

"Glenna's Gift"

Video Formative Evaluation

Name of Evaluator: _____

e-mail: _____

Date Viewed: _____

Please rate the video according to the following quality indicators: (1 equals Poor and 5 equals Exceptional). Give comments where indicated.

Content

Poor-----Exceptional

1. Motivation

Does the video stimulate or motivate the viewer to act on the information that was being presented?

Part I (Glenna) 1 2 3 4 5

Part II (High School Students) 1 2 3 4 5

Part III (Casey and Dermatologist) 1 2 3 4 5

Comments: _____

2. Information

Was the content generally useful? Would you share the content presented with someone else?

Part I (Glenna) 1 2 3 4 5

Part II (High School Students) 1 2 3 4 5

Part III (Casey and Dermatologist) 1 2 3 4 5

Comments: _____

3. Presentation

1 2 3 4 5

Does the video try to cover too much material?

If so, what should be cut?

Poor-----Exceptional

1 2 3 4 5

4. Viewer Action

Did the video suggest methods for the viewer to apply the newly acquired knowledge? Were the suggestions for practice presented clearly?

Comments: _____

5. General Design Characteristics

1 2 3 4 5

Was the video well planned, organized, and structured?

Comments: _____

6. Other: Is there important content not included? Please provide any additional comments:

Comments: _____

Thank you!

Maryellen Maguire-Eisen RN, MSN

Children's Melanoma Prevention Foundation

10 Tupelo Drive

Hingham, MA 02043

781-875-1SPF (1773)

508-930-9633 (cell)

www.melanomaprevention.org