Your submission will contain the completed Comparison Template document. Critical Elements Exemplary (100%) Proficient (85%) Needs Improvement (55%) Not Evident (0%) Value Individuals Meets “Proficient” criteria and demonstrates mature awareness of individual behavior Questions how individuals are represented in the ads, using questions social scientists might ask Questions how individuals are represented in the ads, but questions do not reflect those a social scientist might ask Does not question how individuals are represented in the ads 19 Groups and Group Behavior Meets “Proficient” criteria and demonstrates mature awareness of group behavior Questions how groups and group behavior are represented in the ads, using questions social scientists might ask Questions how groups and group behavior are represented in the ads, but questions do not reflect those a social scientist might ask Does not question how groups and group behavior are represented in the ads 19 Cultures and Cultural Identity Meets “Proficient” criteria and demonstrates mature awareness of cultures and cultural identity Questions how cultures and cultural identity are represented in the ads, using questions social scientists might ask Questions how cultures and cultural identity are represented in the ads, but questions do not reflect those a social scientist might ask Does not question how cultures and cultural identity are represented in the ads 19 Compare and Contrast Meets “Proficient” criteria, and connections demonstrate a strong grasp of social scientific approaches Notates how the advertisements compare and contrast to each other Notates how the advertisements compare and contrast to each other but is overly generalized