BLOG RUBRIC

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| Criteria | 3 Exemplary | 2 Satisfactory | 1 Needs Improvement |
| Purpose and Theme | The blog has a clear purpose and theme. Every post from the teacher and prompt to reply by students clearly relate to the blog theme. | The purpose and theme of the blog are somewhat vague. A few pages do not relate well to the theme. | The blog lacks a clear purpose and theme. Pages and topics for posting are unrelated to the theme |
| Organization | The blog is very well organized and easily navigated. Pages are clearly identified, posts are archived by date and categorized by topic. | The blog is organized and mostly easy to navigate. Some posts may not be clearly archived or categorized. | The blog is unorganized. The sidebar does not list pages, and posts are not archived by date or categorized by topic. |
| Voice | Blog postings show clear evidence of the teacher’s and/or students’ voice. | Sometimes the teacher or student voices are inconsistent or unclear. | Neither the teacher nor student voices are clear in blog postings. |
| Higher Order Thinking | Teacher posts and prompts to reply invite students to interpret, analyze, evaluate, and/or state well developed opinions. | Teacher posts and prompts to reply include some opportunity for higher order thinking. | Teacher posts and prompts to reply do not prompt higher order thinking. |
| Multimedia | The blog includes high quality graphics, sound, or video that relate to the theme and enhance reader interest or understanding | The graphics, sound, or video are of average quality and relate to the theme but do not enhance reader interest or understanding | No multimedia are used or they are of poor quality, do not relate to the theme and distract the reader. |
| Sources | The blog includes a rich variety of high quality, credible sources that are correctly cited | The blog includes a variety of sources, although a few are not high quality or are not cited correctly | The blog includes only a few sources which are poor quality and not cited. |
| Links | All links connect correctly to age-appropriate, high quality sites including other blogs related to the theme | Most of the links connect to age-appropriate, high quality sites related to the theme. There are few if any links to relevant blogs | The blog has no links or the links are age-inappropriate or unrelated to the theme |
| Conventions | The blog has no misspellings or grammatical errors | The blog has a few misspellings or grammatical errors that do not interfere with the reader’s comprehension. | The blog has many spelling and grammatical errors that interfere with the reader’s comprehension |
| Communication | The blog is explicitly designed to promote communication by students. | The intent of the blog is to promote student communication but it is unclear how this will happen. | The blog is not designed to promote student communication. |