Since we contacted not only university students, but also instructors and technical staff with secondary education, the following text could vary slightly according to the target group.

Dear …

On behalf of the research group at Eszterházy Károly Catholic University, I am writing to you with the opportunity to participate in a study examining the characteristics of academic texts.

Participation:

Participation is voluntary and generally uncompensated. You may undertake the task on this basis.

However, as reading and evaluating the studies require time and attention, upon request, I can offer you a +2 grade increase on your next oral/written exam or assignment. This two-grade bonus does not apply to comprehensive or final exams and does not substitute for an exam. In other words, it only raises the minimum passing grade (e.g., 2 → 4; 3 → 5; 4 → 5). The reason for this is that by reading and evaluating the studies, you will gain relevant professional experience, but you still must pass the course for which you might use the grade increase.

The above offer is valid only in the 2nd semester of the 2024/2025 academic year and can be applied once to any course taught by Prof. Dr. [anonymized], Dean, or Dr. [anonymized], research fellow.

The Task:

Participation requires reading two unpublished, theoretical academic studies of 10-12 pages each on the topic of artificial intelligence and completing a structured questionnaire to evaluate them. During the evaluation, you will need to assess the studies from several perspectives, including their argumentative structure, content quality, language, and style. The questionnaire will use a five-point scale (strongly disagree → strongly agree) to measure various characteristics, for example: "The text contains a clear main argument/thesis," "The text's vocabulary is varied," and "The use of professional terminology is appropriate." Additionally, you will need to answer brief demographic questions and questions about your own reading and writing habits.

The aim of our research is to identify the qualitative criteria that characterize different aspects of academic writing. We are involving individuals with varying levels of academic expertise (experts, beginners, and those with no experience) because we are interested in how people with different educational backgrounds, ages, and experience judge the quality of non-specialized academic texts. Therefore, although the texts are academic in nature, no specific subject-area knowledge is required for their evaluation—we are primarily interested in the general quality characteristics of the writing.

You will have 30 days to submit your evaluation from the date you receive the documents. The results of the research will be published in a leading international academic journal. We will be pleased to share the study with you in Hungarian as well, so you can learn firsthand about the research outcomes to which your evaluation contributed.

Your evaluation is crucial to the success of this research. To obtain reliable and statistically significant results, we need a larger number of evaluators, so your contribution will significantly increase the scientific value of our study.

Feedback:

Please respond whether you accept or decline the invitation. It would be helpful for us to know who we cannot count on, as in that case, we will need to find new evaluators.

If you respond positively, you will receive an email within a few days directing you to the university's website where you can download the studies and fill out the evaluation form.

If you request the +2 grade increase, please send me the code word you provide on the form, as this is the only way I can identify you. You can only validate the +2 grade increase by referencing this code word (and upon complete, well-founded completion of the task).

Please respond positively only if you can genuinely and conscientiously complete the task within the given timeframe (30 days), as we would like to avoid unnecessarily involving new participants.

Thank you in advance for your application!
[anonymized]