

NorQuest College
10215 – 108 Street NW
Edmonton, Alberta, Canada T5J 1L6



Assessment of Informational Materials (AIM) Guide

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How to Use the AIM Tool

The AIM Tool evaluates a document's readability on the basis of 5 criteria:

1. Content
2. Word and Sentence Complexity
3. Page Layout
4. Building Self-Efficacy
5. Cultural Relevance

- To use the tool to evaluate your document, there is a scoring guide for each of the criterion. The scoring guide provides a descriptor for suitability and unsuitability. For example, under content, you would read the following description of purpose and the criteria for adequate or not suitable demonstration of purpose:

a. Purpose

Purpose is the main idea or main goal of the document. Demonstrate a clear purpose in the title, cover illustration and introduction.

Adequate	1	The title and cover illustration clearly demonstrate the document's purpose. If applicable, purpose is stated in the intro.
Not Suitable	0	The title, cover illustration and intro lack or incorrectly demonstrate the document's purpose.

- Look at the document you wish to evaluate. Determine, based on the descriptors, whether your document adequately demonstrates the document's purpose or is not suitable. Circle 1 if you feel the purpose is adequately conveyed. Circle 0 if you feel how the purpose is conveyed is not suitable.
- Do this for all the criteria outlined in the AIM Tool scoring guide. Then, use the grid provided on the first page of the AIM Tool to calculate your scores. You will arrive at a total number out of 21. A score of 70% or higher will indicate that a document is readable. A score of less than 70% would indicate that the document may not be suitable and needs improvement.

How to Use the Text Readability Tester

The Text Readability Tester determines how readable a document or piece of text is by its complexity. To use the Text Readability Tester:

- go to https://webprod.extn.ualberta.ca/dale_chall/
- type or paste the text you wish to evaluate into the large text box. The tester will immediately begin to calculate readability

The Text Readability Tester looks at several different factors of the text to determine its readability:

- Text Statistics provides you with a brief analysis of the text you have entered, including how many words are in the sentences, number of words that appear in the Dale Chall Word List, and a Flesch-Kincaid grade level rating. These statistics can help you determine if the text you have entered has been evaluated at the level you were expecting, or, if adjustments might need to be made. For example, if a text is more complex than you were hoping, then reducing sentence length or selecting vocabulary with fewer syllables might increase readability.
- For words that do not appear in the Dale Chall Word List, the Tester provides a list of possible synonyms that might prove to be a more suitable alternative. By adjusting vocabulary choices in the text you entered, you can determine if changing vocabulary has an impact on readability. For example, a vocabulary change might raise or lower the Flesch-Kincaid grade level.