

Rubric for Charting the Virality

Choosing an article “cluster”	The chosen article cluster has less than 25 reprints. 1 points	The chosen article cluster has between 25 and 49 reprints. 2 points	The chosen article cluster has 50 or more reprints. 3 points
Visualization: Effectiveness	The visualization fails to demonstrate the geographical AND temporal range of the article’s reprinting. 3 points	The visualization demonstrates the geographical OR temporal range of the article’s reprinting. 5 points	The visualization effectively demonstrates the geographical AND temporal range of the article’s reprinting. 7 points
Essay: Contextualization	The accompanying essay logically discusses how time OR place shaped its reprinting. 3 points	The accompanying essay logically discusses how time OR place shaped its reprinting using solid historical evidence. 5 points	The accompanying essay logically discusses how time AND place shaped its reprinting using solid historical evidence. 7 points
Essay: Virality and its meaning	The accompanying essay identifies the virality of the chosen article, but fails to examine why it went viral. 3 points	The accompanying essay discusses the virality of the chosen article, but its rationale for the article’s virality lacks solid historical evidence. 5 points	The accompanying essay analyzes what the article’s virality reveals about the society where it was reprinted using solid historical evidence. 7 points

Total: _____/24 points

A score of zero is possible on any row of the rubric if the student does not meet the standards asked for in the first column.