

Formative Research Plan Rubric

Distinguished (100-90pts)	<p>Content:</p> <ul style="list-style-type: none">• Identification of clear, concise overview with instructional purpose, audience and context.• Identification and justification of purpose statement• Complete, clear and concise formative research plan including all specified areas (background, purpose, subjects, design, instruments, procedures, protocols, reflection, results and discussion)• Complete, clear and concise descriptions of methods used• Instruments used are well designed and address purpose of plan• Identifies and discusses methodological issues of formative research• Posted correctly to presentation area• Posted on or before specified due date• References 3 or more resources that support your descriptions or arguments. <p>Reflection:</p> <ul style="list-style-type: none">• Provides a reflection including recommendations, limitations and constraints faced during the development of research plan.• Includes reflection on all required contextual areas; traditional quantitative and qualitative research on “what is” vs. the formative research focus on “how to do”, describes situations where each type of formative evaluation research studies (naturalistic and designed case) are most appropriate, and preferability (effectiveness, efficiency and appeal) research concerns clearly describes the meaning of effectiveness, efficiency, and appeal <p>Clarity:</p> <ul style="list-style-type: none">• Writing is exceptionally clear, well organized and flows smoothly from paragraph to paragraph (e.g., good transitions).• Establishes and maintains clear focus and purpose.• Style is easy to follow with a clear beginning, middle and end.• Each paragraph contains topic sentence and all successive statements are directly related to topic. <p>Grammar And Presentation:</p> <ul style="list-style-type: none">• No grammar or punctuation errors.• Formatted and presented in professional fashion• Adheres to APA style guide.
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<p style="text-align: center;">Proficient (89-80 pts)</p>	<p>Content:</p> <ul style="list-style-type: none"> • Identification of overview with instructional purpose, audience and context • Identification and justification of purpose statement • Completed formative research plan including specified areas (background, purpose, subjects, design, instruments, procedures, protocols, reflection, results and discussion) • Complete descriptions of methods used • Instruments used are provided and address purpose of plan • Identifies methodological issues of formative research • For the most part, posted correctly to presentation area. • Posted on or before specified due date • References 2 resources that support your descriptions or arguments. <p>Reflection:</p> <ul style="list-style-type: none"> • Reflection including however missing components; recommendations, limitations and constraints faced during the development of research plan. • Reflection is missing some of the required contextual areas. <p>Clarity:</p> <ul style="list-style-type: none"> • Writing is clear, well organized and flows from paragraph to paragraph. • Style is easy to follow with a beginning, middle and end. • Establishes and maintains focus and purpose. • Each paragraph contains topic sentence and most statements are related to topic. <p>Grammar And Presentation:</p> <ul style="list-style-type: none"> • Few grammar or punctuation errors. • Presented and formatted in somewhat professional fashion. • For the most part, adheres to APA style guide.
<p style="text-align: center;">Developing (<79 pts)</p>	<p>Content:</p> <ul style="list-style-type: none"> • Identification of overview without instructional purpose, audience and context. • Identification and justification of purpose statement is not included • Incomplete formative research plan lacking specified areas • Incomplete descriptions of methods used • Instruments used were not provided or do not address purpose of plan • Methodological issues of formative research are not stated. • Posted incorrectly or not posted to presentation area

- Posted after specified due date
- Fails to reference 2 resources that support your descriptions or arguments.

Reflection:

- Reflection is not included.
- Reflection is missing all of the required areas.

Clarity:

- Writing is unclear, not well organized and does not flow from paragraph to paragraph.
- Does not maintain clear focus or purpose.
- Style is not easy to follow and does not include a beginning, middle and end.
- Each paragraph does not contain topic sentence and successive statements are not related to topic.

Grammar And Presentation:

- Serious grammar or punctuation errors that affect document readability.
- Not presented or formatted in professional fashion.
- Does not adhere to APA style guide.