Public Health Data Challenge Judging Criterion

For each of the judging criterion there are point ranges that are divided into *Poor* (bottom 20%)*, Fair* (middle 60%)*, Exceptional* (top 20%).

Narrative:
Strength of story

Your presentation should provide a narrative that engages the audience and holds their interest. This is done through constructing a strong theme that is driven with compelling facts and a connection to the overarching goal of improving public safety.

Point Range	1-5 Poor	6-20 Fair	21-25 Exceptional
Attributes	Poor Strength of Story - Did not convince audience of importance/impact Presentation disconnected with intended audience - Does not demonstrate an understanding of the data's context Uninteresting - Does not display enthusiasm for their project - analysis lacks applications	Fair Strength of Story - convinced audience of importance/impact, but could be stronger Presentation moderate connection with intended audience - Demonstrates a moderate understanding of the data's context Interest - Displays moderate enthusiasm for their project - analysis has few applications	Exceptional Strength of Story - convinced audience of importance/impact - "wow factor" Presentation well connected with intended audience - Demonstrates a strong understanding of the data's context - Clear communication Interesting - Displays strong enthusiasm for their project - analysis has clear applications

Evidence & Methods

The presentation narrative must be supported by the data through properly conducted analysis and carry objectively correct interpretations of evidence.

Point Range	1-3 Poor	4-12 Fair	13-15 Exceptional
Attributes	Poor Evidence - Statements not backed by data - Statements refuted by data Poor Methods - inadequate/superficial/improper/overly-simplistic methods used - Incorrect interpretations of modeling/graphical items	Fair Evidence - Questionable statements about the data - Some statements not supported by data Fair Methods - questionable methods used - Lacks sophistication - Some incorrect interpretations of modeling/graphical items	Great Evidence - Statements backed by data - Legitimate findings Great Methods - Appropriate/sophisticated methods used properly - Correct interpretations of modeling/graphical items

Organization:

Clarity

Your presentation of the materials should be organized in a logical progression for the audience to follow. Additionally it will be important to use terminology and phrasing that are clearly understandable.

Point Range	1-3 Poor	4-12 Fair	13-15 Exceptional
Attributes	Poor Progression - Difficult to follow train of thought - Results presented out of order Poor Lexicon - Use lots of unclear jargon, phrases or terms that would be unfamiliar to audience	Fair Progression - Fairly clear train of thought - Results presented in reasonable order Fair Lexicon - Use little unclear jargon, phrases or terms that would be unfamiliar to audience	Great Progression - Intuitive order to presentation materials - Covered all important topics Great Lexicon - Use no jargon that would be unfamiliar to audience - clear/concise language used.

Visual Materials

Your visual materials used in the presentation should be well organized so that an audience could easily follow along. You are limited in the number of slides present and you should imagine a time limit on an oral presentation, so don't overly complicate/clutter your visual materials. The visual materials should also contain correct spelling.

Point Range	1-3 Poor	4-12 Fair	13-15 Exceptional
Attributes	Clutter and Complication - Huge volume of words - Poorly organized items - Visual does not match presentation - Many typos	Little Clutter and Complication - reasonable volume of words - organized items - Visual matches presentation - Few typos	No Clutter and Complication - Concise/clear wording - Well organized items - Visuals complement presentation - Few typos

Graphics:

Graphical Aesthetics & Scales

The use of graphical aesthetics (color, shape, size, position, orientation, etc.) are appropriately used given the context of the data. The scales associated with these attributes should also be contextually appropriate.

Point Range	1-2 Poor	3-8 Fair	9-10 Exceptional
Attributes	Poor Aesthetics - Use continuous graphical aesthetic to display categorical data element, or vice-versa - Distractingly poor graphical choices	Fair Aesthetics - Generally avoids using continuous graphical aesthetic to display categorical data element, or vice-versa	Great Aesthetics - Appropriately uses graphical aesthetics

	Poor Scaling - numeric scales improper for the context of the data	Fair Scaling - numeric scales proper for the context of the data	Great Scaling - numeric scales proper for the context of the data

Graphical Depth & Impact

The graphics used contribute to the strength of the narrative and improve the ability to connect to the data in meaningful ways.

Point Range	1-2 Poor	3-8 Fair	9-10 Exceptional
Attributes	Poor Depth - Only very simple data attributes plotted Poor Impact - Data visualization did not contribute in a meaningful way to the presentation	Fair Depth - Relatively simplistic data relationships visualized Fair Impact - Data visualizations contribute moderately to the presentation	Great Depth - Complex data relationships visualized Great Impact - Data visualizations contribute in a major way to the presentation

Technical Document

The technical document clearly communicates the analysis process and is consistent with the presentation narrative.

Point Range	1-2 Poor	3-8 Fair	9-10 Exceptional
Attributes	Poor Depth - Only very simple analysis Poor Impact - Analysis and Data visualizations demonstrate limited understanding of the data and statistical and visualization tools and methods	Fair Depth - Relatively simplistic analysis Fair Impact - Analysis and Data visualizations demonstrate moderate understanding of the data and the statistical and visualization tools and methods	Great Depth - Complex analysis and data relationships visualized Great Impact - Analysis Data visualizations demonstrates an exceptional understanding of the data and the statistical and visualization tools and methods

Use of External Data:

Any publically available data may be used to supplement the provided data to enhance your analysis. This criterion will be judged based on the creativity and success with which your team integrates this external data with the provided data.

Point Range	1-2 Poor	3-8 Fair	9-10 Exceptional
Attributes	- Poor creativity - Poor integration	Incorporated a low quality/quantity of external data in an creative way OR Incorporated a high quality/quantity of external data in an creative way	Incorporated a high quality/quantity of external data in an creative way