

**Example 4: Partial credit for assignment**

This is from late in the semester. The answers are correct as far as they go, but they lack depth and sophistication.

**Assignment:**

1. Identify three findings from EyeTrack research you think journalists should know.
2. How do the findings about tablet reading differ from those related to print and online reading?

**Student response**

*1. Studies show that readers read more of a story if they are reading it online compared to if they are reading it on paper.*

*2. There are two types of readers: methodical readers and scanners. Methodical readers read all of the text and scanners look at the headline and pictures and will scan through parts of the text*

*3. In both advertisements and pictures people are more likely to look at them if they are in color.*

*2. In a way, a tablet can take the place of a newspaper, magazine or book. The big difference is that the reader gets to interact with their tablet and it is no longer a one-way road. Readers want to be involved and tablets have turned readers from being passive.*

These responses aren't bad, but they simply parrot the readings rather than showing an ability to analyze and synthesize the material and provide connections beyond the readings themselves.