

Pollster's Task #2: Design and Conduct a Poll Rubric

Criteria	Poor (1 pt.)	Acceptable (2 pts.)	Good (3 pts.)	Excellent (4 pts.)
Key Criteria of Sampling Method (x2)	Did not identify the key criteria of the sampling method	Identified parts of the key criteria of the sampling method	Identified most of the key criteria of the sampling method	Identified all of the key criteria of the sampling method
Planning the How and When	Did not effectively plan how and when to conduct the poll	Planned some of the how and when of the poll, but were missing several details	Planned most of the how and when of the poll, but were missing a few details	Thoroughly planned how and when the poll would be conducted
Reflecting on the What, Who, and How of the Poll	Did not reflect on the what, who, and how of the poll	Reflected on only one of the following: what, who, and how of the poll	Reflected on two of the following: what, who, and how of the poll	Reflected on all aspects of the poll
Reporting the Results	_____	Reported some results from the poll	_____	Accurately reported all results from the poll
Identifying Bias	_____	Identified some potential bias that existed in the way the poll was conducted	_____	Identified all potential bias that existed in the way the poll was conducted
Sample versus Population (x2)	Did not address polling a sample versus polling a population	Addressed if a sample was appropriate but did not address polling a population	Addressed both polling a sample and polling a population but were missing a few details	Addressed both polling a sample and polling a population in detail