



## Web Site Evaluation Criteria



Since **anyone** can put **anything** on the Internet, it is important to look critically at each web site before we use it for information, either for a research project or use in our daily lives. Credible web sites will measure up favorably in the following areas. When evaluating web sites ask the following questions.

AUTHORITY	ACCURACY
<p>It may be necessary to follow links on the page to determine who the author of the page is. The webmaster is not necessarily the author of the page.</p> <ul style="list-style-type: none"> <li>❖ Who is responsible for the content of the page?</li> <li>❖ What expertise does the author have?               <ul style="list-style-type: none"> <li>○ Does the page list the background of the author</li> <li>○ Does the page link to other information about the author</li> </ul> </li> <li>❖ What organization has posted the page?</li> <li>❖ Are pictures labeled and source cited?</li> <li>❖ Is the organization reputable?</li> <li>❖ Is contact information listed?</li> </ul>	<p>You want the most accurate information available to make a decision or to include in a research project.</p> <ul style="list-style-type: none"> <li>❖ Is the site comprehensive or does it merely skim the top of the information? Is it worth using?</li> <li>❖ Are sources for the information included in an easily accessed area of the site?</li> <li>❖ Are the grammar and punctuation correct and free from errors?</li> <li>❖ Does the information corroborate or conflict with previous information you have found?</li> </ul>
CURRENCY	OBJECTIVITY
<p>For the most part it is important that we use the most up-to-date information that is available on a subject. For books and periodicals this information is easily found. For web sites it may be more difficult.</p> <ul style="list-style-type: none"> <li>❖ When was the information written?</li> <li>❖ When was it revised?</li> <li>❖ Are the links that are provided working or are they dead?</li> </ul>	<p>Although bias can creep into any source, we need to seek out information that is as objective as possible.</p> <ul style="list-style-type: none"> <li>❖ What does the domain indicate about the site?</li> <li>❖ Is the information presented balanced or one-sided?</li> <li>❖ Is the purpose of the information to inform or persuade?</li> <li>❖ Is the information presented to sell an item?</li> <li>❖ Are there conflicts of interest?</li> </ul>