

Media Smart – Body Image and Advertising: Resources for 11-14 year olds

Teacher evaluation

Please complete this evaluation once you have delivered the lesson with your class and send in your feedback to the following email address:

mediasmart@adassoc.org.uk

All completed forms received before 31st October 2017 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 age group did you use the Body Image and Advertising resources with?

(select all that apply)

- Ages 11-12 Ages 13-14
 Ages 12-13 Ages 14+

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

Boys _____ Girls _____

4 If you teach in a co-educational school, did you deliver the lesson...? (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)

- The core lesson
 Extension activity
 The Boys' Biggest Conversation film
 Whole school ideas

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

- Excellent Good Average Poor

7 Which age groups are the Body Image and Advertising resources best suited to? (select all that apply)

- Ages 11-12 Ages 13-14
 Ages 12-13 Ages 14+

8 Prior to undertaking the lesson, 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	6 Don't know/ Not Applicable
a) Were less informed about the different ways in which the media and advertising can affect body image						
b) Were less positive about their body image						

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9 Following the lesson, 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	6 Don't know/ Not Applicable
a) That body image issues can affect young people of all genders						
b) Body image can be influenced by the media and advertising						
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) That comparing themselves to unrealistic images can have a negative impact on their body image						
f) They understand how to respond to the media and advertising in a way that promotes positive body image						
g) Their unique qualities and talents are more important than their appearance						
h) Some adverts can influence behaviour in positive ways e.g. campaigns to encourage body confidence						
i) That they can complain if they feel an advert is misleading, causes offence or could lead to harm						

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

	1 Very Likely	2 Likely	3 Neither/ nor	4 Unlikely	5 Very unlikely	6 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 that are produced by Media Smart						
d) Recommend the Body Image and Advertising parent and guardian guide to parents						

11 Following completion of the lesson, 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

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