PROJECT GRADE SHEET-

Consumer Health Decisions

**2020 Mon/Wed**

Student Name(s)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product/Service or Topic\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_ **(.5 pts.)** State the Product Name or Topic
2. \_\_\_\_ **(1 pts.)** Clearly explain the claimed benefit of using this product

(*or its relationship to health if a descriptive study*)

1. \_\_\_\_ **(.5 pts.)** Clearly explain the key ingredient or theory behind the use of this product?
2. \_\_\_\_ **(1 pts.)** Provide examples of the marketing of this product. Include pictures and

advertisements but do not show videos.

1. \_\_\_\_ **(8 pts.)** Cite and explain **in detail** **TWO** studies on this product (one per student), including **at least**

**two from the professional journal list**

1. \_\_\_\_ **(8 pts.)** Explain in detail the strengths and weakness of the research studies. *Base this analysis on the information you learned in the first PowerPoint on research design and the scientific method.*

***\*For numbers 5 and 6 above all of the following questions relevant to your studies MUST be answered***

\_\_\_\_\_Research Design: Descriptive, Experimental (cause and effect), or Correlational?

\_\_\_\_\_Number of subjects?

\_\_\_\_\_Description of the subjects, gender, age, health, experience, & other relevant factors

\_\_\_\_\_Was a placebo used in the research?

\_\_\_\_\_What were the limits of the sample? Was this a random sample? Did you find any bias in the sample? Did it represent the target

population?

\_\_\_\_\_Was it a blind study? Double blind? Neither?

\_\_\_\_\_What was the independent variable? Dependent variable? Extraneous variables? (for cause/effect/experimental studies only)

\_\_\_\_\_If the research was a descriptive study, what survey was used? (Include it or a part of it in

your power-point)

\_\_\_\_\_How was the survey distributed? How many people completed the survey? What was the response rate? (descriptive studies

only)

\_\_\_\_\_Provide your analysis of the survey questions- were they clear and easily understood? (descriptive studies only)

1. \_\_\_\_ **(1 pts.)** What are the possible side effects or dangers of using this product?
2. \_\_\_\_ **(.5 pts.)** What is the cost of the product and how does it compare to alternatives or

similar products?

1. \_\_\_\_ **(.5 pts.)** Explain why you would or would not recommend this product based on what you learned? Have you ever used this product? If so, are you biased for or against it?
2. \_\_\_\_ **(1.5 pts.)** Power point slides use color and graphics and the presenters exhibit energy &

enthusiasm

1. \_\_\_\_ **(2.5 pts.)** Includes a list of references (author(s), article title, journal title, date published) and an

explanation of what each partner contributed to the project

\_\_\_\_\_\_\_**Total 25 pts.\***

*Students* ***will lose eight points*** *automatically for each of the following:*

* *Finishing the presentation before the 12 minute time requirement (6 minutes per student)*
* *Reading the slides for the majority of the presentation*
* *Using reviews or videos*
* ***Not including the questions,*** *followed by the answers in the presentation slides*
* ***Not using Full-Text articles as sources***