

Model 9.2

WISER Consumer Model Questions for Critiquing Visual and Popular Culture

Wise Investing Guiding Questions

1. What is the product or idea?
2. What are its key features?
3. What big idea is presented?
4. What is the product's or idea's purpose?
5. Who is its target audience?
6. Whose perceptions do you see?
7. Who and what are presented? Who and what are left out? What does this presence and absence mean?
8. Who has control?
9. To what end does it persuade its audience?
10. Is its depiction accurate? Is it informative? Is it ethical?
11. How do people's stereotypes impact their initial (or ongoing) interpretations of what they see? How might stereotypes or assumptions provide a limited understanding of the situation presented?
12. What perspectives do you bring with you as you examine this product? In which ways might your age, race, ethnicity, gender, social status, education, and socioeconomic status shape your perspectives?

Sales Guiding Questions

1. How effectively does the product or idea convey its message?
2. What components make the product's or idea's message easy or difficult to follow?
3. Were high-pressure or low-pressure selling tactics involved?
4. Does the product or idea appear so natural that it seems to sell itself?
5. What makes it appealing, unappealing, or indifferent? In which ways does it engage or disengage one's senses?
6. How convincing are the objects, people, and lifestyles presented?
7. What is the purpose of showing certain images and concepts more or less frequently?
8. Who or what possesses power within an image about the product or idea? Does it empower viewers? Does it cause spectators to feel subjugated to those who have power?
9. Does the product or idea speak directly to viewers? How does it connect with people on a personal level? Why might it appear irrelevant or neutral to others?
10. Which words, phrases, or ideas sell its message?
11. How do multimedia components (like logos, sounds, and hyperlinks) tell a fuller story?
12. Which key benefits, lifestyle enhancements, and/or guarantees were presented?

End Results Guiding Questions

1. Would you recommend this product or idea? Why? Why not?
2. What criteria have you set to identify these end results?
3. Given your experience analyzing this work, did this particular image, idea, campaign, or series of works empower audiences and/or manipulate them? Did your beliefs change at any time during your analysis?
4. What role did your prior knowledge and research play in forming your final judgment?
5. What qualities make it feel powerful, weak, or indifferent to you, knowing what you now know?
6. In your opinion, was this product or idea effective in doing what it said it would do?
7. Given its combined qualities, did the work meet the needs of its targeted audience?
8. What are the benefits of this product or idea? Does it produce any negative outcomes?
9. In which ways might it have been more effective in reaching its target audience?
10. How have external factors influenced your final judgment?
11. Should this product or idea be endorsed, celebrated, modified, or censored?
12. In which ways could you communicate your informed knowledge about this product or idea to others?