Case Study

How well is the case study described in Part 1? Are you given all of the key facts? Is it written in terms that someone outside of Informatics could understand?

Insufficient	Case study description isn't understandable, or fails to provide the context needed for the rest of the essay. Alternatively case study seems unrelated to the contents of the course.
Good	Case study described in an accessible way, with maybe a couple of details missed or unexplained.
Very Good	Case study described in an accessible way.
Excellent	Very clear case study description entirely appropriate for a non expert audience, anticipates context needed for the rest of the essay and doesn't overshare other details.

Highlighting

What are the main potential harms Part 2 highlights for the technology described in the case study? Do these seem like a reasonable selection (not too fantastical or unrelated to the course)? Does the essay convince the intended reader of their importance? Number of harms covered is much less important than detail.

Insufficient	States one or more potential harms of the technology with little supporting detail. Doesn't make an argument for why the reader should care about / attend to these harms. If harms are purely technical (eg a bug might cause the system to shut down) without any consideration of how this impacts people/society, that is also insufficient.
Good	One or more potential harms are proposed with some individual detail of why they are important / who they impact / how they are related to this case study.
Very Good	One or more potential harms are presented in good detail and their importance argued for, including some contrasting with other benefits or harms.
Excellent	A strong case is made for the importance of the one or more harms presented. They are contrasted with other potential benefits or harms.

Advice

Does Part 2 provide advice or recommendations on how to reduce the negative impacts highlighted?

Examples of mitigating methods from the course could be: training for staff members, adoption of a new design frame or code of conduct, hiring of an ethicist (and some integration of them into the workflow)

Insufficient	The author's recommendations are minimal, perhaps an action proposed but with no explanation of what it would involve, how it would help or why it is worth doing.
Good	At least one recommended mitigating course of action suggested, with some description of what it would involve Some attempt made at explaining why this would help or why it is important to do.
Very Good	At least one recommendation described. Explanation of why this would help AND why it is worth doing.
Excellent	A strong case is made for at least one recommended course of action, with convincing reasons for why it will help and why senior management should want to do it.

Writing

How good is the writing of the essay? Is all of the language clear? Are key terms defined? Does the structure make sense, such that points/information appear in a logical order and follow on from one another?

Note that as long as the meaning is understandable, we're not interested in penalising poor spelling.

Insufficient	Incomprehensible at some points.
Good	Understandable. Key terms are defined.
Very Good	Information is all presented in a clear way and in a sensible order.
Excellent	Well written, clear lines of thought through the whole essay.

Argument

How clear is the argumentation of the essay? Are the main points the author wants to make clear? Have they acknowledged alternative positions that could be held? Have they given justification for all of the points presented or conclusions drawn?

Insufficient	The essay makes assertions as though they are arguments and does little to nothing to support them.
Good	The author has clear main points that are poorly supported, or constructs some arguments but that seem unconnected or at odds. Little to no acknowledgement of alternative views to those being presented.
Very Good	The author's main points are clear and supported by argument. They acknowledge some alternative views or counterarguments, and make some attempt to address them.
Excellent	Alternative views or counterarguments are presented clearly and fairly, and are addressed well by the argumentation.

Sources

How well does the essay integrate references to external sources, from course materials or from further reading beyond the course?

Insufficient	Essay contains citations but it's not clear what they're for or how they relate to the argument. Still relying on author assertions.
Good	Argument integrates material from the course. References to external sources are cited.
Very Good	Argument integrates some material from beyond the course readings. Sources are used to back up key points / claims.
Excellent	A wide range of sources are used to strongly support the points of the essay.