

Get Media Smart – Body Image and Advertising Teacher evaluation

Please complete this evaluation once you have delivered both of the lessons with your class.

If you only plan to deliver one of the lessons we'd still really value your feedback, so please do complete the form and send it to the following email address:

Bruce.rothberg@adassoc.org.uk

Subject: Media Smart Body Image and Advertising evaluation

All completed forms received before 19 December 2016 will be entered into a prize draw to win one £100 Amazon voucher and five runner up £20 Amazon vouchers. If you would like to be entered into the prize draw, please include your name, email address and phone number here:

1 School name and postcode

2 What year group did you use the Body Image and Advertising resources with?

(select all that apply)

- Year 4 or below Year 6
 Year 5 Year 7 or above

3 How many boys and girls did you deliver the lessons to? (enter number)

Boys _____ Girls _____

4 If you teach in a mixed educational school, did you deliver the lessons...? (select one)

- To boys and girls together
 As single sex lessons
 N/A we're a single sex school

5 Which aspects of the Body Image and Advertising resources did you use with your class? (select all that apply)

- Lesson 1 Extension activities
 Lesson 2 Online advert bank

6 Which chapters of the film did you show to your class? (select one)

- 1 What is advertising?
 2 Who do you see in adverts?
 3 Where do you see adverts?
 4 Adverts and you
 5 What would you like to see?
 I did not show any of the films

7 Overall, how would you rate the Body Image and Advertising resources? (select all that apply)

- Excellent Good Average Poor

8 Which year groups are the Body Image and Advertising resources best suited to?

(select all that apply)

- Year 4 and below Year 6
 Year 5 Year 7 or above

9 Prior to undertaking the lessons, to what extent would you agree that your pupils...?

(select one response per line)

	1 Strongly Agree	2 Agree	3 Neither/nor	4 Disagree	5 Strongly Disagree	Don't know/Not Applicable
a) Were less informed about the advertising industry						
b) Were less positive about their body image						

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10 Following the lesson(s), to what extent do you agree that your pupils understand the following...? (select one response per line)

	1 Strongly Agree	2 Agree	3 Neither/ nor	4 Disagree	5 Strongly Disagree	Don't know/Not Applicable
a) That advertising is used for lots of different purposes						
b) There are different forms of advertising e.g. vloggers are advertising the products they talk about						
c) Techniques can be used to edit the images we see in adverts						
d) They are equipped to decide for themselves how realistic an advert is						
e) It is unrealistic to compare themselves to some of the people they see in adverts						
f) Some adverts can influence behaviour in positive ways, e.g. be healthier, support charities						
g) Their unique qualities and talents are more important than their appearance						
h) That comparing themselves to unrealistic images can have a negative impact on their body image						
i) That they can complain if they feel an advert is misleading, causes offence or could lead to harm						

11 How likely are you to...? (select one response per line)

	1 Very Likely	2 Likely	3 Neither/ nor	4 Unlikely	5 Very unlikely	Don't know/Not Applicable
a) Recommend the Body Image and Advertising resources to a colleague						
b) Use the Body Image and Advertising resources again						
c) Use further resources than those produced by Media Smart						
d) Recommend the Body Image and Advertising parent and guardian guide to parents						

12 Following completion of the lessons, how much do you agree that creating these resources shows the advertising industry takes its responsibilities seriously? (select one)

Strongly agree Agree Neither/nor Disagree Strongly disagree Don't know

13 Do you have any further comments to make about the current Media Smart Body Image and Advertising resources?