

# Social Issue Website

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Each student will develop a social issue website that explores a current social issue/movement using the methods, analyses, and tools covered throughout the semester. The work you have done all semester will result in a public-facing website that explores the social issue, traces its history, and suggests a solution.

Students will research a social issue. This can be a recent case or one from the past. Successful projects will:

- **Document the issue/movement** — Define the movement or issues to be explored. Be sure to provide information about all facets and views on the issue. If you are telling the story of a specific movement you need to contextualize it in the larger movement.
- **Identify the actors.** Research the critical people involved in the social movement or issue over time, including those who opposed it. How did each impact the movement's progress. Explore their points of view on the issue and represent them accurately.
- **Analyze the issue** using at least one sociological perspective. Demonstrate that you are able to apply a sociological theory to your topic.
- **Provide historical context.** What is the history of the social movement or issue, focusing on the last 100-150 years? When did it begin, how did it change over time? Were there setbacks or periods of rapid advance? Why do you think that happened? How do you think its history impacts its chances of meeting its goals.
- **Include Data-Driven analysis.** If possible locate data on this issue and do your own analysis of it. If not possible select multiple data-driven analyses of the issue and explore how sociologists define and investigate the issue. Analyze the kinds of data that has been gathered, or not gathered on this issue.
- **Make an argument about a way to solve this problem or issue.** In this portion of the site tell us what you think could be done at the local, national and global level to forward the goals of the movement or issue. What do you see as the challenges that prevent success?
- **You must do more than narrate.** You must interpret the issue, tell us what it means, why it happened the way it did, what it means, and what it tells us about our society.

## Contract

The contract is an essential part of this assignment. In it, you lay out the plan for the website, including milestones, and assignments. Once approved, this is the blueprint for your website. At the end of the semester you will evaluate your success in meeting the terms of the contract.

## Website

You will craft a project website that explores and analyzes a social issue of interest today. This

presentation is not like a traditional term paper. Digital presentations include different kinds of media – maps, videos, audios, and visualizations, and they can be organized in more fluid ways.

- WordPress — Choose a WordPress theme and customize it to make the site appealing to the general public. Create a navigational structure that makes it easy to locate information and allows the user to make their own way through the site.
  - Make sure that you include citations to all your images and footnotes for your text.
- Digital Tools — You must use at least three digital tools on your site: choose from data visualizations, timelines, maps, animations, video annotation, text analysis, story maps, or other visualizations to tell explore and interpret the issue. Be creative!
- Resources — You must use a range of high quality sources in your work. Include books and article, photographs, letters, reports, newspaper articles, and other materials.

**Points** 150

**Submitting** a website url

Due	For	Available from	Until
May 6	Everyone	Jan 22 at 12am	May 13 at 11:59pm

### Web Project Rubric

Criteria	Ratings					Pts
<p>General Quality</p> <p>Does the site meet the word requirements?</p> <p>Is it error-free including links?</p> <p>Is the writing generally well-done, following guides we covered in class?</p>	<p><b>10.0 to &gt;8.0 pts</b> <b>Excellent</b></p> <p>Site meets or exceeds 6,000 words. There are no misspellings or broken links. The writing is clear and understandable, consistent throughout the site. It is aimed at a general audience and is well-written and has flair.</p>	<p><b>8.0 to &gt;5.0 pts</b> <b>Good</b></p> <p>Site has 6,000 words. There are few misspellings or broken links. The writing is clear and understandable throughout most of the site, but some pages are less well-done. It is aimed at a general audience and is well-written.</p>	<p><b>5.0 to &gt;3.0 pts</b> <b>Acceptable</b></p> <p>Site has 6,000 words. There are some misspellings or broken links. The writing is confusing in places or inconsistent across the site. It contains jargon or in other ways is not appropriate for a general audience.</p>	<p><b>3.0 to &gt;0.0 pts</b> <b>Poor</b></p> <p>Site does not contain 6,000 words. There are many misspellings, broken links, and possibly missing pages. The writing style is either too complex or simple to interest a general audience.</p>	<p><b>0.0 pts</b> <b>No Marks</b></p> <p>Site is not completed.</p>	10.0 pts
<p>Document the issue/movement</p> <p>Define the movement or issues that your site covers. Be sure to provide information about all facets and views on the issue. If you are telling the story of a part of a larger movement make sure that you</p>	<p><b>10.0 to &gt;8.0 pts</b> <b>Excellent</b></p> <p>The site explains the topic in depth, covering several different points of view on this issue. It provides a cogent introduction to the rest of the site and helps to contextualize the other pages/sections.</p>	<p><b>8.0 to &gt;5.0 pts</b> <b>Good</b></p> <p>The site describes the topic in depth, covering two or more views on the issue. It serves as a good introduction to the other sections of the site. If the topic is part of a larger movement it</p>	<p><b>5.0 to &gt;3.0 pts</b> <b>Acceptable</b></p> <p>The site describes the topic, either in too much depth for the rest of the site, or in a overly cursory fashion. It leaves some questions about the topic or repeats material covered in other sections. It describes the topic from at</p>	<p><b>3.0 to &gt;0.0 pts</b> <b>Poor</b></p> <p>The site offers little explanation of the topic or the explanation is inaccurate. Only one point of view is considered in any depth. Content in this section does not clearly relate to other sections of the site. It does not offer</p>	<p><b>0.0 pts</b> <b>No Marks</b></p> <p>This portion of the site was not completed.</p>	10.0 pts

