evaluation of the master thesis.

Markus Quirchmair, BscN

Student ID number: **1610360005**

EVALUATION OF THE MASTER THESIS

Master thesis title:	Nudging and choice architecture in health: *A way to improve nutrition?*		
Examinee:	**Markus Quirchmair, BscN**	Student ID number:	**1610360005**
Supervisor:	Dr Nick Fahy, DPhil CPsychol	Overall Grade:	Excellent (1)

SCORES – OVERALL GRADING SCALE:

100 – 90   excellent (1)
 89 – 80   good (2)
 79 – 70   satisfactory (3)
 69 – 60   sufficient (4)
 59 –   0   insufficient (5)

City, Date: Oxford, UK; Friday 24th August 2018

Signature:

Unterschrift Begutachtung: ………………………………………………………………….......................
                                «MASTERARBEIT_GUTACHTERIN»

EVALUATION CRITERIA	REMARKS	POINTS (0-100)	FACTOR OF WEIGHTING	POINTS X WEIGHTING
Quality regarding content				
• Scientific foundation • Quality of used references; adequacy of literature review • Practical relevance • Summary and reflection • Individual contribution and independence in development of thesis	Excellent literature review. Solid methodological foundation. Challenging methodology for this kind of thesis and timescale, well executed. High degree of independence of the student. Potential practical application, given the level of the research.	95	0.5	47.5
Structural quality				
• Structure and outline (clear, logical, comprehensible) • Congruency of objective, layout and argumentation • Approach to problem solving (process, applied method) • Linkage of theory and practice	The structure of the thesis is clear, with a logical flow of topics. The student addressed issues during the research process well, and met the challenges of a qualitative methodology well. Theory is well understood (which is far from given in this area, and required some work during the thesis process) and applied.	90	0.3	27
Formal quality				
• Extent is consistent with specifications • Correct and complete mode of citation • Style and language • Overall impression	Overall impression of the thesis is excellent.	90	0.2	18
FINAL GRADE			1,0	92.5

OVERALL EVALUATION

Overall, this is an excellent masters' thesis. The literature review is particularly impressive; it presents a thorough review of the specific topic of obesity and nutrition, as well as a thoughtful exploration of the topic of 'nudging' and choice architecture. The specific application to Austria is relevant and timely, given the recent process on this topic in the Austrian context.

The methodology chosen by the student is particularly challenging (as we discussed at the start). Sampling was always going to be tricky, and the student used initiative well in finding appropriate interviewees and ensuring that they were relevant to the research question. Analysis of this kind of qualitative data is time consuming and methodologically not straightforward, especially in the time limits of a masters' research project; this has been carried out and presented to a high standard, which is particularly impressive given the time available. The results are well described, and the conclusions and recommendations well chosen.

Overall, as described above, an excellent piece of independent research at masters' level.