

APPENDIX C: Ratings Sheet

RATINGS

Open & Closed

	WEAK	NEITHER WEAK NOR STRONG			STRONG
Clarity of the message – tells a clear story	1	2	3	4	5
Grabs my attention	1	2	3	4	5
Relevance - strikes a chord with me	1	2	3	4	5
Would have me look for information/go to the website	1	2	3	4	5
Overall	1	2	3	4	5

Comments:

Someone Else Will

	WEAK	NEITHER WEAK NOR STRONG			STRONG
Clarity of the message – tells a clear story	1	2	3	4	5
Grabs my attention	1	2	3	4	5
Relevance – strikes a chord with me	1	2	3	4	5
Would have me look for information/go to the website	1	2	3	4	5
Overall	1	2	3	4	5

Comments:

Uncomplicate It

	WEAK	NEITHER WEAK NOR STRONG		STRONG	
Clarity of the message – tells a clear story	1	2	3	4	5
Grabs my attention	1	2	3	4	5
Relevance – strikes a chord with me	1	2	3	4	5
Would have me look for information/go to the website	1	2	3	4	5
Overall	1	2	3	4	5

Comments:

Preferred Concept

Which concept is the most effective at getting you to think about this issue and look for more information?

Open & Closed (Mom comes in to talk to daughter).....	1
Someone Else Will (Person luring child when dad walks in)	2
Uncomplicate It (Father & Mother getting ready for talk)	3
Unsure.....	4