**PG Dip/Masters in Consumer Psychology at NUI Galway**

**Critical Appraisal of Past Work**

Completion of the Critical Appraisal of Past Work (CAPW) is required when applying to the [PG Dip/Masters in Consumer Psychology](http://www.nuigalway.ie/courses/taught-postgraduate-courses/consumer-psychology.html). This document is used to assess **your *previous experience and current skill in collecting and analysing data*** and ***your understanding of the various technical issues*** that arise in this process. We use the CAPW instead of a personal statement because we believe it helps us better evaluate candidates because candidates are clear on what is expected of them and we obtain more of the information we need to know.

The CAPW is composed of 3 parts.

First, you provide details of a past work in which you collected and analysed data to answer specific questions. This work might be something you submitted for a previous course or something you worked on during your employment. You will need to provide a link to your past work, so that the course team can see an example of your previous work. Make sure that you have the appropriate permissions to make your work available in this way. You then summarise the work and your specific contribution to the work. You will need to provide a contact who participated in the work, so that we can verify your contribution if necessary. We recommend that this person be one of your referees since it means we need to contact fewer people to process your application.

Second, you provide a post-hoc critical evaluation of your work identifying strengths and limitations of the work as you see them. **This section carries the most weight in the assessment of the CAPW**. Examples of issues you might consider are:

1. issues related to translating your research questions into hypotheses that might be tested through data collection,
2. data collection challenges,
3. assessing the quality of the choices of data analyses including statistical analyses
4. power and related statistical issues
5. the generalisability of the findings

This section is short (600 words), so choose issues that highlight your understanding and skill. Fewer issues discussed well are preferable to mentioning a broad range of issues.

Third, let us know why you chose to submit this piece of past work by telling us which positive personal characteristics the work highlights (e.g., ambition, innovation, experience, tenacity) and how they are evidenced in the work.

We look forward to reading your application and to welcoming you on board, should you be successful.

Dr Denis O’Hora

*Director of MSc in Consumer Psychology*

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| **Applicant Details** |
| Name: |  |
| Application Number: |  |
|  |  |
| **Details of Past Work** |
| Title: |  |
| Web Link to the work: |  |
| Note here any limitations on sharing this work: |  |
| *NB: providing this link indicates that you have the appropriate permissions to make this work available in this way* |
| Team involved:*(use \* to denote the contact person for verification purposes)* |  |
| Verification Contact email address: |  |
| Summary:*Max 150 words*  |  |
| Your contribution:*Max 50 words* *Examples at* [*https://casrai.org/credit/*](https://casrai.org/credit/) |  |
|  |  |
| **Critical evaluation***Identify strengths and weaknesses**Make sure to assess the quality and appropriateness of any statistical analysis**Max 600 words* |
| [Type evaluation in here] |
| **Why did you choose this piece of work?***Which positive personal characteristics does this work highlight (e.g., ambition, innovation, experience, tenacity)?**How they are evidenced in the work?**Max 200 words* |
| [Type here] |