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contextualize it in the larger movement.	If the topic is a smaller part of a larger movement, the site clearly fits it into the larger framework.	offers sufficient context to understand its role.	least two points of view. If the topic is a smaller part of a larger movement, it offers limited contextualization.	accurate contextualization of this topic to related movements.		
<p>Identify the actors</p> <p>Research the critical people involved in the social movement or issue over time, including those who opposed it. How did each impact the movement's progress. Explore their points of view on the issue and represent them accurately.</p>	<p><b>5.0 to &gt;4.0 pts Excellent</b></p> <p>The site provides an excellent sense of the players, for and against, this movement/issue. It demonstrates the role that various individuals and organizations had and how they impacted the movement. It represents the views of different actors in a lively and accurate way, using quotes and other primary materials.</p>	<p><b>4.0 to &gt;3.0 pts Good</b></p> <p>The site does a good job of identifying the people and organizations that impacted the movement or issue. It offers good analysis of the way that these actors impacted the movement, though in some cases it might be limited or inaccurate. It uses mostly primary sources to represent the the views of the actors.</p>	<p><b>3.0 to &gt;2.0 pts Acceptable</b></p> <p>The main actors in the movement have been identified, but the analysis of their impact is cursory or sometimes inaccurate. The views of different actors are mostly represented accurately, using mostly secondary sources.</p>	<p><b>2.0 to &gt;0.0 pts Poor</b></p> <p>The site provides only cursory attention to the people and organizations involved. It does not provide accurate context for the impact that they had on the movement, or it focuses only on one voice. It relies solely on secondary sources.</p>	<p><b>0.0 pts No Marks</b></p> <p>This portion of the site was not completed.</p>	5.0 pts
<p>Sociological analysis</p> <p>Analyze the issue using multiple sociological perspectives.</p>	<p><b>15.0 to &gt;12.0 pts Excellent</b></p> <p>Site uses two or more sociological perspectives to analyze their topic in an</p>	<p><b>12.0 to &gt;8.0 pts Good</b></p> <p>Site uses two or more sociological perspectives to interpret the</p>	<p><b>8.0 to &gt;4.0 pts Acceptable</b></p> <p>Site uses two sociological perspectives to study the topic in a cursory</p>	<p><b>4.0 to &gt;0.0 pts Poor</b></p> <p>Site uses only one sociological perspective or applies one or</p>	<p><b>0.0 pts No Marks</b></p> <p>This portion of the site was not completed.</p>	15.0 pts

