

Content Evaluation Tool

The electronic content evaluation tool has been designed to provide a common framework for analyzing and comparing different educational ICT-based content and/or software. 'ICT-based content' is defined as teaching and learning materials that are delivered, supported, and enhanced through the use of digital technologies and other media.

Content (whether ICT-based or textbook based) is only a vehicle for developing and enhancing learning. The focus of using content should be to help students to learn better and to develop their capacities, skills and understanding. The purpose of the framework is therefore to help Ministries of Education and/or educational institutions decide whether the ICT-based and e-learning content available to them - developed by themselves, for free or on a commercial basis - is appropriate and relevant in relation to the stated curricular goals and objectives and of the desired quality to help fulfill them, and whether the content is presented and will be delivered in the best way to enhance teaching and learning by providing guidelines, criteria and a checklist for the evaluation of content, and assist Ministries of Education with a set of technical standards for systems to deliver the content .

The tool can be used to compare different content proposals by analyzing certain variables like quality and comprehensiveness of content, ease of use, functionality, etc, providing a score for each. This produces a general "score" per content on several areas of interest.

How to use the tool for proper content evaluation:

1. Assemble a team of experts that are qualified and trained to evaluate the specific content. Usually the members of the team have different complementary profiles, ie some more on the pedagogic side, others experts in the specific subject matter, psychologists, pedagogues, IT experts, teachers, etc.
2. Install the content or software to be evaluated and have team members use it for some period of time in order to familiarize themselves with it. Team members can perform their own trial use separately, and take as long as they need in order to form themselves an opinion of the content.
3. Access the interactive tool online or download and execute locally (Zip, does not need Internet connectivity)
4. Type in the name of the tool and follow the instructions online. The tool will present you a list of question on the following categories:
 - a. Quality and comprehensiveness of content: evaluates how good the content is related to the curricula subject, age group,

- b. Ease of use, functionality, navigation and orientation: evaluates language, interface, navigation and technical issues.
- c. Attractiveness of design and quality of craftsmanship: evaluates the features that make it interesting and interactive.
- d. Appropriateness of content for intended purpose: specific considerations about the content itself
- e. Value added through interactivity and multimedia: evaluates if the content makes a good use of digital capabilities to deliver its message
- f. Maintenance and support: copyright, licensing and technical characteristics.

For each question please select the most appropriate answer: Excellent, Good, Average, Below average, or Not usable. When a question is not applicable or is not relevant please select this last option.

- 5. A final screen will provide you with the score of the tool in each of the categories, as well as the total score for the content. Print this page for your records.
- 6. Ideally team members should do the evaluation together. If they can't, then provide a copy of the evaluation tool to each and ask them to generate their own score for each content. Then average all the results obtained by the evaluators to obtain a general score per content.

For more information please refer to:

- ICT- based content and e-learning framework: a document describing the aims of the framework and the evaluation criteria, including a list of all the questions contained in the interactive tool with a scored example.
- Evaluation of Content: an introduction to why it is important to evaluate content
- ICTs in the Curriculum : an introduction to the integration of ICTs in the curricula, by Dr, Patti Swarts GeSCI.