Instructor: Shamecca Harris
ENGL21002 - Writing for the Social Sciences
Spring 2020

Evaluation Rubric for Essay #2: Field Observation – Online Community

Criteria	Inadequate — 55%	Below Average — 65%	Adequate — 75%	Above Average — 85%	Exemplary — 100%
Content – 30% - Does your essay provide a compelling analysis of your community's cultural norms of behavior? - Does your essay do more than simply describe your community at face value? - Do you provide a social-scientific interpretation of your community? - Does your essay emphasize analysis (your ideas) over description? - Do you effectively implement the ethnographic perspective by adopting multiple different points of view in your writing?	*(+16.50)*	*(+19.50)*	*(+22.50)*	*(+25.50)*	*(+30.00)*
Development – 25% - Does your essay paint a portrait of your community that is rich with description? - Does your essay contain illustrative (carefully selected) quotes and thoughtful commentary? - Does your essay provide a thick description of your community? Do you address the social, cultural, and/or historical context(s) that influence your community's norms?	*(+13.75)*	*(+16.25)*	*(+18.75)*	*(+21.25)*	*(+25.00)*
Organization – 20% - Does your essay include a strong introduction and conclusion? - Does your essay have a coherent structure? Are your ideas united and logically organized in a way that leads to a thought-provoking conclusion? - Are your paragraphs focused on distinct units of thought, controlled by specific and detailed topic sentences? - Do you implement appropriate, clear, and smooth transitions?	*(+11.00)*	*(+13.00)*	*(+15.00)*	*(+17.00)*	*(+20.00)*
Style – 10% - Are the sentences well-worded and well-constructed? Should some sentences be combined for clarity? Should others be broken into two or more sentences, so ideas receive proper emphasis?	*(+5.50)*	*(+6.50)*	*(+7.50)*	*(+8.50)*	*(+10.00)*
Creativity — 10% - Are your essay's topics, descriptions, or ideas fresh and original?	*(+5.50)*	*(+6.50)*	*(+7.50)*	*(+8.50)*	*(+10.00)*
Grammar & Mechanics – 5% - Have you proofread and edited your piece for grammatical and punctuation errors?	(+2.75)	(+3.25)	(+3.75)	(+4.25)	(+5.00)