

**MASSACHUSETTS GENERAL HOSPITAL
PATIENT CARE SERVICES
BLUM PATIENT AND FAMILY LEARNING CENTER**

MEDIA EVALUATION FORM INSTRUCTIONS

1. **Media Title:** Enter title of material you are reviewing.
2. **Site Address:** If you are evaluating a web site, enter web site address (URL)
3. **Content:** Rate all material for content criteria.
 - a) **Accuracy.** Does the information appear accurate and reflect current medical knowledge?
 - b) **Comprehensive.** Does the information appear to be in-depth and comprehensive, i.e., covers definitions, causes, signs/symptoms, treatments, etc.?
 - c) **Targeted towards patients.** Does the information appear to be targeted towards the lay population and not the professional population? This means that common words are used or medical/technical words are defined. Sentences are kept relatively short and capture key concepts.
 - d) **Reading Level under 8th grade.** Does the information contain a readability level of 8th grade or lower using the Fry readability formula?
 - e) **Logical layout and sequence.** Does the information appear organized, clearly formatted and in a logical sequence? For example, is the type size and font easy to see and read, are headings used for different section of information, does the information flow in a logical sequence?
 - f) **Illustrations/Graphics.** Are illustrations on the same page adjacent to the related text? Is the cover graphic friendly, attracts attention, and clearly portrays purpose of material to intended audience; are graphs and charts clearly explained?
 - g) **Additional Comments.** Please use this section to relate any additional comments that you would like to make about the material.
4. **Cultural Appropriateness:** Rate all material for cultural appropriateness.
 - a) **Concepts match logic, language, experience of target culture.** Does the language (terminology) and examples given in the material match the intended audience? For example, a nutrition instruction is a poor culture match if it tells the reader to eat asparagus and romaine lettuce if these vegetables are rarely eaten by people in that culture and are not sold in the reader's neighborhood markets.

- b) **Images and examples present culture in positive ways.** Does the instruction present cultural images and examples in realistic and positive ways? Unsuitable material may convey a negative image such as exaggerated or caricatured cultural characteristics, actions, or examples.
 - c) **Material available in other languages.** Is the material available in other languages? If yes, please circle yes next to Spanish, Portuguese, French, as applicable. If the material is available in any other language, please indicate this. A quick look in the catalog may help you determine this.
5. **Usability:** Rate the usability of materials according to media type.
- a) **Internet**
 - i) **Easy to use and navigate through.** Is the site easy to use and navigate through? Or, is the site complicated, difficult to understand, and hard to retrieve information from? Take into consideration the number of links that dead end into a message indicating that the URL (web site address) cannot be retrieved.
 - ii) **Quick response time.** Is the response time of the site quick and time efficient? Do the links connect rapidly? Do the pages with graphics appear quickly? Or, does the link take an unreasonable amount of time to reach, or worse, you never reach it?
 - b) **CD ROM**
 - i) **Interactive.** Does the CD ROM program provide interaction with the viewer? Are there opportunities to enter information or use a touch screen command to select answers etc.?
 - ii) **Able to be customized.** Does the CD ROM program provide customized output based on the information that was entered? For example, a nutrition program may ask you to enter examples of foods you eat and then incorporate them into an eating plan it creates for you.
 - c) **Video**
 - i) **Close-captioned.** Does the video come in a closed captioned version? This information can usually be found in the catalog.
 - ii) **Able to be customized.** Does the video appear to have good picture quality? Is the picture clear? If the video is a tape recording of a lecture, can you clearly see the instructor and educational media being used?
 - iii) **Good sound quality.** Does the video sound quality appear to be good? Are voices clear and understandable? Is there a lot of background noise? If the video is a tape recording of a lecture, can you hear the instructor and can you hear the questions being raised by the students?
 - d) **Additional Comments:** Please use this section to relate any additional comments that you would like to make about the material.

6. **Authorship:** Rate all material for authorship.
- a) **Information sponsored by dependable organization.** Does the information appear to be from a reputable organization? For example, a sponsoring organization is listed, or a review panel or editorial board is given. The material should have some indication of the organization sponsoring and/or producing the material.
 - b) **Authors have expertise in the area.** Does the information list or mention the authors of the information and their credentials?
 - c) **Material sources and references are furnished.** As applicable, does the material provide adequate references and sources? For example, book chapters that end with a bibliography.
 - d) **Additional Comments:** Please use this section to relate any additional comments that you would like to make about the material.
7. **Currency:** Rate all material for currency.
- a) **Information is current.** Has the information been updated according to the following guidelines?
 - i) Web Sites: updated within the past year.
 - ii) CD ROM: produced within the past 5 years.
 - iii) Videos: produced within the past 5 years.
 - iv) Books: published within the past 5 years.
 - v) Pamphlets: published within the past 2-3 years.
 - b) **Additional Comments:** Please use this section to relate any additional comments that you would like to make about the material.
8. **Overall Evaluation of Media.** Give a final overall rating of the material you have just reviewed.
9. **Evaluator's Name.** Please sign your name.

November 4, 1998
TJPittman, RN, MSN
Patient Education Specialist

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