Criteria	Ratings					Pts
Demonstrate that you are able to apply a sociological theory to your topic.	incisive way. The application of these perspectives show a clear understanding of how to apply them to a topic in an advanced way.	topic. The application of the topics is well done and demonstrates that the student understands them and is able to apply them.	way that does not illuminate the issues in a meaningful way. The application of these perspectives is shallow but generally accurate and demonstrates some familiarity with the concepts.	more inaccurately or in a way that does not add to the understanding of the topic. There are serious questions about whether the student understands the concepts.		
<p>Historical context</p> <p>What is the history of the social movement or issue, focusing on the last 100-150 years? When did it begin, how did it change over time? Were there setbacks or periods of rapid advance? Why do you think that happened? How do you think its history impacts its chances of meeting its goals.</p>	<p><b>10.0 pts Excellent</b></p> <p>The site provides a detailed and interpretive history of the topic, going back at least 100 years. The history is detailed enough to demonstrate change over time and an understanding of how larger historical events affected the topic.</p>	<p><b>8.0 pts Good</b></p> <p>The site provides a detailed or interpretive history of the topic going back at least 100 years. The history demonstrates the key periods of the movement's progress or failure, and described how larger historical trends affect the topic.</p>	<p><b>5.0 pts Acceptable</b></p> <p>The site provides a mostly accurate history of the topic, though it does not provide much interpretation of that history. There is some contextualization of the history of the topic into the larger history of the country.</p>	<p><b>3.0 pts Poor</b></p> <p>The site provides a history, but it is flawed and inaccurate, or extremely cursory. It does not interpret the past, nor does it explain how larger historical movement impacted the issue.</p>	<p><b>0.0 pts No Marks</b></p> <p>This portion of the site was not completed.</p>	10.0 pts
Data-driven analysis	<b>15.0 to &gt;12.0 pts Excellent</b>	<b>12.0 to &gt;8.0 pts Good</b>	<b>8.0 to &gt;4.0 pts Acceptable</b>	<b>4.0 to &gt;0.0 pts Poor</b>	<b>0.0 pts No Marks</b>	15.0 pts

Criteria	Ratings					Pts
If possible locate data on this issue and do your own analysis of it. If not possible select multiple data-driven analyses of the issue and explore how sociologists define and investigate the issue. Analyze the kinds of data that has been gathered, or not gathered on this issue.	The site incorporates data analysis done by the student on a relevant data set. It also includes other data-driven analysis through the incorporation of sociological articles and interpretation of their findings. The site also discusses the kinds and quality of studies done on the subject in an incisive way.	The site incorporates data analysis done by the student from a data source that offers some fruitful information. It also includes interpretation of other data-driven analysis and a evaluation of the quality of the data sources.	The site incorporates data analysis done by the student, but the data sources or the interpretation are not particularly relevant to the topic. The secondary data-driven research is not treated critically or not well selected, and there is only limited analysis of the quality of the data.	The site does not include student created data analysis, and the secondary source studies are not well-selected or not well-analyzed. No effort has been made to analyze the data quality.	This portion of the site was not completed.	
<p>Practical solutions</p> <p>Make an argument about a way to solve this problem or issue. In this portion of the site tell us what you think could be done at the local, national and global level to forward the goals of the movement or issue. What do you see as the challenges that prevent success?</p>	<p><b>5.0 pts Excellent</b></p> <p>The site includes creative and practical ways to advance the cause of the topic at the national, local and global level. It offers a clear and well reasoned analysis of the challenges and offers ways to overcome them.</p>	<p><b>4.0 pts Good</b></p> <p>The site includes solid plans at the local, national and global levels that should advance the aims of the topic. It offers a good analysis of the challenges that face activists and provides some ways to overcome them.</p>	<p><b>3.0 pts Acceptable</b></p> <p>The site offers some ideas for ways to advance the cause of the topic at the local, national and global level, but they are not all well thought out or practical. The interpretation of the challenges faced is cursory and there is little attempt to think past them.</p>	<p><b>2.0 pts Poor</b></p> <p>The site offers vague ideas, and does not include ideas for the local, national and global levels. It does not engage with this prompt in any meaningful way, and doesn't explore challenges or how they might be overcome.</p>	<p><b>0.0 pts No Marks</b></p> <p>This portion of the site was not completed.</p>	5.0 pts

