

SCS 100 Project 1: Comparison Template Guidelines and Rubric

Overview

Your first longer-term assignment in this course is to complete a comparison template, where you will examine four advertisements of your choice for various aspects that are interesting from a social science perspective. The work you do on this comparison template will directly support your work on two other longer-term projects—an observation journal and a presentation—which are due later in the course.

This comparison template assignment will assess the following course outcome, which you focused on throughout the first theme (Weeks 1 and 2):

Utilize fundamental approaches to social scientific research in addressing questions related to human behaviors

Prompt

To start this assignment, you will gather a set of four advertisements from the provided <u>Advertisement Examples</u> that each feature multiple people. You will then use these advertisements to fill in the provided <u>comparison template</u> in which you address specific social science aspects of each advertisement in preparation for your next project, the observation journal.

Specifically, the following critical elements must be addressed and will be graded using the rubric at the end of this document:

- I. Question how **individuals** are represented in the ads. In your template, ask questions about the individuals in the ads that social scientists might ask. For instance, you might ask why a person in the ad is standing outside the larger group, or why individuals are depicted in certain ways.
- II. Question how **groups and group behavior** are represented in the advertisements. In your template, ask questions about groups/group interactions that social scientists might ask. For instance, you might ask why the women are grouped together separately from the men, or why the group seems to have very little diversity.
- III. Question how different **cultures and cultural identity** are represented in the advertisements. In your template, ask questions about the cultures and cultural identities in the ads that social scientists might ask. For instance, you might ask why people who look to be of the same ethnic background are wearing similar clothing, or what certain symbols or interactions may mean related to culture.
- IV. Notate how the advertisements **compare and contrast** to each other. For instance, do you see any commonalities or significant differences among interactions between the ads? What might these commonalities or differences say about human interactions?
- V. **Pose questions** a social scientist might be interested in, based on your observations of the advertisements. For instance, what larger questions about human interactions might they ask? For this, you may build on your comparisons, concentrate on a theme or trend you noticed throughout the ads, or develop a follow-up question related to a particularly interesting ad.



Supporting Work and Resources

Throughout the first theme, there are three opportunities to work directly on different elements of the comparison template.

- 1. In learning block 1-2, you will select the advertisements that you will use for this assignment. You are provided an Advertisement Examples handout, which provides a list from which you can select a series of advertisements as well as selection criteria if you are interested in choosing your own advertisements. Your instructor will provide feedback on this assignment to help ensure you are on the right track.
- In learning block 1-3, you will begin to work in the template, developing questions and statements in support of at least two of the ads you selected in 1 This learning block also features an Advertisement Observation Guide to support your work. Your instructor will provide feedback on this assignment to help ensure you are on the right track.
- 3. In learning block 2-4, you will work to finalize your comparison template and submit it to your instructor for grading. This learning block also includes a Comparison Template Submission Checklist that you can use to ensure you have met all the requirements of this project. Your instructor is available to provide guidance and answer any questions you may have as you work to finalize your template.



Rubric

Guidelines for Submission: Your submission will contain the completed <u>comparison template</u>.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Individuals	Meets "Proficient" criteria and	Questions how individuals are	Questions how individuals are	Does not question how	19
	demonstrates mature	represented in the ads using	represented in the ads, but	individuals are represented in	
	awareness of individual	questions social scientists might	questions do not reflect those a	the ads	
	behavior	ask	social scientist might ask		
Groups and Group	Meets "Proficient" criteria and	Questions how group and group	Questions how groups and	Does not question how groups	19
Behavior	demonstrates mature	behavior are represented in the	group behavior are represented	and group behavior are	
	awareness of group behavior	ads using questions social	in the ads, but questions do not	represented in the ads	
		scientists might ask	reflect those a social scientist		
			might ask		
Cultures and Cultural	Meets "Proficient" criteria and	Questions how cultures and	Questions how cultures and	Does not question how cultures	19
Identity	demonstrates mature	cultural identity are represented	cultural identity are represented	and cultural identity are	
	awareness of cultures and	in the ads using questions social	in the ads, but questions do not	represented in the ads	
	cultural identity	scientists might ask	reflect those a social scientist		
			might ask		
Compare and Contrast	Meets "Proficient" criteria, and	Notates how the	Notates how the	Does not notate how the	19
	connections demonstrate a	advertisements compare and	advertisements compare and	advertisements compare and	
	strong grasp of social scientific	contrast to each other	contrast to each other but is	contrast to each other	
	approaches		overly generalized		
Pose Questions	Meets "Proficient" criteria and	Poses questions a social scientist	Poses questions a social scientist	Does not pose questions a social	19
	demonstrates a strong grasp of	might be interested in based on	might be interested in, but	scientist might be interested in	
	social scientific approaches	observations of ads	questions are not based on		
			observations of ads		
Articulation of	Submission is free of errors	Submission has no major errors	Submission has major errors	Submission has critical errors	5
Response	related to citations, grammar,	related to citations, grammar,	related to citations, grammar,	related to citations, grammar,	
	spelling, syntax, and	spelling, syntax, or organization	spelling, syntax, or organization	spelling, syntax, or organization	
	organization and is presented in		that negatively impact	that prevent understanding of	
	a professional and easy-to-read		readability and articulation of	ideas	
	format		main ideas		
				Total	100%