

Part 2 sample answer for peer marking practice

Referencing style used	APA
Source 1	Gerald, Kane (2014) Why Social Media Will Fundamentally Change Business. <i>MIT Sloan Management Review</i> . Accessed at http://sloanreview.mit.edu/article/why-social-media-will-fundamentally-change-business/
In-text citation	(Gerald, 2014)
Search terms used	“social media” internet impacts
Scholarly purpose	Although it is written for an educated audience it does not exactly have a scholarly purpose. In comparison with academic journal articles it is quite short. The language, too, indicates a lack of scholarly purpose; the use of rhetorical questions, and idiomatic language, also evidence a lack of scholarly intent.
Authority	The author, Gerald Kane, does have some authority in the area of the impacts of social media on the internet. This is because he works as an associate professor of information systems at Boston College. The site too, has some measure of authority – MIT Sloan Management Review is a forum for research to be distributed to business management. While it does not exactly have the same credibility as an A-ranked academic journal, it still is fairly authoritative.
Audience	The audience this article is aimed at is not an academic audience, although it is an educated audience. Evidence for this mostly lies with the form of language used (see above).
Objectivity	The author does make some attempt to address the drawbacks of social media in the second last paragraph, but on the whole is almost overly supportive of social media, and the article largely serves to highlight how it will change society without exception.
Accuracy	The author supplies many examples of social media acting to disrupt business and impact the economy, but none of these examples are referenced or cited, so it is difficult to know how accurate the examples are.
Currency	The article was written in September 2014 which was two years ago, so it is getting a bit old now.

Rubric for marking

Source 1			
Does the learner...	<i>Doesn't do this OR answers incorrectly (0 marks)</i>	<i>Does this correctly (1 mark)</i>	<i>Does this correctly AND to a high standard (2 marks)</i>
---include an accurate reference list citation?			
...include an accurate in-text citation?			
---include search terms			
...consider scholarly purpose			
...consider authority			
...consider audience			
...consider objectivity			
...consider accuracy			
...consider currency			
TOTAL			/18