



# Award Competition Scoring Metrics

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## **Total Score: 100pts**

### **Introduction: 20pts**

- Is the paper interesting?
- Does the intro draw to the point of the paper?

### **Literature Review: 20pts**

- Follows an appropriate logic?
- Follows an appropriate style manual?
- Leads to a better understanding of the topic under study
- If quantitative, yields interesting research questions or hypotheses?
- If qualitative, provides deep insight into questions of interest?
- If case study, provides a thorough understanding of the problem, solution, result?

### **Method: 20pts**

- Method is appropriate for the questions/hypotheses?
- If quantitative, is the design appropriate?
- If qualitative, is the content analyzed appropriately?
- If case study, the approach taken is appropriate for public relations?

### **Results: 20pts**

- If quantitative, are the appropriate statistics used and reported?
- If qualitative, does the analysis provide a deeper understanding of the case?

### **Discussion: 20pts**

- Does the paper advance our body of knowledge of public relations?
- Does the paper propose future research that will advance public relations?
- Does the paper tie to the public relations profession or to pedagogical advances?