

UCSD Urban Studies and Planning Expo XIX
March 12, 2009
Instructions for Evaluating Student Posters

Thank you for taking the time to contribute to the evaluation of the Urban Studies and Planning (USP) student posters for the USP Expo XIX. The top scoring posters will be announced at the Urban Expo on March 12, 2009 in the UCSD Price Center, Ballroom.

To access your student's posters, please follow these steps:

1. Go to http://seniorsequence.net/sr/gcrt/gc_all.php
2. On the upper left hand side of the screen, there is a Login area, use the following Username and Password to access the site:
 Username: judge
 Password: poster
3. Once you have logged in, click on "View Student Posters." (it is right beneath the login box)
4. Upon clicking on "View Student Posters," a list of the senior USP students will appear on your screen. Find the student that you are evaluating, click on the hyperlink below their name titled, "download poster."

To post your evaluations, please follow these steps:

Before completing the evaluations, it is important to note that the online evaluation system that is being utilized is set up on a Google Form (which upon submission by the evaluator uploads, the results into a protected Google Spreadsheet). You do not need to create a Google Email (Gmail) account to complete the survey. However if you would like access to the results, then you need to create a Gmail account and we will grant you permission to view the spreadsheet.

1. In addition to this set of instructions, a second attachment was included in the email sent to you. The second attachment is the evaluation form that is identical to the Google Form, as previously mentioned, that you will utilize to evaluate each poster. The attached (hard copy of the evaluation form) is for you to print out, if you choose, to mark and then later transfer your answers to the online Google Form).
2. Upon evaluating each poster, please input your answers into the on-line form at:
<http://spreadsheets.google.com/viewform?formkey=cFZGSmZPWjJKT2JHb1B2UHlYcXYwV0E6MA>
3. Begin filling out the form by entering your name in the section titled, "Name of Evaluator."

4. On number 2 of the evaluation form, click on the drop down menu to find the name of the student whose poster you are evaluating.

5. Continue to select your desired rating for each section.

6. Lastly, please be sure to include any comments you deem necessary as your comments may be used to determine the 1st, 2nd, and 3rd place winners in the event of a tie.

7. When you have completed all sections, click “Submit” at the bottom of the form.

**Please note that after clicking submit, you will see a message on the screen that says, “Thanks! Your response will now appear in my spreadsheet.” The page will not recycle back to the form, therefore you will have to re-enter/paste the website link (or click on the hyper link in these instructions) to complete the form each time.

Please keep the following in mind as you evaluate the posters:

1. Each poster must be graded on three criteria

- **Content:** Is information presented on the poster interesting, creative, conceptually strong, generates new knowledge, linked to the literature?
- **Communication:** Does the poster convey the project’s main findings clearly and convincingly, is there a clear statement of research design and/or objectives?
- **Aesthetics:** How does the poster look, is it pleasing to the eye, is the layout effective, is there a good balance of text, graphics, and other visuals such as photographs/maps/tables/charts?

2. Each poster must be evaluated on six categories:

- Appearance/Supporting Graphics, Research Question, Analytical Approach/Methods, Purpose of Study/Background Material, Findings, and Conclusions.

3. Each poster must be graded on a scale

With the exception of the category for Overall Appearance & Supporting Graphics, with is worth a maximum of 5 points (with 5 being the highest), use the following scale:

- 1=Adequate:** May or may not contain all the relevant information, demonstrates little originality, does not stand out as particularly unique;
- 2=Good:** Contains some strong elements, but is weak in other areas;
- 3=Excellent:** Is one of the best, belongs in the top tier.

4. Be parsimonious with your scoring

Reserve your “3”s for the top poster & include brief comments about your scores.

5. if you have any questions, please contact Keith Pezzoli at kpezzoli@ucsd.edu.

Thank you again for contributing your time and expertise and for helping make this a successful endeavor.

Keith Pezzoli

Poster Scoring Form for Judges

* Required

1. **Name of Evaluator** * Enter your name

2. **Student Name** * Enter the name of the student you are evaluating

3. **Overall Appearance** * Poster and supporting graphics (tables, charts, photos, etc.). Do they support the study's question, hypothesis, data? Do they add clarity to the overall presentation?

1 2 3 4 5

NO YES

4. **Research Question/ Object of Study** * Is the research question/object of study clearly stated? Is the abstract or summary statement informative and concise?

1 2 3

NO YES

5. **Analytical Approach/ Methods** * Are the methods and analytical approach clearly stated?

1 2 3

NO YES

6. **Purpose of Study/ Background Material** * Is the purpose of the study clearly stated and supported concisely with background material?

1 2 3

NO YES

7. **Findings** * Are the main findings clearly stated? Do they flow logically from the data? Do the findings support the research question?

1 2 3

NO YES

8. **Conclusions** * Do the conclusions address the research question/hypothesis? Do they flow logically from the data? Are they presented logically in a style that is understandable to someone outside the field?

1 2 3

NO YES

Comments (re possible winners) Only add comments here if you think the poster has a strong chance of being a winner. Your comments may come in handy in cases where scores are tied for 1st, 2nd, and/or 3rd place prizes. If you do offer comments here, please indicate if we can refer to them when we announce award winners during the Urban Expo on March 12, 2009.

