

## Structured Scoring Scale for Oral Health Popular Science Works (Videos/Posters)

### Instructions for Use

1. **Assessors:** It is recommended that three teachers conduct independent blind evaluations (with students' personal information concealed).
2. **Scoring Procedure:** After fully viewing or reading the work, assessors shall refer to the specific criteria and anchor descriptions of the four dimensions in sequence, select the most appropriate score level, and provide qualitative comments.
3. **Data Analysis:** Enter quantitative scores into statistical software to calculate the average score of each work and inter-rater reliability. Qualitative comments are used for thematic analysis.
4. **Pre-scoring Training and Pilot Scoring**
5. **Unified Criteria:** Organize all assessors to study the scoring rubric. Conduct trial scoring and group discussions using 1 to 2 sample works unrelated to this study until all assessors reach a consistent understanding of the anchor descriptions.
6. **Preliminary Test:** Perform pilot scoring on 2 to 3 works to ensure smooth implementation of the whole procedure.

| Scoring Dimensions & Weight                                                                                                 | Specific Criteria & Behavioral Anchors                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rating (1-5 points) |
|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 1. Scientificity and Accuracy (30%)<br>(Core: Whether the content is professional and correct)                              | <p>5 points (Excellent): All core knowledge points are stated completely accurately with clear information sources. There are no ambiguous or misleading statements.</p> <p>3 points (Qualified): Core knowledge is correct, yet some details are not precisely or fully explained. For instance, fluoride toothpaste is mentioned without notes on applicable age or dosage.</p> <p>1 point (Unqualified): There are critical factual errors or promotion of disproven viewpoints.</p>        | 5 4 3 2 1           |
| 2. Content Organization and Logicality (25%)<br>(Core: Whether the content is easy to understand and persuasive)            | <p>5 points (Excellent): The structure is extremely clear . It features a distinct main line, progressive narration and coherent logic, easy to understand at first viewing.</p> <p>3 points (Qualified): A basic structure is present, yet some parts are poorly connected or information is slightly disorganized, requiring the audience to sort out the content.</p> <p>1 point (Unqualified): The content is chaotic with no clear main line and disjointed logic, causing confusion.</p> | 5 4 3 2 1           |
| 3. Creativity and Communication Appeal (25%)<br>(Core: Whether the form is innovative and appealing to the target audience) | <p>5 points (Excellent): The presentation forms are original and distinctive, able to quickly grab the target audience's attention. The tone and visual style are highly tailored to the audience such as children and the elderly.</p> <p>3 points (Qualified): Conventional but appropriate presentation forms are adopted, with moderate visual or narrative appeal, and basically fit the characteristics of the target audience.</p>                                                      | 5 4 3 2 1           |

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|                                                                                                  | 1 point (Unqualified): Dull and outdated forms such as plain text listing with no appeal at all; or the presentation style is seriously mismatched with the target audience.                                                                                                                                                                  |                     |
| 4. Practical Guidance Value (20%)<br>(Core: Whether the suggestions are specific and actionable) | 5 points (Excellent): The advice given is highly specific and actionable , and takes practicality into consideration.<br>3 points (Qualified): The advice is correct but rather general, lacking specific steps or scenario-based guidance.<br>1 point (Unqualified): The advice is vague, impractical or divorced from real-life situations. | 5 4 3 2 1           |
| Subtotal                                                                                         | Weighted total score of each dimension: (Score for Scientificity × 0.30) + (Score for Logicality × 0.25) + (Score for Creativity × 0.25) + (Score for Practicality × 0.20) =                                                                                                                                                                  | Total Score:<br>/ 5 |