

Digital Media Checklist

OER Evaluation Rubric

| Project Title: Module2, Lesson1: Intro | | Evaluator Name: Jennifer Grigsby | | | |
|---|---|--|---|--|------------------------------|
| Date: November 11, 2024 | | Resource URL: https://youtu.be/k51TXqfZFcc | | | |
| License: ©2024 Jennifer R. Grigsby. Some rights reserved. CC BY-NC-SA. | | | | | |
| Criteria | Excellent | Good | Fair | Poor | N/A |
| Content Relevancy and Quality | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | The material is relevant and accurate with no errors. | Mostly relevant, accurate and aligns with key concepts but with minor gaps. | Contains minor inaccuracies or lacks alignment in some areas. | Contains significant inaccuracies or overly simplistic content. | Not appropriate. |
| Clarity and Readability | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Content is clearly written, well-organized, and free of jargon; easy for intended audience to understand. If an image, it is clear and aligns with project. | Generally clear, with minor organization or readability issues. | Some parts are unclear, with sections that could be better organized. | Difficult to understand or poorly organized, making comprehension challenging. Needs a great deal of work. | Not appropriate for project. |
| Accessibility | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Fully accessible to all learners, including those with disabilities (e.g., complies with WCAG 2.1). | Accessible with minor usability issues. | Accessibility is limited for some users, with noticeable barriers. | Accessibility is severely limited excluding many users. | Not appropriate for project. |
| Adaptability/ Flexibility | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Can be easily adapted or customized for various contexts without compromising integrity. | Can be adapted with minimal effort, though some constraints exist. | Adaption is possible but requires significant effort. | Difficult to adapt or customize for different contexts. | Not appropriate for project. |
| Engagement and Interactivity | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Highly engaging with interactive elements that | Generally engaging, with some interactive elements. | Some engagement but lacks sufficient | Little to no interactive elements; | Not appropriate for project. |

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| | promote learner participation. | | interactivity for sustained interest. | content is largely passive. | |
| Licensing | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Clearly labeled as openly licensed, allowing for free use, modification, and sharing. | Clearly labeled but has restrictions on modification or use. | Material is restricted for use or licensing is unclear or difficult to interpret. | No clear licensing information. Rights are ambiguous. | Not appropriate for project. |
| Cultural Relevance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| | Content is inclusive, culturally sensitive, and relevant to diverse audiences. | Generally inclusive but with minor cultural biases or gaps. | Some cultural biases or limited relevance to diverse audiences. | Culturally biased or not relevant to diverse audiences. | N/A |

Summary: The content emphasizes practical strategies for making healthier choices, understanding nutritional value, and planning meals to avoid impulsive decisions. The message aligns well with the intended learning objective, making it relevant and informative for individuals seeking healthier lifestyle habits. The language in the video is straightforward and motivational, aimed at adult learners. It uses everyday examples (e.g., choosing an apple over cake) and specific strategies (like planning and label reading) that are easy to understand and implement. The video's tone is conversational, promoting engagement and comprehension. Closed captions are provided via YouTube, enhancing accessibility for individuals with hearing impairments. Additionally, a transcript of the video is available, which can be beneficial for those who prefer reading or have limited internet access. This accessibility feature aligns well with inclusivity standards. The video content and language are adaptable for various platforms and audience needs. The Creative Commons license (CC BY-NC-SA) supports further adaptations for non-commercial educational uses, such as classroom instruction or other nutrition-focused learning environments. It can be integrated into modules or lesson plans with proper attribution, ensuring flexible use within different educational contexts. While the video is primarily instructional, it encourages interactive behavior by prompting viewers to reflect on personal choices and actively plan meals. Suggestions like using a phone to check nutrition facts promote practical engagement outside the video.