

Journal of Student Research University of Wisconsin-Stout Reviewer Form

Adapted from: UW-Madison Journal of Consumer Research Reviewer Report Form at <http://wiscinfo.doit.wisc.edu/jcr/RRF2.htm>.
Last accessed on 3/7/2005.

- A. Importance of topics/issues to the specific field of study Score: _____**
Unimportant Trivial Modest Important Extremely Important
1 2 3 4 5
- B. Quality of writing and other presentations (figures, tables, exhibits) Score: _____**
Completely Inadequate Major Problems Minor Problems Good Superior
1 2 3 4 5
- C. Conceptual rigor (clarity of objectives, treatment of relevant literature, logical reasoning) Score: _____**
Completely Inadequate Major Problems Minor Problems Good Superior
1 2 3 4 5
- D. Methodological rigor (research design, sampling, data collection/analyses as relevant to qualitative/quantitative data) skip if NA Score: _____**
Completely Inadequate Major Problems Minor Problems Good Superior
1 2 3 4 5
- E. General discussion and conclusions (implications, limitations, future research) Score: _____**
Completely Inadequate Major Problems Minor Problems Good Superior
1 2 3 4 5
- F. Paper's contribution to research in its current form Score: _____**
None Trivial Modest Important Pathbreaking
1 2 3 4 5
- G. Contribution if revised according to my accompanying comments Score: _____**
None Trivial Modest Important Pathbreaking
1 2 3 4 5
- H. Recommendation Score: _____**
1 Reject unconditionally, because the likelihood of a successful revision is remote
2 Reject in current form, but allow resubmission of a substantially different version, according to my accompanying comments
3 Encourage revision, according to my accompanying comments
4 Accept conditionally, subject to minor revision, according to my accompanying comments
5 Accept unconditionally
- I. Comments: Please provide clarification for scoring and any additional comments or suggestions in the space provided below.**