

Judging Teen Biotech Challenge 2017 Websites

In selecting the top seven most competitive websites for the TBC contest, teachers and students at each competing school may find the following grading rubric helpful. Use of this rubric is not required, nor will it be used by contest judges, but it provides a guideline that is closely aligned with TBC judging committee expectations and contest instructions.

Website Name: _____ **Total Score:** _____/100pts

Website Content

I. Topic Background (_____/15pts)

Does the website thoroughly explain the science and history related to this biotech topic?:

- When, where, and why was this application of biotechnology developed (rationale)? (4pts) _____
- How does the technology work? Have traditional technologies been modified or improved as a result of discoveries in this field? (6pts) _____
- What are the major challenges to scientific advancement in this area of biotechnology and what do scientists hope to accomplish in the coming years? (5pts) _____

II. Technology Timeline (_____/8pts)

Does the website have a timeline with points that include key dates, a description of technical milestones and the names of pioneering scientists and engineers associated with each technical breakthrough?

III. Biotech Innovators & Economic Impact (_____/12pts)

Does the website provide information on how this technology is used in the marketplace or by the public sector?:

- Who develops and who uses these biotechnology products or services? What factors drive technological innovation in the different segments of the biotech community? (3pts) _____
- Describe three related biotech products and/or services that are helpful to the public and provide for the “common good”.
 - Product/service #1 (3pts) _____
 - Product/service #2 (3pts) _____
 - Product/service #2 (3pts) _____

IV. Ethical, Legal & Social Issues (_____/9pts)

Does the website address broader impacts of the technology on society and our quality of life?:

- Social Issues. Describe how this science topic impacts our society & the global community. Consider influences on human health and nutrition, consumer habits, cultural traditions, and other social behaviors. (3pts) _____
- Ethical Issues. Which groups stand to gain from this technology and which groups will lose (if any)? (3pts) _____
- Legal Issues. How is this technology regulated by the federal government? Are there intellectual property questions that arise with this biotechnology? (3pts) _____

V. Related Links & Project References (_____/8pts)

Does the website provide links to project references from professional, scientifically reliable sources?

- Web-based references are not only listed on the reference page, but are hyperlinked to statements or words found on the content pages (4pts) _____
- APA or similar reference format was used to construct a reference list (4pts) _____

Website Design

I. Grammar & Spelling (_____/12pts)

- Is the website free from spelling errors (especially headings and titles)? (4pts) _____
- Is the website free from grammatical and syntax errors? (4pts) _____
- Is the website text **well-written** and **in the “student’s own words”**? (4pts) _____

II. Appropriate Content (_____/10pts)

- Is the website presented in good taste for all audiences? (3pts) _____
- Is the website and all linked media free of offensive language or visual content? (3pts) _____
- Is the website a good resource for teaching new learners about this biotech topic? (4pts) _____

III. Creative & Appealing Visual Presentation (_____/10pts)

- Is the font easy to read on every page? (4pts) _____
- Are the background colors and layout appealing? (3pts) _____
- Does the website overall style relate well to the content/biotech topic? (3pts) _____

IV. Multimedia Elements (_____/8pts)

- Does the website have topic-specific graphics on each page? (3pts) _____
- Does the website contain at least one video, PowerPoint presentation or other interactive media element? (5pts) _____

V. Ease of Website Navigation (_____/8pts)

- Does the website have a homepage menu or drop-down navigation bar? (4pts) _____
- Is it easy to navigate between pages? (2pts) _____
- Do all embedded hyperlinks and media elements work when “clicked”? (2pts) _____