unacceptable
Purpose	A clear introduction and problem background make a compelling case for the need for research.	Introduction and problem background make the need for research adequately clear.	Introduction and problem background are addressed but the logic used to argue the need for research is not clear.	Introduction and problem background do not make the need for research at all clear.
Methodology	Excellent communication of the research design used in the paper.	Clear communication of the research design used in the paper.	Communication of the research design used in the paper could be improved.	Communication of the research design used in the paper needs much improvement.
Results	Excellent interpretation and discussion of the research results and contribution.	Clear interpretation and discussion of the research results and contribution.	Interpretation and discussion of the research results and contribution could be improved.	Interpretation and discussion of the research results and contribution needs much improvement.
Ability to answer questions	Excellent, clear and sensible answers to the questions	Answers were adequate.	Failed to answer some questions	Failed to answer most of the questions
Others?				

### Typical questions:

Why are the specific research methods/theoretical frameworks used in the research? What are the other alternatives, and how do you think the results could be different if other alternatives were used?

How the results could be different, if it tested in other cultural/industrial/geographical contexts?

Presentation quality – we will give you feedback but this will not be part of your points and will not affect your mark

	Exceeds expectations	Meets expectations	Needs Improvement	Unacceptable
Organization	Presentation is very organized and was very easy to follow. Transitions between topics are smooth	Presentation is fairly organized and followable. Transitions might have been slightly discontinuous but	Presentation is not clearly organized. Transitions between topics are long or fast.	Presentation lacks organization and order, and is difficult to follow.

		did not take away greatly from the overall presentation.		
Eyes & body	Maintains eye contact with audience as much as possible, uses natural and appropriate gestures and movement, looks enthusiastic and engaged.	Student fails to demonstrate one of the criteria.	Student struggles with stage presence in TWO or more areas.	Reeds directly from slides or notes; does not look at the audience; does not use gestures or movements, does not appear enthusiastic and engaged.
Voice	Student modulates voice; speaks clearly with a strong voice; maintains appropriate pace.	Student fails to demonstrate one of the criteria or uses filler words.	Student fails to demonstrate two of the criteria.	Student mumbles or speaks too quickly or slowly; speaks too softly and is not understood; frequently uses filler words.
Visuals	Aligned images, minimum text and has eliminated all spelling mistakes. Great use of fonts. Very professional.	Generally high quality. Just one or two small errors of grammar and design.	Too much text on some slides and not all text is easy to read. Some of the slides were uninteresting.	Excessive text. Poor choice of font and text sometimes difficult to read. Spelling mistakes.
Time management	Uses the whole time effectively.	Presentation is a bit shorter but not longer.	Presentation is longer or much shorter.	Presentation is much more longer.