

Digital Media Checklist for Evaluating Open Educational Resources (OER)

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Name of Resource: Interviewing Techniques Infographic
Type of Resource: Infographic (Job Aid)
Length of Resource: 1 Page
Hyperlink to Resource: <https://veronicadiazdr.wixsite.com/idtech/visual-design>

FACTORS AND EVALUATION CRITERIA		
ACCURACY / QUALITY OF CONTENT	COMMENTS	RECOMMENDATION
<div><div>✔ Information in OER is accurate</div><div>✔ OER provides appropriate coverage of material in a clear, logical manner</div><div>✔ OER reflects accurate and recent scholarship/business practices in terms of subject matter</div><div><input type="checkbox"/> OER provides a thorough and evenhanded exploration of course/training content</div><div><input type="checkbox"/> OER reflects multiple perspectives and points of view on course/training topics</div><div><input type="checkbox"/> Controversies within the discipline/program/business field are discussed with sufficient scope for the course/training learning outcomes and objectives</div><div>✔ OER provides theoretical and/or business practices perspectives for the topic, addressing major theories and/or business practices appropriately</div><div>✔ OER contains no spelling or typographical errors</div></div>	The OER provides valuable practical information as an easy reference job aid to help corporate executives and spokespeople to apply effective communication tactics when participating in media interviews with journalists.	<div><div>✔ Yes - Adopt</div><div><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</div><div><input type="checkbox"/> No</div></div>

RELEVANCE / ALIGNMENT	COMMENTS	RECOMMENDATION
<div><div>✔ OER aligns with course/training learning outcomes and objectives</div><div>✔ OER directly addresses one or more of the course/training learning outcomes and objectives</div></div>	The OER will be included in a Media Training for Executives course. The purpose of the infographic is to support the objective of exploring different strategies on how to “meet the media” and control the interview process during media interviews.	<div><div>✔ Yes - Adopt</div><div><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</div><div><input type="checkbox"/> No</div></div>

PRODUCTION QUALITY	COMMENTS	RECOMMENDATION
<div><div>✔ The content in OER is clear and understandable</div><div>✔ The interface and design are easy to navigate</div><div>✔ OER is designed to promote learning</div><div><input type="checkbox"/> The sound quality is high for audio resources</div><div><input type="checkbox"/> The video and audio (if included) quality are high</div></div>	The OER is designed to be used as a job aid to support and reinforce the learnings from the media training.	<div><div>✔ Yes - Adopt</div><div><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</div><div><input type="checkbox"/> No</div></div>

ACCESIBILITY / ADA COMPLIANCE	COMMENTS	RECOMMENDATION
<div><div><input type="checkbox"/> Transcript or subtitles are provided for audio resources</div><div><input type="checkbox"/> Closed captioning or subtitles are provided for video resources</div><div>✔ Alt Text tags or long descriptions are included for graphics</div></div>	All instructional information includes Alt Text tags (in a downloadable PDF document and within the online website/ portfolio page).	<div><div>✔ Yes - Adopt</div><div><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</div><div><input type="checkbox"/> No</div></div>

STUDENT ACCESS	COMMENTS	RECOMMENDATION
<div><div>✔ OER and support materials are available for use on the first day of class/training</div></div>	All resources are available via desktop	<div><div>✔ Yes - Adopt</div><div><input type="checkbox"/> Yes - Adopt with</div></div>

<p>✔ OER is accessible in multiple modes (e.g. download, printing, reading online and mobile devices)</p>	<p>and mobile devices without registration, subscription or fees. The infographic is available for download and printing.</p>	<p>Adaptation (Specified in Comments)</p> <p><input type="checkbox"/> No</p>
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STUDENT ENGAGEMENT	COMMENTS	RECOMMENDATION
<p>✔ OER promotes active learning, class/training participation, and/or collaboration</p> <p><input type="checkbox"/> The resource provides opportunities for students to test their learning (e.g. a video or PowerPoint presentation with built-in checks for understanding)</p> <p><input type="checkbox"/> OER includes a mix of instructional approaches</p> <p><input type="checkbox"/> OER includes multiple modalities (e.g. graphics, tables, and information other than text) to support student learning</p> <p><input type="checkbox"/> OER includes additional faculty/facilitator resources</p> <p><input type="checkbox"/> OER includes effective and engaging student assessments of the course/training learning outcomes and objectives</p>	<p>The OER is designed to be used as a job aid before and during a media interview and for easy reference of the instructional material.</p>	<p>✔ Yes - Adopt</p> <p><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</p> <p><input type="checkbox"/> No</p>

CULTURAL RELEVANCE AND SENSITIVITY	COMMENTS	RECOMMENDATION
<p>✔ The resource establishes inclusion through course/training activities</p> <p><input type="checkbox"/> OER develops an attitude of acceptance and respect for others’ opinions</p> <p><input type="checkbox"/> OER enhances meaning through collaborative experiences</p> <p>✔ OER provides for self-reflection and self-assessment</p>	<p>The OER is designed to be used as a tool for self-assessment and self-reflection after completion of a media interview, through self-evaluation of adherence to best practices.</p> <p>The content and colors chosen display cultural relevance and sensitivity considerations.</p>	<p>✔ Yes - Adopt</p> <p><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</p> <p><input type="checkbox"/> No</p>

LICENSING	COMMENTS	RECOMMENDATION
<p>✔ The resource license allows use/reuse for educational purposes</p> <p>✔ The license allows users to modify or adapt the material</p>	<p>The OER has a Creative Commons Attribution 4.0 International License. It allows the user to share and adapt for any purpose, even commercially, as long as the user provides Attribution (give appropriate credit, provide a link to the license, and indicate if changes were made).</p>	<p>✔ Yes - Adopt</p> <p><input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments)</p> <p><input type="checkbox"/> No</p>

Sources:

Affordable Learning Georgia (2020). OER evaluation criteria. Retrieved from https://www.affordablelearninggeorgia.org/documents/R4_criteria.pdf

Austin Community College (2020). Checklist for evaluating Open Educational Resources (OER). Retrieved from <https://docs.google.com/document/d/1fzJDzGRzzCDbOo65L8xzRUcQGtmn83LHsMMEOK-Mjm0/edit>

Austin Community College (2020). OER evaluation. Retrieved from <http://researchguides.austincc.edu/oer/criteria>

BCcampus (2020). Faculty guide for evaluating Open Education Resources. Retrieved from <https://open.bccampus.ca/files/2014/07/Faculty-Guide-29-mar-15.pdf>