PS4747: Applied Social Psychology

## Assignment #1 Group Video Peer Feedback Component

Name:  
Student Number:  
Group you are assessing:

You should assess the video using the rubric below. Provide a mark out of 5 for each heading, for a total of 20. You should also include feedback under each heading. This will be anonymised before being collated and returned to the groups. Your feedback should be constructive and avoid personal comment. Please submit this sheet via TurnItIn before 5pm on **Friday 10 November.**

The scale of marking is as follows:

0 = not included/not attempted, 1 = poor, 2= fair, 3 = good, 4 = excellent, 5 = outstanding/unimprovable.

|  |  |
| --- | --- |
| Heading | Mark |
| **Creativity:** Is the video attractive? Does it make appropriate and imaginative use of the medium? Does it capture and hold the viewer’s attention? |  |
| (Insert feedback here) |
| **Coherence:** Does the video make sense? Does it present a narrative that is easy to follow, without confusion, for the general public? |  |
| (Insert feedback here) |
| **Evidence-based:** Is the video clearly based on social psychological concepts and research on pro-environmental behaviour change? |  |
| (Insert feedback here) |
| **Applicability:** Would the video prove useful to a member of the general public seeking to use social psychological knowledge to live in a more sustainable way? |  |
| (Insert feedback here) |
| Total Mark |  |

N.B. You need not consider whether the video goes too far over the suggested length and whether points should be deducted accordingly – I will account for that in my final weighting of the marks. You also do not need to consider the transcript in your feedback: but the transcript will be available should you wish to refer to it.