

I. SOC 120 RESEARCH ASSIGNMENT RUBRIC

By Miguel Ruiz

SOC 120 Research Assignment Rubric		Above Average	Average	Below Average	Poor
Discussion of T.V. Show/Ads and Integration of Field Notes	Excellent Field notes are integrated very well into the discussion and given proper context. Provides strong detail about the T.V. show/ads (the people, events, behaviors, etc.).	The paper adequately integrates field notes. Contains a good amount of detail about the T.V. show/ads under study.	Discusses the field notes but could do more to integrate them into the discussion. Details on the T.V. show/ads are somewhat thin.	Does not properly integrate field notes or provide details about the T.V. show/ads being studied.	Substantially incomplete coverage of areas provided in the prompt.
Course Concepts	Includes a strong discussion of the concepts/ideas in the prompt and strongly engages with these ideas as presented in class discussions or readings. Presents these materials in an integrated manner (i.e. demonstrates a thorough connection between the research undertaken by the student and course materials).	Adequately integrates course materials and concepts. Begins but could do more to demonstrate the connection between the course ideas/concepts in the prompt and the research undertaken by the student.	Inadequately integrates course materials and concepts. Provides little explanation of concepts used. Connection between ideas and concepts in the prompt are only hinted at and not linked explicitly to the research.	Connection to course materials in the prompt is largely missing or shows significant problems in understanding of concepts and ideas.	No discussion of the course materials described in the prompt.
Focus and Organization	Paper is very well organized. Discussion remains on point and focused throughout the paper.	Paper is organized. Discussion remains largely on point but may lose focus at times throughout the paper.	Paper could be better organized. Discussion is unfocused and inconsistent throughout key parts of the paper.	Discussion remains largely unfocused throughout.	Paper is disorganized. Discussion lacks any clear focus.
Format	Follows format guidelines and meets page expectations. Few grammatical and articulation errors.	Follows format guidelines and meets page expectations. Some grammatical and articulation errors.	Mostly follows format guidelines and page expectations. Grammatical and articulation errors begin to impede comprehension of main discussion.	Does not meet guidelines. Contains grammar and articulation errors to the extent that the discussion is difficult to follow.	Does not complete assignment guidelines in any discernable way.

*****Additional requirements can be found on the prompt! *****