

DIFFUSION STUDY CHECKLIST

Due: May 6, 2003

Name: _____

Please **check off** that you have met each of the following requirements:

- This checklist is attached to the end of the paper.
 - Your name, e-mail address, and description ("Diffusion Study") are in the top corner. There should be no cover page.
 - The first page of the assignment carries the signed statement that "This is my own work."
 - The text of this assignment has been e-mailed to bsad112@larsperner.com as discussed on p. 7 of the syllabus. The e-mail must be sent as text and not as an attachment.
 - This report is based on quality sources such as books and/or articles from newspapers, journals, and magazines. Web sites other than those of the U.S. Government, World Bank, or specific newspapers/magazines are generally NOT acceptable.
 - Any sources used, even if not quoted directly, have been cited.
 - All sources cited have been read.**
 - If more than three consecutive words are taken from a source, these have been put in quotes.
 - The paper has been properly proof-read and does not contain the term "etc." or equivalent.
- Content issues:
- A product category (e.g., DVD burners) and NOT a specific brand has been chosen.
 - Guidelines for content described in the syllabus have been followed.
 - The paper focuses on *consumers'* experiences with the product and not on issues such as technology or the management philosophy of the inventors unless these issues are clearly and meaningfully tied to their impact on consumers.
 - The paper focuses on diffusion issues.

I certify that this is my own work.

Signature _____

Date _____

For instructor's use:

Problems if checked: <input type="checkbox"/> Hyperbole or other exaggerations <input type="checkbox"/> Use of empty "buzz" words <input type="checkbox"/> Ideas are not discussed in sufficient detail to be meaningful. <input type="checkbox"/> Failure to cite sources to an adequate extent <input type="checkbox"/> Failure to address course issues <input type="checkbox"/> Failure to identify relevant assumptions <input type="checkbox"/> Failure to spell out reasoning <input type="checkbox"/> Overall failure to follow instructions <input type="checkbox"/> Negligence in writing and/or proof-reading	Your score: _____ Points Possible: 200
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