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 20 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 20 Compare and Contrast Meets “Proficient” criteria, and connections demonstrate a strong grasp of social scientific approaches Compares and contrasts the advertisements Compares and contrasts the advertisements, but uses generalizations Does not compare and contrast the advertisements 20 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.