

Measuring Media Literacy

Criteria	Exemplary	Proficient	Partially Proficient	Nonproficient
iSTE National Education Technology Standards Comprehension	The individual demonstrates an excellent understanding.	The individual demonstrates an adequate understanding.	The individual demonstrates a partial understanding.	The individual demonstrates no understanding.
Fair Use Guidelines Comprehension	The individual demonstrates an excellent understanding.	The individual demonstrates an adequate understanding.	The individual demonstrates a partial understanding.	The individual demonstrates no understanding.
Understanding of current media issues in relation to personal and school liability	The individual demonstrates an excellent understanding.	The individual demonstrates an adequate understanding.	The individual demonstrates a partial understanding.	The individual demonstrates no understanding.
Ability to identify potential liability	The individual demonstrates an excellent ability to identify potential liability.	The individual demonstrates an adequate ability to identify potential liability.	The individual demonstrates the beginnings of an ability to identify potential liability.	The individual demonstrates no ability to identify potential liability.
Ability to provide adequate recommendations (information and resources)	The individual demonstrates an excellent ability to provide recommendations.	The individual demonstrates an adequate ability to provide recommendations.	The individual demonstrates the beginnings of an ability to provide recommendations.	The individual demonstrates no ability to provide recommendations.