

# Criteria for Evaluating Web Sites

<b>WHAT?</b>	<p><b>WHAT is the website about?</b></p> <ul style="list-style-type: none"> <li>▪ Does it have the kind of information you need?</li> </ul> <p><i>How to check:</i></p> <ul style="list-style-type: none"> <li>✓ Look at the title of the page, the content, and the links</li> </ul>
<b>WHO?</b>	<p><b>WHO created the page/site?</b></p> <ul style="list-style-type: none"> <li>▪ Can you find out who is the author of the site/page?</li> <li>▪ Does the site give the qualifications of the author? Can you find out about him/her some other way? Does this person appear to be knowledgeable on this subject?</li> <li>▪ Is there a way to contact the author and ask questions?</li> </ul> <p><i>How to check:</i></p> <ul style="list-style-type: none"> <li>✓ Look for “About the Author” or “About Us” links for author’s name and contact information</li> <li>✓ Look at the Home page of the website to learn more</li> </ul>
<b>WHERE?</b>	<p><b>WHERE is the information coming from?</b></p> <ul style="list-style-type: none"> <li>▪ Is the site hosted by an educational organization, a business, etc.? e.g. .edu=educational, .com=business, .org=non-profit organization, .gov=government .k12=from a school e.g. .ca=from Canada, .my=from Malaysia, .jp=from Japan etc.</li> </ul> <p><i>How to check:</i></p> <ul style="list-style-type: none"> <li>✓ Look at the web address (URL) to see what kind of place the site is coming from</li> </ul>
<b>WHY?</b>	<p><b>WHY is this site on the Web and how does this reason affect the way we look at the information?</b></p> <ul style="list-style-type: none"> <li>▪ Decide on the purpose of the site <ul style="list-style-type: none"> <li>□ Advocacy (tries to persuade)</li> <li>□ Informational (to give different viewpoints – often includes a list of sources)</li> <li>□ Business (trying to sell something)</li> <li>□ Entertainment</li> </ul> </li> <li>▪ Choose sites whose purposes fit with your information needs</li> </ul> <p><i>How to check:</i></p> <ul style="list-style-type: none"> <li>✓ Look at “About Us” or “Mission” or “Purpose”, as well as links, content and advertising</li> </ul>
<b>HOW?</b>	<p><b>HOW accurate or trustworthy is this page?</b></p> <p><i>How to check:</i></p> <ul style="list-style-type: none"> <li>✓ Examine references and bibliographies</li> <li>✓ Check information in another source (e.g. encyclopedia, book, other web site)</li> <li>✓ If you notice mistakes in spelling, punctuation and grammar etc., you should question the accuracy of other information on the site</li> <li>✓ THINK!! Does it make sense?</li> </ul>
<b>WHEN?</b>	<p><b>WHEN was the page created?</b></p> <ul style="list-style-type: none"> <li>▪ If site is not updated regularly, the information may no longer be correct and many links may not work</li> </ul> <p><i>How to check:</i></p> <ul style="list-style-type: none"> <li>✓ Look for dates like copyright dates, site creation dates and especially dates when the site or page was last updated.</li> </ul>