

Example 3: Social media impact on users

The following scoring commentary illustrates how an IB educator evaluated the sample project. Other approaches may also be valid and appropriate. Assigned marks are not definitive and may differ in the case of similar authentic student work submitted during a live assessment session.

Assessment comments

Criterion	Project element	Marks awarded	Marks available	Comments
A: Inquiry focus	Inquiry process document	3	3	The analysis identifies relevant content, contexts, and concepts in a meaningful and creative way. The focus is precise in analysing specific aspects and has some innovative ideas, such as the focus on mental health when questioning the impact of social media. References support key ideas and justification is clear.
B: Claims and perspectives	Inquiry process document	5	6	The student's analysis is critical and sustained. Relevance of the sources to the inquiry is sustained and clear. There are some attempts at evaluation that, while not explicitly required by the guide, show a sustained understanding of the topic.
C: Analysis and evaluation	Presentation	6	6	The student shows clear evaluation of the topic by analysing both the theoretical impact of social media as well as considering real-world examples—examining the role of Facebook and Instagram. A very strong point about how social media can provide a distorted view of reality is made at 2:15. The key idea that we are the product is reiterated and supported by arguments throughout, without seeming repetitive or descriptive because the points always show different perspectives. Different viewpoints are shown throughout—such as, at 7:10 when it is explained why correlation may not equal causation when considering the impact of social media.
D: Conclusion	Presentation	5	6	The student emphasizes the narrowing impact of social media effectively—even prior to the conclusion—starting at 5:22. The presentation concludes that social media has an adverse impact on mental health and this is clearly justified utilizing several reputable sources and statistical information. Solutions are clearly described at the end of the conclusion—such as, removing the financial incentives for social media companies. While this work clearly belongs in the top markband, focusing slightly more on future steps in greater depth would make this aspect of the presentation warrant 6 marks.

E: Communication	Presentation	3	3	The student introduces a very good hook right at the start of the presentation, and provides a clear outline in the introduction that enhances the overall quality of the structure. Visuals are used throughout and support understanding. There is good use of video—ending at 4:05—that is relevant to the topic and provides a good way to engage the viewer.
Total marks		22	24	