Final Public Service Announcement Rubric

Rubric for engaging in an argument from evidence and constructing explanations and designing solutions using the crosscutting concept of cause and effect in a public service announcement.

4	3	2	1
Claim is appropriately and clearly conveyed to identified target audience and appropriate context is given for audience to understand its significance.	**Claim** is somewhat conveyed to the identified target audience in some appropriate context.	**Claim** is somewhat conveyed in little to no context.	**Claim** is missing, unclear, or contains major errors No context is given.
Scientific **evidence** is used to support the claim and cited for validity. It is portrayed as clearly and accurately as possible. All **counter-arguments** have been clearly thought of and addressed. Examples of evidence: • Data from researchers reveals legislation that was effective in managing fisheries. • Data from tracking devices reveal an increase in YOY and juvenile white sharks. • People often misperceive the size of sharks because of light refraction. • Humans can have a positive influence on the recovery of an ecosystem.	Scientific **evidence** is used to support the claim and cited for validity. It is portrayed as accurately as possible. Some **counter-arguments** have been thought of and addressed.	Scientific **evidence** is somewhat used to support the claim and cited for validity. It is vaguely portrayed. Little to no **counter-arguments** have been thought of and addressed.	No correct relationship(s) are identified between **evidence** and claim.
Reasoning uses **evidence** at an appropriate level for target audience. It explicitly uses the crosscutting concept of *cause and effect* (a specific On-Target element) as a **central frame** for the explanation.	The **reasoning** can be used to provide an explanation that is grounded in science and includes meaningful limitations of the explanation. *Cause and effect* is mentioned, but not used as a central frame in the argument.	The **reasoning** can be used to provide an explanation that demonstrates partial understanding of the science. *Cause or effect* is alluded to. (No link between the two is identified.)	The **reasoning** cannot be used to connect the claim and supporting evidence.

Note: Final Public Service Announcement Rubric from NGSS Rollout #3. CA NGSS Collaborative, 2016. Adapted with permission.