

### MEDIA ANALYSIS GRADING MATRIX

Directions from the syllabus: “The Thanksgiving break offers a special opportunity to study people other than ourselves. Whether you’re going home, spending the break with friends or staying on campus, you must immerse yourself into four hours of ethnographic research. Pick any four contiguous hours that you are able to completely dedicate to this assignment. You will observe and note who, what, where, when and how people consume media. Please note this assignment is not about asking people *why* they consume media but about paying careful and close attention to the details—space, volume, habits, interactions, comments—that help you try to understand the motivations behind their media-use (or non-use) behaviors. You should be able to answer:

- Who are the players and what are their roles?
- Which media sources or products are assigned special importance?
- What rules and rituals—spoken and unspoken—underlie the behavior you observe?
- What contradictions and complexities do you observe?

In addition to your observations, make conclusions about the businesses media companies are in today. Remember from the Wood piece: “When clients are confronted with the company’s anthropological research, they often discover fundamental differences between the businesses they thought they were in, and the businesses they actually are in.”

Carefully write up your evaluation in no more than five pages. Your assignment should be in 12-point Times New Roman font with 1-inch margins, double-spaced. Terms from the class and the readings should be used in your analysis and put in **bold** font in order to reinforce your use of the material. Do not just drop in terms. Be sure to explain how that concept leads to your conclusions. Bring a hard copy to hand in at the beginning of your discussion-section meeting on Wednesday, Dec. 2. Assignments will be graded based on completeness, content, use of class material and grammar.”

	Superior	Good	Fair	Needs work	Total
Observational details (up to 20 points)	Paints a detailed picture of the media-use behavior of others.	Explains the media-use behavior of others but lacks details for you to “picture” the scene.	Shows little evidence of using observational skills because of a lack of detail in the writing.	Fails to use observational skills. Interviews people about their media-use behaviors.	
	20-18 points	17.5-15 points	14.5-12.5 points	12 and fewer points	
Use of observation for conclusions (up to 15 points)	Uses details from his/her observation to explain a thoughtful perspective on the media business.	Uses some details from his/her observation to explain a reasonable perspective on the media business.	Does not connect evidence from his/her observation to a perspective on the media business.	Does not offer a perspective on the media business.	
	15-13 points	12.5-10.5 points	10-8 points	7.5 and fewer points	
Style and structure (up to 10 points)	Ideas conveyed logically and points argued clearly. Well written with few spelling or grammar errors.	Argues points but lacks some clarity or is repetitive. Some grammar/spelling errors.	Difficulty in arguing points clearly and logic not apparent. Many grammar/spelling errors.	Paper is unreadable.	
	10-9 points	8.5-7.5 points	7-6.5 points	6 and fewer points	
Completeness (5 points)	Fully completed the assignment and class terms in bold; followed instructions. Turned in on time.	Completed most of the assignment. Turned in on time.	Part of assignment incomplete; did not follow some instructions. Turned in on time.	Incomplete or turned in late.	
	5 points	4.5 points	4-3 points	2 and fewer points	
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