

# CQC Content Evaluation Framework

\* This framework is not meant to be a one-size-fits-all solution for content reviews, but feel free to use it if it can help you identify potential risks and adopt a Content Quality Control approach.

## Bias

Are we making accurate assumptions about our audience's belief system?

Do our examples and data represent diverse perspectives?

Does the content contain hidden references that reinforce negative stereotypes?

Are we including people of varying backgrounds?

Are potential biases from the writer or organization acknowledged transparently?

Does the content unintentionally favor one group, perspective or ideology?

## Influence

Are we trying to persuade or inform? Have we adopted the right tone to achieve our goal?

Does the content feel forced in any way?

Are arguments highly convincing?

Are calls to action clear, and are they presented without undue pressure or manipulation?

Does the content balance emotional appeal with factual support where needed?

Does the tone vary? Does it suggest many writers/editors contributed to the content?

## Validity

Are references up to date?

Is anything potentially libelous?\*

*\* CQC offers an excellent first line of defense, but is not a legal review*

Has anything changed since the content was first written?

Are all facts presented relevant and put in context?

Are conclusions not only factually accurate, but logical?

Are all claims backed by credible sources or professional organizations?

## Accessibility

Are we using plain language that can be understood by our audience?

Have instructions been tested and are they simple and easy to follow?

Can people with limited visual, auditory or motor skills access and understand this content?

Are our sentences long and rambling? Are we trying too hard to sound intelligent?

Are key points easy to identify through formatting, such as headings and bullet points?

Should the content be available in multiple formats (e.g., text, audio, video)?