

Evaluating Web Pages—Terms and Definitions

<p>Informational Page: URL ends in .edu or .gov; reference material like a dictionary or an encyclopedia; purpose is to provide factual information</p>	<p>News Page: URL ends in .com; has the same name as a newspaper or magazine; purpose is to provide current information</p>	<p>Advocacy Page: URL ends in .org; from an organization or specific viewpoint or belief; purpose is to influence public opinion or sell ideas/points of view</p>
<p>Questions to Assess Reliability (Note: The questions containing Bold Type must be answered “yes” for the source to be considered reliable)</p>	<p>Questions to Assess Reliability (Note: The questions containing Bold Type must be answered “yes” for the source to be considered reliable)</p>	<p>Questions to Assess Reliability (Note: The questions containing Bold Type must be answered “yes” for the source to be considered reliable)</p>
<p><input type="checkbox"/> AUTHORITY</p> <ol style="list-style-type: none"> 1. Is it clear who is sponsoring the site? 2. Is there a link to a page describing the purpose of the sponsoring organization? 3. Is there a way of verifying the legitimacy of the page’s sponsor? For example, is there a phone number or postal address (not just an email address) to contact for more information? 4. Is it clear who wrote the material and are the author’s qualifications for writing on this topic clearly stated? 5. If the material is protected by copyright, is the name of the copyright holder given? 	<p><input type="checkbox"/> AUTHORITY</p> <ol style="list-style-type: none"> 1. Is it clear what company is sponsoring the page and who is ultimately responsible for the material? 2. Is there a link to a page describing the goals of the company? 3. Is there a way of verifying the legitimacy of the company? For example, is there a phone number or postal address (not just an email address) to contact for more information? 4. Is there a non-Web equivalent version to verify legitimacy? 5. If the page provides individual articles, is there a way to find who wrote it and his or her qualifications on the topic? 6. Is the company’s name given as copyright holder? 	<p><input type="checkbox"/> AUTHORITY</p> <ol style="list-style-type: none"> 1. Is it clear what organization is sponsoring the page? 2. Is there a link to a page describing the goals of the company? 3. Is there a way of verifying the legitimacy of the organization? For example, is there a phone number or postal address (not just an email address) to contact for more information? 4. Is there a statement that the content has the approval of the organization? 5. Is it clear whether this is a page from the local or national chapter of the organization? 6. Is there a statement giving the organization’s name as the copyright holder?
<p><input type="checkbox"/> ACCURACY</p> <ol style="list-style-type: none"> 1. Are the sources of any factual information clearly listed so they can be verified by another source? 2. Is the information free from grammatical, spelling, and other typographical errors? (These errors indicate a lack of quality control and can produce inaccurate information.) 3. Is it clear who has the ultimate responsibility for the accuracy of the content? 4. Are graphs and charts clearly labeled and easy to read? 	<p><input type="checkbox"/> ACCURACY</p> <ol style="list-style-type: none"> 1. Are the sources of factual information listed so they can be verified by another source? 2. Are editors monitoring the accuracy of information being published? 3. Is the information free from grammatical, spelling, and other typographical errors? (These errors indicate a lack of quality control and can produce inaccurate information.) 	<p><input type="checkbox"/> ACCURACY</p> <ol style="list-style-type: none"> 1. Are the sources for factual information clearly listed so they can be verified in another source? (If not, the page may be valid as an example of the type of organization but not as a source of factual information.) 2. Is the information free from grammatical, spelling, and other typographical errors? (These errors indicate a lack of quality control and can produce inaccurate information.)

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<p><input type="checkbox"/> OBJECTIVITY</p> <ol style="list-style-type: none"> 1. Is the information provided as a public service? 2. Is the information free of advertising? 3. Is any advertising present clearly differentiated from the information? 	<p><input type="checkbox"/> OBJECTIVITY</p> <ol style="list-style-type: none"> 1. Is the informational content clearly separated from the advertising and opinion content? 2. Are editorials and opinion pieces clearly labeled? 	<p><input type="checkbox"/> OBJECTIVITY</p> <ol style="list-style-type: none"> 1. Are the organization's biases clearly stated? 2. Is advertising differentiated from informational content?
<p><input type="checkbox"/> CURRENCY</p> <ol style="list-style-type: none"> 1. Are there dates one page to indicate: <ul style="list-style-type: none"> ▪ When the page was written? ▪ When the page was first placed on the web? ▪ When the page was last revised? 2. Are there any other indications the page is kept current? 3. Do graphs and charts state when the data was gathered? 4. If the information is published in different editions, is it clearly labeled what edition the page is from? 	<p><input type="checkbox"/> CURRENCY</p> <ol style="list-style-type: none"> 1. Is there information about how frequently the material is updated or when it was last updated? 2. Is there a date indicating when it was first placed on the Web? <ul style="list-style-type: none"> ▪ If a newspaper, does it indicate what edition of the newspaper the page belongs to? ▪ If a broadcast, does it indicate the date and time the information 	<p><input type="checkbox"/> CURRENCY</p> <ol style="list-style-type: none"> 1. Are there dates on the page to indicate: <ul style="list-style-type: none"> ▪ When the page was written? ▪ When the page was first placed on the web? ▪ When the page was last revised?
<p><input type="checkbox"/> COVERAGE</p> <ol style="list-style-type: none"> 1. Does the page show it is complete and not still under construction? 2. If the page is also available in print, is the entire print work available on the web or only part? 3. If the material is out of copyright, has an effort been made to update it? 	<p><input type="checkbox"/> COVERAGE</p> <ol style="list-style-type: none"> 1. Is there a link to a page which describes the source? 2. If there is a print equivalent, is there an indication of whether the Web coverage is more or less extensive than the print version? 	<p><input type="checkbox"/> COVERAGE</p> <ol style="list-style-type: none"> 1. Does the page show it is complete and not still under construction? 2. Are the topics to be addressed clearly labeled? 3. Does the page address these topics, or is something significant left out? 4. Is the point of view of the organization presented clearly with its arguments well-supported?