



Social Media, You, and A.I.

Assessment Rubric

Criteria	Exemplary	Proficient	Developing	Beginning
Explanation of Personal Platform Use	Provides a clear, thoughtful explanation of platform choices, connecting them to specific personal interests, habits, or needs; demonstrates strong self-awareness about digital behavior.	Explains main platforms used and gives at least one reason for each; reasoning is relevant but may lack deeper insight.	Lists platforms used with minimal or general reasoning; explanation shows limited reflection.	Provides incomplete, vague, or no explanation of platform choices.
Reflection on Discontinuing a Platform	Offers a detailed example of stopping (or intentionally reducing) use of a platform and clearly connects it to personal experiences, well-reasoned concerns, or meaningful motivations.	Describes stopping (or reducing) use of a platform and gives a reason, though the explanation may not be fully developed.	Mentions a platform they stopped using but provides a weak, unclear, or incomplete explanation.	Does not mention a specific platform or provides no meaningful reasoning.
Understanding of AI Influence	Demonstrates a strong understanding of AI algorithms (e.g., personalization, recommendations, engagement tracking) and accurately explains at least two ways AI shapes content.	Shows a general understanding of AI influence and provides at least one accurate example.	Shows limited understanding of AI's role, with examples that are vague, oversimplified, or somewhat inaccurate.	Demonstrates little to no understanding of AI influence or provides incorrect information.
Insight Into Future Social Media Habits	Clearly describes at least one specific habit they may change and gives a thoughtful explanation rooted in the lesson discussion.	Identifies a possible future change with some explanation, even if not deeply reflective.	Mentions a change but provides little reasoning or connection to the discussion.	Gives no meaningful reflection on future habits or states no intention to change without explanation.