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   <u>di</u>sagree   strongly <u>di</u>sagree

2. The message is interesting

strong <u>di</u>sagree   <u>di</u>sagree   neutral   agree   strongly agree

3. I already knew what the message says.

strongly agree   agree   neutral   <u>di</u>sagree   strongly <u>di</u>sagree

4. I will remember this message.

strongly <u>di</u>sagree   <u>di</u>sagree   neutral   agree   strongly agree

5. I could relate to the people in the message

strongly agree   agree   neutral   <u>di</u>sagree   strongly <u>di</u>sagree

6. The message raised strong feelings in me.

strongly <u>di</u>sagree   <u>di</u>sagree   neutral   agree   strongly agree

7. The message was easy to understand.

strongly agree   agree   neutral   <u>di</u>sagree   strongly <u>di</u>sagree

8. The topic of this message is really important to me.

strongly <u>di</u>sagree   <u>di</u>sagree   neutral   agree   strongly agree

9. I will do what this message says I should do.

strongly agree   agree   neutral   <u>di</u>sagree   strongly <u>di</u>sagree

10. I will tell other people to do what this message says to do.

strongly <u>di</u>sagree   <u>di</u>sagree   neutral   agree   strongly agree

11. The message is boring.

strongly agree   agree   neutral   <u>di</u>sagree   strongly <u>di</u>sagree