

## Blog Rubric

Use this rubric to assess the quality of your blog.

4	3	2	1
<b>Purpose</b>			
My blog has a clear purpose to share and collect opinions and information about an important and interesting topic.	The purpose of my blog is to share information and my opinions about an important topic.	My blog is mostly about one topic, but sometimes I get off the subject.	My blog appears to be about unconnected topics and events.
<b>Content</b>			
My blog is fair and balanced. I refer to information from a variety of viewpoints and draw original conclusions based on my research.	My blog is fair. I refer to information from more than one viewpoint and draw conclusions based on my research.	I try to be fair in my blog, but the information I present is missing critical content. I try to draw conclusions, but sometimes my conclusions are not based on research.	I only present one viewpoint on my topic. I do not draw conclusions about the research, but just repeat what other sources have said about the topic.
<b>Sources</b>			
I gather extensive information from a variety of reliable sources outside the classroom. I cite my sources correctly.	I gather information from some reliable sources outside the classroom. I cite all of my sources with no or very few minor errors.	Most of the information on my blog comes from my opinions. I cite only one or two sources, or my citations have numerous errors.	The information on my blog is my opinion, without any sources to back it up.
<b>Audience</b>			
My writing engages my readers. I ask good questions and describe interesting ideas to get my readers to respond.	I think about what my readers want to know and write my blog entries to answer their questions and concerns.	I try to think about my readers and answer their questions, but most of the time I just write about what I am interested in or what is easy to find.	I rarely think about how my readers will respond to my blog. I write about what is interesting to me or is easy to find.

<b>Voice</b>			
My writing shows my personality and reflects a deep commitment to the topic of my blog.	My writing shows that I care about the topic I am writing about in my blog.	My writing sometimes shows that I care about the topic.	My writing sounds like I am completing an assignment without caring about the topic.
<b>Writing</b>			
My writing style is interesting and appropriate for my readers. I have no errors in grammar, spelling, punctuation, capitalization, or sentences.	I write so my readers can understand. Any errors in conventions do not take away from what I am saying.	I try to write so my readers can understand, but sometimes my writing does not make sense because of errors in conventions.	My writing is confusing and often does not make sense to my readers.
<b>Updates</b>			
I write blog entries with new information and thoughts at least once a week, without being reminded.	I write blog entries with new information and thoughts at least once every 10 days or so, without being reminded.	If I am reminded, I write in my blog at least once every two weeks.	Even when I am reminded, I often do not write in my blog for weeks at a time.
<b>Extra Features</b>			
I include blog features, such as graphics, photos, and links, to enhance what I am saying and to persuade my readers.	I include blog features, such as graphics, photos, and links.	I include some blog features, such as graphics, photos, and links, but sometimes they take away from the purpose of my blog.	I do not include any extra blog features, or the features I include do not make sense.
<b>Creativity</b>			
I use language and blog features to communicate my message in surprising and unusual ways.	I use language and blog features to communicate my message in interesting ways.	I try to use language and blog features to communicate my message in surprising ways, but sometimes my attempts just take away from the purpose.	I do not try to use language and blog features in surprising ways.