

Appendix 17.3. Rubric for the Replication Study

Criteria	Excellent	Proficient	Needs Improvement
<i>The author compares findings against the “Televised Sports Manhood Formula” that Messner, Dunbar, and Hunt (2000) found, discussing the three dimensions of the broadcast: play-by-play, color commentary, and commercials.</i>	The author compares findings to the “Televised Sports Manhood Formula” so that all 10 themes are fully discussed, offering specific examples of the three dimensions: play-by-play, color commentary, and commercials.	The author compares findings to the “Televised Sports Manhood Formula” so that most of the 10 themes are discussed, offering adequate examples of the three dimensions: play-by-play, color commentary, and commercials.	The author compares findings to the “Televised Sports Manhood Formula” so that only a few themes are discussed, offering some examples of the three dimensions: play-by-play, color commentary, and commercials.
<i>The author draws together patterns about gender and consumerism that emerge in the sports television broadcast.</i>	The author draws together several different patterns about gender and consumerism that emerge through concise and descriptive data organization and analysis.	The author draws together adequate patterns about gender and consumerism that emerge through sufficient and somewhat descriptive data organization and data analysis.	The author draws together a limited number of patterns about gender and consumerism that emerge through just a little bit of data organization and data analysis.
<i>The author’s interpretations and conclusions offer insights into the intersections of contemporary televised sports broadcasts, gender, and consumerism.</i>	The author’s interpretations and conclusions offer significant insights into contemporary televised sports broadcasts, gender, and consumerism due to complex analysis, sophisticated language, and vision for much more equity in sports.	The author’s interpretations and conclusions offer adequate insights into contemporary televised sports broadcasts, gender, and consumerism due to sufficient analysis, satisfactory language, and vision for somewhat more equity in sports.	The author’s interpretations and conclusions offer a few insights into contemporary televised sports broadcasts, gender, and consumerism due to brief analysis, fair language, and vision for a bit more equity in sports.
<i>The author presents research findings through various media formats.</i>	The author presents research findings by incorporating multiple media such as images, videos, data representation, hyperlinks, audio clips, and print explanation, doing so in a deeply nuanced way appropriate to the purpose.	The author presents research findings by incorporating sufficient media such as images, videos, data representation, hyperlinks, audio clips, and print explanations, doing so in an adequate way appropriate to the purpose.	The author presents research by incorporating a few media such as images, videos, data representation, hyperlinks, audio clips, and print explanations, doing so in a limited way in relation to the purpose.