Criteria	Ratings					Pts
<p>Website appeal</p> <p>Choose a WordPress theme and customize it to make the site appealing to the general public. Create a navigational structure that makes it easy to locate information and allows the user to make their own way through the site.</p>	<p><b>5.0 pts</b> <b>Excellent</b></p> <p>The WordPress theme selected has been customized to relate to the topic. There are plentiful images that bring life to the topic. The navigational structure makes the site easy to use. The site follows standards for accessibility.</p>	<p><b>4.0 pts</b> <b>Good</b></p> <p>The WordPress theme selected for the site has been customized to relate to the topic. Images are plentiful and relate well to the topic. The navigation makes sense and is easy to follow. The site follows accessibility standards.</p>	<p><b>3.0 pts</b> <b>Acceptable</b></p> <p>The WordPress theme selected for the page is clean and appealing, though it has not been customized for the topic. There are some images, but not all relate well to the topic or are appealing. The navigation has some confusing aspects. The site mostly follows accessibility standards.</p>	<p><b>2.0 pts</b> <b>Poor</b></p> <p>The WordPress theme chosen looks like it was used out of the box, with no effort made to customize it for the topic. There are few images, poorly selected ones, or inappropriate ones. The organizational structure makes it hard to locate information. The site does not conform with accessibility standards.</p>	<p><b>0.0 pts</b> <b>No Marks</b></p> <p>The site was not completed.</p>	5.0 pts
<p>Resources and Citations</p> <p>You must use a range of high quality sources in your work. Include books and article, photographs, letters, reports, newspaper articles, and other materials. You must cite your sources, including imagery, accurately.</p>	<p><b>10.0 pts</b> <b>Excellent</b></p> <p>A wide range of high-quality sources were used, including both primary and secondary materials. They are cited in a consistent and clear way.</p>	<p><b>8.0 pts</b> <b>Good</b></p> <p>A good range of high quality sources were used, including both primary and secondary sources, but a few lower quality ones were included. Citations are used in a clear and consistent way.</p>	<p><b>5.0 pts</b> <b>Acceptable</b></p> <p>A range of different kinds of sources were used, but some good sources were not included, and some poor choices were made. Citations are present, but not always properly formatted.</p>	<p><b>3.0 pts</b> <b>Poor</b></p> <p>A limited number and range of sources were used and the selection of sources reveals cursory research. Many good sources were not used, some poor, or non-scholarly ones were used. Citations are not formatted in a clear and consistent manner and some are missing.</p>	<p><b>0.0 pts</b> <b>No Marks</b></p> <p>There are no citations.</p>	10.0 pts

Criteria	Ratings					Pts
<p>Digital tools</p> <p>You must use at least three digital tools on your site: choose from data visualizations, timelines, maps, animations, video annotation, text analysis, story maps, or other visualizations to tell explore and interpret the issue. Be creative!</p>	<p><b>15.0 to &gt;12.0 pts</b> <b>Excellent</b></p> <p>The site includes three or more high-quality embedded digital tools that help to explain, visualize, or interpret the topic. The use of the these tools to meet site goals demonstrates the student's mastery of applying these tools to educate a general audience.</p>	<p><b>12.0 to &gt;8.0 pts</b> <b>Good</b></p> <p>The site includes three or more embedded digital tools that help explain, visualize or interpret the topic. Some are of higher quality or applicability than others. The use of the tools demonstrates that the student understands how to apply these tools in a way that educates the general public.</p>	<p><b>8.0 to &gt;4.0 pts</b> <b>Acceptable</b></p> <p>The site includes three embedded digital tools that help to explain or visualize the topic. The selection of the tools and the quality of the visualizations is better on some than others. The site demonstrates an adequate understanding of how to use these tools to educate the general public.</p>	<p><b>4.0 to &gt;0.0 pts</b> <b>Poor</b></p> <p>The site does not include three embedded digital tools or they are done poorly, either with limited data, or they are not applicable to the task they are set. The quality of the visualizations does not help advance the understanding of the topic. The student has not demonstrated that they understand how to use these tools to educate the general public.</p>	<p><b>0.0 pts</b> <b>No Marks</b></p> <p>No digital tools were used.</p>	15.0 pts
Total Points: 100.0						