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ABSTRACT

This one-page consumer education materials evaluation form has been developed as a checklist for developers and users of business-sponsored educational materials. Criteria listed include issues such as target audience, design, and usability as well as objectivity and how the business sponsor is identified. The form is intended to prevent indiscriminate use of business-sponsored materials that are biased or that exist primarily to endorse a company or product. (YLB)

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Consumer Education Materials Evaluation Form

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"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Patricia A. Bonner

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Title of Material _____

Source _____ Phone _____

Address _____

Format: Pamphlet Video Teaching Guide Other _____ Length _____

Target Audience _____ Age/Grade Level _____ Cost _____

	YES	NO	SOME-WHAT	NOT APPLI-CABLE
1. The content is significant and relevant to the target audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The language/reading level is appropriate for the target audience. Plain language is used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The presentation is objective in content and tone, with varying viewpoints where appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The content is well-organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. People are presented without stereotyping of age, race or sex. Diversity is recognized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The material includes useful learning activities beyond reading which are appropriate for the target audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The material includes a bibliography or suggested resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The presentation is accurate and up-to-date.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. The material designed is appealing and easy-to-use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Text and illustrations are free of brand names, trademarks, or corporate identification.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The sponsor name or logo are given.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Publication date is given.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Information regarding copyright and permission to reproduce are stated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Source address and/or phone number for additional materials is provided.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Cost of the material is reasonable compared to other materials of similar quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Where appropriate, recycled materials are used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OVERALL ASSESSMENT: EXCELLENT GOOD SATISFACTORY UNSATISFACTORY

COMMENTS:

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Office of Educational Research and Improvement
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NOTE TO USER

Many corporations and business associations develop and distribute consumer education materials for the classroom and community education programs. Reduced school funding creates a special appeal for these business-sponsored materials which are often free or low cost. Critics contend, however, that these materials are biased and merely another form of advertising. Use may result in an unplanned endorsement of a company or product.

The **Consumer Education Materials Evaluation Form** has been developed by the National Institute for Consumer Education as a checklist for developers and users of business-sponsored materials. Criteria listed include issues such as design and usability as well as objectivity and how the business sponsor is identified.

NICE: 1992