1. **STEREOTYPING**

Testing materials should not present persons stereotyped according to the following characteristics:

* Age
* Disability
* Gender
* Race/Ethnicity
* Sexual orientation
1. **SENSITIVE OR CONTROVERSIAL SUBJECTS**

Controversial or potentially distressing subjects should be avoided or treated sensitively. For example, a passage discussing the historical importance of a battle is acceptable whereas a graphic description of a battle would not be. Controversial subjects include:

* Death and Disease
* Gambling\*
* Politics (Current)
* Race relations
* Religion
* Sexuality
* Superstition
* War

(References to gambling should be avoided in Mathematics items related to probability.)

1. **ADVICE**

Testing materials should not advocate specific lifestyles or behaviors except in the most general or universally agreed upon ways. For example, a recipe for a healthful fruit snack is acceptable but a passage recommending a specific diet is not. The following are categories of advice to be avoided completely:

* Religion
* Sexual preference
1. **DANGEROUS ACTIVITIES**

Care should be taken not to present dangerous activities in such a way as to make them seem appealing or acceptable.

1. **POPULATION DIVERSITY, REPRESENTATIVENESS, AND ETHNOCENTRISM**

Testing materials should:

* Reflect the diversity of the testing population
* Use stimulus materials (such as works of literature) produced by members of minority communities
* Use personal names from different ethnic origin communities
* Use pictures of people from different ethnic origin communities
* Avoid ethnocentrism (the attitude that all people should share a particular group’s language, beliefs, culture, or religion)
1. **DIFFERENTIAL FAMILIARITY: ELITISM AND DIF**

Specialized concepts and terminology extraneous to the core content of test questions should be avoided. This caveat applies to terminology from the fields of:

* Construction
* Finance
* Sports
* Law
* Machinery
* Military topics
* Politics
* Science
* Technology
* Agriculture
1. **LANGUAGE ACCESSIBILITY**

Language should be as direct, clear, and inclusive as possible. The following should be avoided or used with care:

* Passive constructions
* Idioms
* Multiple subordinate clauses
* Pronouns with unclear antecedents
* Multiple-meaning words
* Nonstandard grammar
* Dialect
* Jargon
1. **GRAPHICS**

All of the relevant foregoing standards apply to graphics.