

CONSUMER INFORMATION SEARCH PROJECT CHECKLIST

Due: June 5, 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 ("Empirical Research Project") 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.
 - 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 consumer who is attempting to resolve a specific problem is interviewed.
 - The consumer's thinking and activities are both discussed and analyzed.
 - A comparison to the theoretical model of consumer information search is made and similarities and/or differences are reported.

I certify that this is my own work.

Signature _____

Date _____

For instructor's use:

Problems if checked: <ul style="list-style-type: none"><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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