

BLOG ANALYSIS RUBRIC

EVALUATOR: _____

DATE: _____

PRESENTER: _____

POINT TOTAL (20 points maximum): _____

TOPIC DESCRIPTION: _____

CRITERIA	1	2	3	4	RATING
CONTENT	Postings show no evidence of insight understanding or reflective thought about the topic with no supported examples, web links or documents provided and no connection with the audience.	Postings provide minimal insight and understanding and reflective thought about the topic with not all links enhancing the information presented and minimal connection with the audience.	Postings provide moderate insight understanding and reflective thought about the topic, but not all links enhance the information presented, and is only generally well written with some attempts made to stimulate dialogue and commentary.	Postings provide comprehensive insight, understanding, & reflective thought by building a focused argument around a specific issue supported by personal experience or related research, substantiated by effective supported examples with links to relevant, up-to-date websites & documents that enhance the information presented, and stimulate dialogue and commentary.	
LAYOUT / GRAPHICS	Does not insert any graphics or uses only low-quality graphics and multimedia sources which do not enhance the content does not acknowledge any image or multi media sources either with the caption or in annotation.	Selects and inserts many low quality graphics and multimedia sources, which do not enhance the content & only acknowledges a few multimedia sources.	Selects and inserts graphics and multimedia that are mostly high quality and that enhance & clarify the content while acknowledging most image and multi media sources with captions or annotations.	Selects and inserts high quality graphics and multimedia when appropriate to enhance the content's visual appeal and increase readability while acknowledging all image and multi media sources with captions or annotations.	

VOICE	Postings do not reflect an awareness of the audience and it is difficult to identify the author's voice because of the absence of the author's personality and word choices that do not bring the topic to life.	Postings are written in a style that doesn't fully consider the audience; the difficult to identify author's voice; almost no personality; little attempt to use effective word choices to bring the topic to life.	Postings are written in a style that is generally appropriate for the intended audience, and an attempt is made to use a consistent voice but only a bit of the authors personality is evident through word choices that attempt to bring the topic to life.	Postings are written in a style that is appealing & appropriate for the intended audience, and a consistent voice is evident throughout that reflect the author's unique personality through expressive and carefully selected word choices that bring the topic to life.	
WRITING / PROOFREADING	Written responses contains numerous grammatical, spelling punctuation errors that are serious distractions to the reader.	Written responses include some grammatical, spelling or punctuation errors that distract the reader.	Written responses are largely free of grammatical, spelling or punctuation errors.	Written responses are free of grammatical, spelling or errors.	
NAVIGATION / EASE OF USE	The blog site has a very poor design layout that makes it almost impossible for the user to locate and navigate through the various pages.	The blog site has a fairly poor design layout that makes it difficult for the user to locate and navigate through the various pages.	The blog site has a fairly logical design layout that makes for the most part makes it easy for the user to locate and navigate through the various pages.	The blog site has a very logical design layout that makes it easy for the user to locate and navigate through the various pages.	

COMMENTS: