Sample Message Evaluation Scales

How did you feel about the message you just heard/saw? Please show how strongly you agree or disagree with each of the following statements about the message. Show how you feel by drawing a circle around one word or phrase after each statement.

1. The message is believable
   - strongly agree
   - agree
   - neutral
   - disagree
   - strongly disagree

2. The message is interesting
   - strong disagree
   - disagree
   - neutral
   - agree
   - strongly agree

3. I already knew what the message says.
   - strongly agree
   - agree
   - neutral
   - disagree
   - strongly disagree

4. I will remember this message.
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

5. I could relate to the people in the message
   - strongly agree
   - agree
   - neutral
   - disagree
   - strongly disagree

6. The message raised strong feelings in me.
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

7. The message was easy to understand.
   - strongly agree
   - agree
   - neutral
   - disagree
   - strongly disagree

8. The topic of this message is really important to me.
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree

9. I will do what this message says I should do.
   - strongly agree
   - agree
   - neutral
   - disagree
   - strongly disagree

10. I will tell other people to do what this message says to do.
    - strongly disagree
    - disagree
    - neutral
    - agree
    - strongly agree

11. The message is boring.
    - strongly agree
    - agree
    - neutral
    - disagree
    - strongly disagree