Notates how the advertisements compare and contrast to each other Notates how the advertisements compare and contrast to each other but is overly generalized Does not notate how the advertisements compare and contrast to each other 19 Critical Elements Exemplary (100%) Proficient (85%) Needs Improvement (55%) Not Evident (0%) Value Pose Questions Meets “Proficient” criteria and demonstrates a strong grasp of social scientific approaches Poses questions a social scientist might be interested in based on observations of ads Poses questions a social scientist might be interested in, but questions are not based on observations of ads Does not pose questions a social scientist might be interested in 19 Articulation of Response Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format Submission has no major errors related to citations, grammar, spelling, syntax, or organization Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas