

# Assessment Rubric - Blogs

Students can submit their blogs in a number of different formats including as a written blog, video blog (vlog), social media post (e.g. Instagram story, Twitter thread, TikTok etc.). There is no set word limit or length, however as a guide we wouldn't expect to spend more than 5 minutes digesting their submission.

Class	Scale	Numerical equivalent	Descriptor
Excellent First	Excellent first	100	<p><b>Exceptional blog of the highest quality, combining excellence and originality of content with flawlessly fluent and impressively compelling communication.</b></p> <ol style="list-style-type: none"> <li>Evidence of considerable original thought and independent research</li> <li>Exceptionally perceptive and accurate analysis of material</li> <li>Careful thought has been put into the blog's intended audience and it shows strong evidence that engagement principles have been considered</li> <li>Very clear grasp of all relevant contexts</li> <li>Blog is extremely well structured and clearly argued.</li> <li>Visual aids are of the highest quality, are relevant to the material and add value to the piece</li> <li>The writing/ communication is engaging, compelling and of the highest professional standard, flowing excellently throughout</li> <li>Appropriate guidance for references has been followed perfectly.</li> </ol>
		94	
First	High 1st	88	<p><b>Very high quality blog which may extend existing debates or interpretations, written with flair and in a highly professional manner.</b></p> <ol style="list-style-type: none"> <li>Evidence of original thought and independent research</li> <li>Perceptive and accurate analysis of material</li> <li>Careful thought has been put into the blog's intended audience and it shows evidence that engagement principles have been considered</li> <li>Clear grasp of all relevant contexts</li> <li>Blog is well structured and clearly argued.</li> <li>Visual aids are of good quality, are relevant to the material and add value to the piece.</li> <li>The writing/ communication is engaging, compelling and of a strong standard, flowing throughout.</li> <li>Appropriate guidance for references has been followed.</li> </ol>
	Mid 1st	82	
		78	
Low 1st	74		

<b>Upper second</b>	High 2:1	68	<p><b>High quality blog demonstrating perceptive analysis presented in a coherent and professional manner.</b></p> <ol style="list-style-type: none"> <li>1. Evidence of some independent research or original thought</li> <li>2. A largely accurate analysis of the material</li> <li>3. Thought has been put into the blog's intended audience and it shows evidence that engagement principles have been considered in places</li> <li>4. A clear grasp of most relevant contexts</li> <li>5. Blog is generally well structured and clearly argued</li> <li>6. Visual aids are of good quality, are relevant to the material.</li> <li>7. The writing/ communication is of a good standard.</li> <li>8. Appropriate guidance for references has been followed for the most part.</li> </ol>
	Mid 2:1	65	
	Low 2:1	62	
<b>Lower second</b>	High 2:2	58	<p><b>Competent blog containing generally reliable information and generally sound analysis presented in an intelligible but not necessarily especially persuasive or well organised or entirely successful fashion.</b></p> <ol style="list-style-type: none"> <li>1. Limited evidence of some independent research or original thought</li> <li>2. A largely satisfactory accurate analysis of the material</li> <li>3. Limited thought has been put into the blog's intended audience and it shows little evidence that engagement principles have been considered</li> <li>4. Limited grasp of most relevant contexts</li> <li>5. Blog is generally well structured and clearly argued but there may be some localised areas of confusion</li> <li>6. Visual aids are of good quality, but have little relevance to the material.</li> <li>7. The writing/ communication is of a reasonable standard.</li> <li>8. Some guidance for references has been followed.</li> </ol>
	Mid 2:2	55	
	Low 2:2	52	
<b>Third</b>	High 3rd	48	<p><b>Blog of limited quality characterised by some or all of:</b></p> <ol style="list-style-type: none"> <li>1. Little or no evidence of independent research</li> <li>2. Compromised analysis of the material</li> <li>3. Very limited thought has been put into the blog's intended audience and it shows little evidence that engagement principles have been considered</li> <li>4. Limited grasp of some relevant contexts</li> <li>5. Blog is incoherently structured and poorly argued</li> <li>6. Visual aids are of poor quality, distract from the blog, and have little relevance to the material.</li> <li>7. The writing/ communication is of a poor standard.</li> <li>8. Some guidance for references has been followed in part.</li> </ol>
	Mid 3rd	45	
	Low 3rd	42	

<p><b>Fail</b></p>	<p>High Fail (sub honours)</p>	<p>38</p>	<p><b>Blog does not meet standards required for the appropriate stage of an Honours degree:</b></p> <ol style="list-style-type: none"> <li>1. No evidence of independent research</li> <li>2. A misleading or very insufficient analysis of the material</li> <li>3. No thought has been put into the blog’s intended audience and it shows no evidence that engagement principles have been considered</li> <li>4. Little or no grasp of any relevant context</li> <li>5. Blog is incoherently structured and poorly argued in such a way the audience would not be able to comprehend key points.</li> <li>6. Visual aids are of poor quality, and have no relevance to the material.</li> <li>7. The writing/ communication is of a poor standard.</li> <li>8. Guidance for references has been ignored.</li> </ol>
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