Score on a 0 to 5 scale in each of the following areas, where 5 is exemplary work. (You can use the same scores more than once.)

1) INTRODUCTION AND PROBLEM STATEMENT
   • Does the Introduction make it immediately clear to readers what problem or question the research addresses?
   • Does the Introduction make a convincing argument about why the problem is important to study?

2) THEORETICAL FRAMEWORK AND KEY ELEMENTS OF PREVIOUS RESEARCH
   • Does the research have a strong theoretical foundation or is it largely descriptive?
   • Does the literature provide a thorough and appropriate review of relevant comm. literature?
   • Does the literature review provide a thorough and appropriate review of relevant literature from other fields?
   • Do the Research Questions and hypotheses clearly follow from the previous research reviewed in the study?

3) METHOD
   • Is the methodology appropriate?
   • Are techniques for testing the hypotheses or exploring the research questions properly and rigorously applied?
   • Are the samples/data studied appropriate to the questions being asked?
   • Does the author clearly explain his/her method so that the study can be replicated?
   • Might other methods have been better?

4) FINDINGS
   • Are the findings of the study clearly explained?
   • Does the interpretation of the data appear accurate?
   • Do the data support the findings claimed or does the author claim findings beyond what the data show?
   • Is there a clear connection between the findings and the research questions/hypotheses posed?
   • Do the findings make a new contribution to knowledge in the field of mass communication research?
   • Are the findings important?

5) CONCLUSION AND DISCUSSION
   • Are the conclusions and discussion clearly explained?
   • Do conclusions and discussion follow logically from the findings?
   • Do conclusions and discussion explain clearly how findings contribute to development of the study's theory?
   • Do the conclusions and discussion explain clearly how the findings contribute in other ways to communication or mass communication research, practice or industries?
   • Are the limitations of the study fully and accurately identified and explained?
   • Are important future lines of research that would extend the study identified?

6) STATEMENT OF IMPORTANCE TO THE FIELD
   • Are the findings of the dissertation significant for mass communication research?
   • Do the findings tell us something that is important to know and that we did not already know?
   • Is the work located within a theoretical or conceptual framework?
   • Is the work too narrow or too broad?
   • Is the argument interesting and compelling?

7) CLARITY
   • Is the dissertation understandable?
   • Are the generalizations clearly stated and logically developed?
   • Could someone who is not a specialist in the field follow the argument?
   • Is the writing good?

8) POTENTIAL FOR PUBLICATION
   • Is the work good enough to merit publication in a scholarly journal or in book form without substantial changes?

TOTAL SCORE (Place this number on the sheet with the rankings)

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