

Public Service Announcement Grading Rubric

Assignment Goal: This assignment is designed to demonstrate how social psychological theories can be used to analyze and understand prejudice/discrimination at either the group or the individual level.

Criteria	Points Possible	Points Earned	Comments
1. Written script includes clear, specific links to ONE theory. What social psychological principle was illustrated in your video? Could a lay audience understand the theory? Did you go beyond just defining the theory? This should be a major part of your script/video.	15/35		
2. PSA/video uses applied examples that would be of interest to a general audience. Results of at least one research study are explicitly included.	6/35		
3. Both the script and the video are provided at time paper was submitted.	3/35		
3. Work shows creativity, effort, and a sincere honest attempt to produce a quality project. Was not carelessly done or “thrown together” at last minute. Is not just “talking heads.”	6/35		
3. Video is at least three minutes long (with <i>real content</i> , not just “filler”).	5/35		
4. If worked in group, ratings sheet of your and your fellow group members’ contributions NOT attached at time work was submitted (using form provided in assignment instructions).	-5 points (deduction)		
5. Release form for EACH person in the PSA is provided at the time the project is submitted. If not, points are deducted.	-5 points (deduction)		
TOTAL			

