

### THE IDEA

WHAT was it about?  
Describe it one word.  
What were the main points?  
Were you surprised by anything? What?

### OPINION

What was the best thing about it? Why?  
Was it interesting, insightful, inspiring, and clear?

Are there problems with it?  
Are there changes you would suggest to make it more effective?

### LEARNING

Did you learn something? If yes, what?  
WHICH ideas were most important to you?  
Why?  
Did it change your opinion? How?  
HOW will you implement the ideas in your life?

### EXPECTATIONS

Did you have expectations of it? If so, did it live up to them?  
If you read reviews, did you agree or disagree with them?  
Did it succeed in it's intent?

### COMPARE

How did it compare or connect to other things you have seen or read?  
If you have seen other things by the author, how did they compare to this?

### OPINION

Would you recommend this to others? Why or why not?  
Was there a return on investment for the time spent watching or reading it.

### TIMELINESS

WHY was it created? Is there a need for it?  
How does it relate to current events? Is there a reason why this subject is popular now?

### ACCURACY

Are the ideas supported by facts? Are they presented consistently?  
Are there any weaknesses in the author's case? If so, what are they?  
Is it well organized?  
Are there too many or too few details and examples?

### THE AUTHOR

WHO is the author and are they an expert in the field?  
What do you know about the author?  
Does the author have a new idea?

### OBJECTIVITY

Is it a balanced view? If not, where is it most obvious?  
Is there supporting evidence (references)  
Do other sources report the same findings?  
If not, what are the differences?