

Blog-Essay Evaluation Rubric

Category	F (Fail)	D (Below Average Work)	C (Average Work)	B (Excellent Work)	A (Superior Work)
Analysis of Subject Matter	No analysis provided or analysis is irrelevant.	Superficial analysis of subject. Analysis is not appropriate or complete.	Average analysis of subject. Analysis is somewhat appropriate and incomplete.	Great analysis of subject. Analysis is appropriate and complete.	Exceptional analysis of subject. Analysis is entirely on point and complete.
Clarity and Structure	The blog is incomplete or missing. No clarity, structure, or flow is evident.	The blog is not clear, concise, specific, or interesting. Blog lacks introductory or concluding arguments. Blog does not flow well or is not structured well.	The blog is somewhat clear, concise, specific, and/or interesting. Blog has some flow but lacks full clarity.	The blog is clear, concise, specific, and interesting. Well-structured with appropriate flow.	The blog is extremely clear, concise, specific, and interesting. Excellent structure and flow throughout.
Grammar and Sentence Structure	No writing or significant grammar issues make the blog unreadable.	Multiple grammar mistakes making it difficult to read.	Several grammar mistakes, but it is still clear to read.	One or two grammar mistakes, but they do not impair the reading experience.	No spelling or grammar mistakes. Writing is easy to read and flows well.
Relevance of Information	No information cited, or information is entirely irrelevant to the blog topic.	The information cited in the article has no relevance to the blog topic.	The information cited has some relevance to the blog topic.	The information cited is relevant to the blog topic. Claims are supported by examples.	The information cited is fully relevant to the blog topic. Claims are supported by excellent examples.
Number of Course Readings	No course readings referenced.	One course reading is referenced.	Two course readings are referenced.	Three course readings are referenced.	Four or more course readings are referenced.
Quality of Connection of Analysis to Course Readings	No connection to course readings.	Superficially connected analysis to the course readings.	Connected analysis to some of the course readings.	Connected analysis to course readings with solid examples.	Connected analysis to course readings with excellence, providing insightful examples.

Total Number of Reliable and Valid Sources	No sources referenced.	Two or fewer sources (course readings and external) are referenced.	Three to five sources (course readings and external) are referenced.	Six to seven sources (course readings and external) are referenced.	Eight or more sources (course readings and external) are referenced.
Quality of Source Use	No sources are used or sources are entirely irrelevant to the topic.	References are not valid or reliable.	References are somewhat valid/reliable. They are somewhat useful to the topic.	References are valid/reliable. They are useful to the topic.	References are used with excellence, bringing value and insight to the blog topic.