



Student advisory exemplar – World Studies exemplar B

Criteria	Maximum mark	Descriptor level achieved	Comments
A Research question	2	2	The research question is to be found in the introduction and is not too broad in scope for an Extended Essay. It does not refer overtly to a global issue.
B Introduction	2	1	The introduction is weak and it may be that achievement level 0 is justified. IB academic subjects are not mentioned, and the key word section of the abstract would have been better here. The reader is left confused as to whether the Essay is really concerned with Film and literary criticism, cultural ideals, gender stereotyping of Psychology, etc. The introduction is far too brief to launch the research question and does not establish any global issue.
C Investigation	4	3	From page 5 onwards, investigation is good. The author introduces a series of sources from different media and attempts some evaluation. There is a hint of academic context, and the sequencing implies a degree of planning.
D Knowledge and understanding	4	3	The author has become an expert on this topic through diligent research and reaches a point of knowledge and understanding where some good points can be made.
E Reasoned argument	4	2	While there is no difficulty in understanding the author's arguments, it is not always clear where the Essay is going. This stems to some extent from the lack of a proper introduction, and to some extent from the lack of overt links to IB academic subjects. Where for example do ideas like 'idealized image' come from? Good writing is somewhat undermined by this lack of justification and context.
F Analysis and evaluation	4	2	Analysis and evaluation are certainly attempted but they are not allowed to contribute to a longer running thread of argument in this case because of the lack of a clearly launched research question. An analogy is a tennis serve: you cannot hit the ball effectively if you do not launch it into the air well!
G Use of subject language	4	2	A similar problem emerges: it is unclear which subjects' concepts, theories and ideas are being used. There is a confidence and understanding in the way academic language is being used in this Essay, and that is impressive, but it needs locating in different academic subjects so that something novel and interdisciplinary can emerge: that is the point of the World Studies Extended Essay.



H Conclusion	2	2	This is a good conclusion which is related to the research question and ends nicely.
I Formal Presentation	4	3	Formal presentation is good, despite the inclusion of the abstract in the page run (a common problem). Referencing is good (though not always complete) and the Essay is clearly laid out.
J Abstract	2	2	The abstract satisfies the criterion well with the three required ingredients. Assessment is based on the common criteria and not the specific World Studies preambles to each criterion. Inclusion of key words is very unusual, but quite helpful.
K Holistic judgment	4	3	It is possible to reward the author with achievement level 3 as there is a clear commitment and motivation to study this subject. A supporting literature has been investigated and the writing conveys enthusiasm and some skill in research. A comment from the supervisor on the coversheet would have helped to corroborate this. From a World Studies point of view extracts from a researcher's reflection space would have been welcome.
Total		25/36	
Summative comment		In deciding which achievement level to award, examiners are instructed to read each level in ascending order until one is found which does not apply. Try this to see if you agree with the levels awarded here. Section V contains some of the material needed to launch the global issue. While the Essay is well researched and well written, it does not conform sufficiently to the World Studies Extended Essay model. The global issue, while present, is not developed. What are the underlying subjects and how are they used? There is no doubting the author's interest and commitment, but the Essay needs a better context, set out and launched in a fuller introduction. The Essay achievement level scores total 25, which is towards the middle of the range awarded B. It reflects the fact that the author has gone some way towards meeting the needs of the World Studies Extended Essay.	