

CATEGORY	Exemplary	Satisfactory	Unsatisfactory	Unacceptable
Discuss What Personality Factors and/or Traits are Associated with Social Media Use (35 Points)	35 points Student selects at least one theoretical perspective of personality and presents information showing a keen understanding of what personality factors and/or traits are associated with social media use.	30 points Student selects at least one theoretical perspective of personality and somewhat addresses what personality factors and/or traits are associated with social media use, but information is not succinct.	25 points Student selects at least one theoretical perspective of personality, but does not provide great detail related to what personality factors and/or traits are associated with social media use.	20 points Student selects at least one theoretical perspective of personality but does not identify what personality factors and/or traits are associated with social media use.
Discuss How Personality Factors Influence <i>How</i> and <i>Why</i> People Use Social Media (40 Points)	40 points Student provides efficient detail related to how their selected personality factors influence <i>how</i> and <i>why</i> people use social media.	35 points Student provides minimal detail related to how their selected personality factors influence <i>how</i> and <i>why</i> people use social media.	30 points Student only answers either <i>how</i> their selected personality factors influence social media use or <i>why</i> their selected personality factors influence social media use.	25 points Student identifies relevant personality factors, but does not identify <i>how</i> or <i>why</i> their selected personality factors influence social media use.
Mechanics (10 Points)	10 points Student does not make any errors in grammar or spelling, especially those that distract the reader from the content.	8 points Student makes 1-2 errors in grammar or spelling that distract the reader from the content.	5 points Student makes 3-4 errors in grammar or spelling that distract the reader from the content.	2 points Student makes more than 4 errors in grammar or spelling that distract the reader from the content.
Format - APA Format, Citations, Organization, Transitions (15 Points)	15 points The paper is written in proper APA and organizational format. All sources used for quotes and facts are credible and cited correctly. Excellent organization, including a variety of thoughtful transitions.	12 points The paper is written in proper format with only 1-2 errors. All sources used for quotes and facts are credible, and most are cited correctly. Adequate organization includes a variety of appropriate transitions.	8 points The paper is written in proper format with only 3-5 errors. Most sources used for quotes and facts are credible and cited correctly. Essay is poorly organized, but may include a few effective transitions.	5 points The paper is not written in proper format. Many sources used for quotes and facts are less than credible (suspect) and/or are not cited correctly. Essay is disorganized and does not include effective transitions.