

1421 Criteria Handout

A. Is there conflicting information presented?

- There may be unfamiliar information presented. It could conflict with what you already know or believe.
- There may be information presented that conflicts with other information presented within the same video segment.

B. What are the qualifications of the presenter?

- It is a good idea to consider the background of the person who is making the claim or presenting new ideas.
- Is this person familiar with the subject matter they are presenting?
- Are they familiar with the opposing side of their claim or argument?

C. Are there reasons to support the ideas presented?

- Within the segment, is there evidence or reason to support the claim that is being made?
- Is there evidence or are there reasons that contradict the claim that is being made?

D. Are there cultural or ethnic perspectives on this topic?

- Have you considered the perspectives of cultural or ethnic groups in evaluating the information presented?

E. Are there persuasive techniques used?

- In what ways does the presenter try to persuade?
- Does the presenter try to persuade the audience to believe their argument without substantial reasons?

F. Is further research required?

- On hearing the ideas presented, do you feel that you need more information to make your evaluation?
- Consider sources to obtain more research on the topic.