

## Wisconsin Model Academic Standards

(in Social Studies, Information & Technology Literacy, English Language Arts, and Mathematics)  
addressed by *The 30-Second Candidate* student activities related to Television, Print, Internet, and Issues-Oriented Political Campaign Advertising.

### Social Studies

#### **Political Science:**

**C.12.8** Locate, organize, analyze, and use information from various sources to understand an issue of public concern, take a position, and communicate the position.

**C.12.9** Identify and evaluate the means through which advocates influence public policy.

#### **Economics:**

**D.12.10** Analyze the ways in which supply and demand, competition, prices, incentives, and profits influence what is produced and distributed in a competitive market system.

#### **Behavioral Sciences:**

**E.12.6** Analyze the means by which and extend to which groups and institutions can influence people, events, and cultures in both historical and contemporary settings.

### Information and Technology Literacy

#### **Media and Technology:**

**A.12.1** Use common media and technology terminology and equipment.

**A.12.2** Identify and use common media formats.

**A.12.3** Use a computer and productivity software to organize and create information.

**A.12.4** Use a computer and communication software to access and transmit information.

#### **Information and Inquiry:**

**B.12.1** Define the need for information.

**B.12.2** Develop information-seeking strategies.

**B.12.3** Locate and access information sources.

**B.12.4** Evaluate and select information from a variety of print, non-print, and electric formats.

- B.12.5** Record and organize information.
- B.12.6** Interpret and use information to solve the problem or answer the question.
- B.12.7** Communicate the results of research and inquiry in an appropriate format.
- B.12.8** Evaluate the information product and process.

### English Language Arts

#### **Reading:**

- A.12.4** Students will read to acquire information.

#### **Writing:**

- B.12.1** Create or produce writing to communicate with audiences for a variety of purposes.

#### **Media and Technology:**

- E.12.2** Use computers to acquire, organize, analyze, and communicate information.
- E.12.2** Make informed judgments about media and products.

### Mathematics

#### **Mathematical Processes:**

- A.12.1** Use reason and logic to evaluate information, perceive patterns, identify relationships, formulate questions, pose problems, and make and test conjectures, and pursue ideas that lead to further understanding and deeper insight.

#### **Number Operations and Relationships:**

- B.12.5** Create and critically evaluate numerical arguments presented in a variety of classroom and real-world situations (e.g., political, economic, scientific, social)

#### **Statistics and Probability:**

- E.12.1** Work with data in the context of real-world situations by formulating hypotheses that lead to collection and analysis of one- and two- variable data, designing a data collection plan that considers random sampling, control groups, the role of assumptions, etc., conducting an investigation based on that plan, and using technology to generate displays, summary statistics\*, and presentations.