A B C Web Evaluation

A. Authority/Accuracy

- **Who is the author**— look at the top/end of the article or site; try ‘Home’ or ‘About Us’ button. **You may not find it, but you MUST look for it.** Often the organization that sponsored the site is responsible for the content.
- **Why is the writer an expert; what background?** Google the name. Is the person affiliated with a university or respected organization? What does NO information tell you?
- Hopefully the author tells where the information came from—books, articles, or other web sites. These citations are found at the end of an article.
- **ALWAYS verify information you find on the web.** Is this the only place you find this information or have you seen it in other sources?
- Do you see any errors on the page—spelling, grammar, facts?
- Do too many ads make it hard to get to the real information?

B. Bias/Purpose

- **What group sponsors the site?** Do not be confused by the creator of the webpage design. Who **owns** the copyright?
- **What is the group’s purpose**—use the ‘About Us’ or ‘Home’ buttons.
- **Why is this site online?** To sell something (good information can come from these!); to persuade you of an idea or belief; solely for information, or just for entertainment? Does the domain name (.edu, .gov, .net, .org) give you clues? Importantly, be alert to one sided content
- Test the links—where do they take you? To other sites or merely around the same site. A site that links to other sites may give you clues.

C. Currency

- **What is the posting, copyright or creation date**—look at the end of the page or site.
- Often **articles** have one date and the **site** has a copyright date that is different. You need both dates for your works cited.
- Test some links—have they been updated or are they dead and outdated?
- Information should be consistent with current findings.
- It is easy to keep web sites up to date; be suspicious of dated information and links, especially statistics. This may indicate an untended site.