



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"> ❖ Who is responsible for the content of the page? ❖ What expertise does the author have? <ul style="list-style-type: none"> ○ Does the page list the background of the author ○ Does the page link to other information about the author ❖ What organization has posted the page? ❖ Are pictures labeled and source cited? ❖ Is the organization reputable? ❖ Is contact information listed? 	<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"> ❖ Is the site comprehensive or does it merely skim the top of the information? Is it worth using? ❖ Are sources for the information included in an easily accessed area of the site? ❖ Are the grammar and punctuation correct and free from errors? ❖ Does the information corroborate or conflict with previous information you have found?
CURRENCY	OBJECTIVITY
<p>For the most part it is important the 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"> ❖ When was the information written? ❖ When was it revised? ❖ Are the links that are provided working or are they dead? 	<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"> ❖ What does the domain indicate about the site? ❖ Is the information presented balanced or one-sided? ❖ Is the purpose of the information to inform or persuade? ❖ Is the information presented to sell an item? ❖ Are there conflicts of interest?