



### SCS 100 Learning Block 1-3 Comparison Template Draft Rubric

**Prompt:** For this activity, you will start working on your comparison template. The final comparison template is not due until learning block 2-4. In this assignment, get started on your template and fill out the template for at least two of your selected ads. You should make at least two comparison statements in row 4 and answer both prompts in row 5. You will add to both these rows and revise your statements as you complete this template for all of your ads in learning block 2-4. Submit your work to your instructor for feedback. Use the [Comparison Template](#) for this draft and review the [Comparison Template Exemplar](#) for guidance on how to fill out the template.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Individuals</b>	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	20
<b>Groups and Group Behavior</b>	Meets “Proficient” criteria and demonstrates mature awareness of group behavior	Questions how group 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	20
<b>Cultures and Cultural Identity</b>	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
<b>Compare and Contrast</b>	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
<b>Pose Questions</b>	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	20
<b>Total</b>					<b>100%</b>