

## PERCEPTION STUDY CHECKLIST

Due: May 22, 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 ("Perception") 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](mailto: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:
- The paper addresses one specific stimulus (e.g., a specific billboard or a specific ad) and not a particular type of stimulus in general.
  - The current stimulus is critically evaluated.
  - Specific suggestions are made as to how the stimulus can be made more effective.
  - The reasoning behind the suggestions is clearly spelled out.
  - The cost of implementing the suggested changes is evaluated.

I certify that this is my own work.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

For instructor's use:

<p>Problems if checked:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Hyperbole or other exaggerations</li><li><input type="checkbox"/> Use of empty "buzz" words</li><li><input type="checkbox"/> Ideas are not discussed in sufficient detail to be meaningful.</li><li><input type="checkbox"/> Failure to cite sources to an adequate extent</li><li><input type="checkbox"/> Failure to address course issues</li><li><input type="checkbox"/> Failure to identify relevant assumptions</li><li><input type="checkbox"/> Failure to spell out reasoning</li><li><input type="checkbox"/> Overall failure to follow instructions</li><li><input type="checkbox"/> Negligence in writing and/or proof-reading</li></ul>	<p>Your score: _____</p> <p>Points Possible: 200</p>
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