

**Department of Marketing and Information Decision  
Sciences  
Research Participation Program Article Review Option**

As an alternative to taking part in research studies, students may fulfill a portion of or all their course research participation requirement by critically reviewing published research articles. Research reviews must be submitted to [asmbehavior@unm.edu](mailto:asmbehavior@unm.edu) by the semester deadline on the Anderson Behavioral Lab website for the course requirement program. Article reviews that satisfy the requirements listed below will earn 1 research credit. Students may choose from any of the available articles. Students may not review the same article twice. Reviews involve providing detailed responses to a set of predetermined questions and addressing preselected topic areas. Following are the specific questions (topics) students must address (these questions are also listed on the corresponding Word template):

**Article Review (about 3 double-spaced pages)**

1. Describe the primary questions or issues addressed by the study(ies).  
*(Approximately ½ page)*
2. Describe the methods used in the study(ies). *(Approximately ½ page)*
3. Describe the results of the study(ies) and the implications of those results for the primary research questions. *(Approximately 1 page)*
4. Identify and discuss one possible limitation or problem of the methods used in the study(ies). *(Approximately ¼ page)*
5. Describe the marketing and/or consumer implications of the study results.  
*(Approximately ¾ page)*

**Requirements**

All reviews must be double-spaced, use a 12-point font, and include no extra spaces between paragraphs. Reviews will be evaluated based on accuracy and thoroughness. Reviews that do not meet minimum guidelines on these two criteria will not earn participation credit. Assignments received after the assignment deadline posted on the course requirement webpage will not be accepted.

### **Submitting Your Review**

Follow these steps to submit your article review:

1. Choose an article to review from those listed on the Article Review Alternative webpage.
2. Type your responses for each question/topic in the spaces provided.
3. Save as a Word document with the following naming convention:  
YourLastName\_YourClassNumber\_Review\_ArticleName (e.g.,  
Armijo\_MGMT322- 002\_Review\_Croninetal2022).
4. Attach this document to an email addressed to [asmbehavior@unm.edu](mailto:asmbehavior@unm.edu).

A receipt of submission will be sent for reviews received (receipt sent during weekday business hours only). Article reviews will be evaluated, and research credit administered via SONA Systems within two weeks of receipt.