Name:

Date:

Name of Blog Post:

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| --- | --- | --- | --- | --- |
| Rubric - Blog Posts | | | | |
|  | 1 | 2 | 3 | 4 |
| Ideas | Posting shows **little** evidence of insight, understanding, or personal reflection on the topic. | Posting shows **some** evidence of insight, understanding, or personal reflection on the topic. | Posting shows **a fair amount of** evidence of insight, understanding, or personal reflection on the topic. | Postings shares insight, understanding, and reflective thought about the topic by ...sharing a focused argument  ...asking a new related question or  ...making strong personal statement supported by personal experience |
| Personal Reflection | Postings present **no** specific viewpoint and no supporting examples or links | Postings present **some** specific viewpoint | Postings present a specific viewpoint that is supported with examples and/or links to more information | The writer has shared a great deal of personal opinion and supported their ideas with facts, examples, and/or links to more information |
| Conventions | The post is **poorly written** and is in need of revision and editing to make sense to the reader | The post suffers from **poor writing** showing a lack of effort or ability | The post is **reasonably well-written** | Post is **very well written** with great mechanics, flow, logical sentences and more |
| Voice | Postings **do not reflect an awareness** of the audience | Postings are written in a style that **does not fully consider** the audience | Postings are written in a style that is **generally appropriate** for the intended audience | Postings are written in a style that is **appealing and appropriate** for the intended audience. Personality of the writer is evident to the reader |
| Organization | Little to no multimedia has been used | **More multimedia is necessary** to make the post come alive | **Some multimedia** has been used to entice the reader | **Appropriate multimedia is used** such as titles, links, pictures and/or videos are used to encourage the readers interest and further research |
| The writer has not organized their thoughts making their post difficult to read. | The writer has **not organized** information effectively | The writer has considered **some organization** of information in terms of separate sections or paragraphs | Information is **organized** into paragraphs, titled section, or other means to make the information easy to read |
| Word Choice | Postings do not reflect the author’s personality and word choice does not bring the topic to life. | Postings reflect **almost no personality** and little attempt is made to use effective word choices to bring the topic to life. | Postings **reflect a bit of the author’s personality** through word choices that attempt to bring the topic to life. | Postings **reflect the author’s unique personality** through expressive and carefully selected word choices that bring the topic to life. |
| Total | | | | /28 |

<https://www2.uwstout.edu/content/profdev/rubrics/blogrubric.html>