

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# The ABC's of Web Site Evaluation

by Kathy Schrock

## ***Digital Literacy* by Paul Gilster**

**Digital literacy is the ability to understand and use information in multiple formats from a wide range of sources when it is presented via computers.**

## **Core competencies**

**Make informed judgments about online sources**

**Target your reading using hyperlinks**

**Build a reliable information horde from diverse sources**

**Develop search skills**

**A -**

## **Authority**

**Who is providing the information?**

**What do you know about them?**

**Are they an expert?**

**How can you find out more about the author?**

**B –**

## **Bias**

**Is the language free of emotion-  
rousing words and bias?**

**Is the bias clearly identifiable?**

**Does the sponsoring organization  
indicate there might be bias present?**

**C -**

## **Citations**

**Is a bibliography of sources used provided?**

**Is a bibliography of related items included?**

**Are full citations given?**

# **D - Dates**

**Is the date of creation included?**

**Is the date of last update included?**

**Does date make a difference?**

**E -**

## **Efficiency**

**Does the page load quickly?**

**Can you share it with your class on a whiteboard?**

**Is the site reliable?**



**F -**

## **Fallacy**

**Is only part of the information presented?**

**Is the information presented out of context?**

**Does pre-filtering “color” the presentation of information?**

**G -**

## **Graphics**

**Do the graphics help you understand the information?**

**Are the graphics clearly labeled and identified?**

**H –**

## **Handicapped accessible**

**Is the site usable via a text-based browser or screen-reader?**

**Is the type large enough to allow for use by the visually impaired?**

| -

## **Information availability**

**What type of information can you expect to find on the Web about your topic?**

**Why are some types of information unavailable on the Internet?**

**J –**

## **Jerry-built**

**Is everything spelled correctly on the page?**

**Has care been taken to use correct grammar on the site?**

**K -**

## **Knowledge**

**How does the new information compare with what you already know?**

**Does the new information change what you know about the topic?**

**Does the information add to the the existing body of knowledge about the topic?**

**L -**

## **Links**

**How are the links chosen?**

**Are the links appropriate to the scope?**

**Are related links included?**

**Do all the links work?**

**M –**

## **Misinformation**

**What are some of the things that lead to misinformation on the Web?**

**Data changes**

**Out-of-date information**

**Pranks**

**Scholarly misconduct**

**Biased info**

**Removal of info from context**



**M –**

# **Misinformation**

**What skills can you use to determine misinformation?**

- **Learn the types of misinformation**
- **Examine the topic**
- **Distinguish between fact and opinion**
- **Compare and contrast**

## **N – Navigability**

**Is the page usable by the intended audience?**

**Are navigation icons present and understandable?**

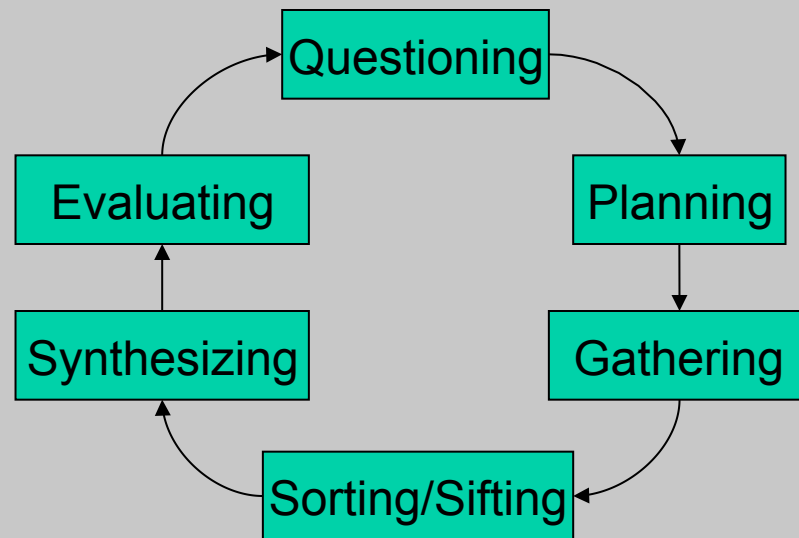
**Is the site designed with good graphic design principles?**

**Is a search tool available for the site's content?**

O -

# Online Research Model

What is an online research model?



**P –**

**Pertinent**

**Is the information pertinent to my needs?**

**What can I do to determine this?**

**Q –**

## **Quantity of Information**

**Does the amount of information change each time I visit the site?**

**Is the rationale for inclusion/exclusion given?**

**How can I limit the information I receive?**

**R –**

## **Requirements**

**Does the site require a registration?**

**Does the site collect data about the users?**

**Is a certain browser required to be used?**

**Does the site require cookies be turned on?**

**S –**

## **Scholastic Reviews**

**Is the site reviewed anywhere?**

**What type of awards has it received?**

**How can I find out who has linked to it?**

**T –**

## **Thoroughness**

**Does the information go into sufficient depth?**

**Does the resource cover the subject matter adequately?**

**Are there any obvious gaps in the information?**



**U -**

## **Uniqueness**

**Does the resource contain any original work?**

**Does the resource consist of more than just a list of links to external sites?**

**If there are links to external sites, has some value been added?**

**V –**

## **Verifiable**

**Is the information verifiable in a reputable print source?**

**Is the information primary source material?**

## **W - 5 W's**

**Who wrote the pages and are they an expert?**

**What does the author say is the purpose of the site?**

**When was the site created and last updated?**

**Where does the information come from?**

**Why is the information useful for my purpose?**

**X –**

## **Xtra information**

**What are the different types of pages on the Web?**

**How should they be evaluated?**

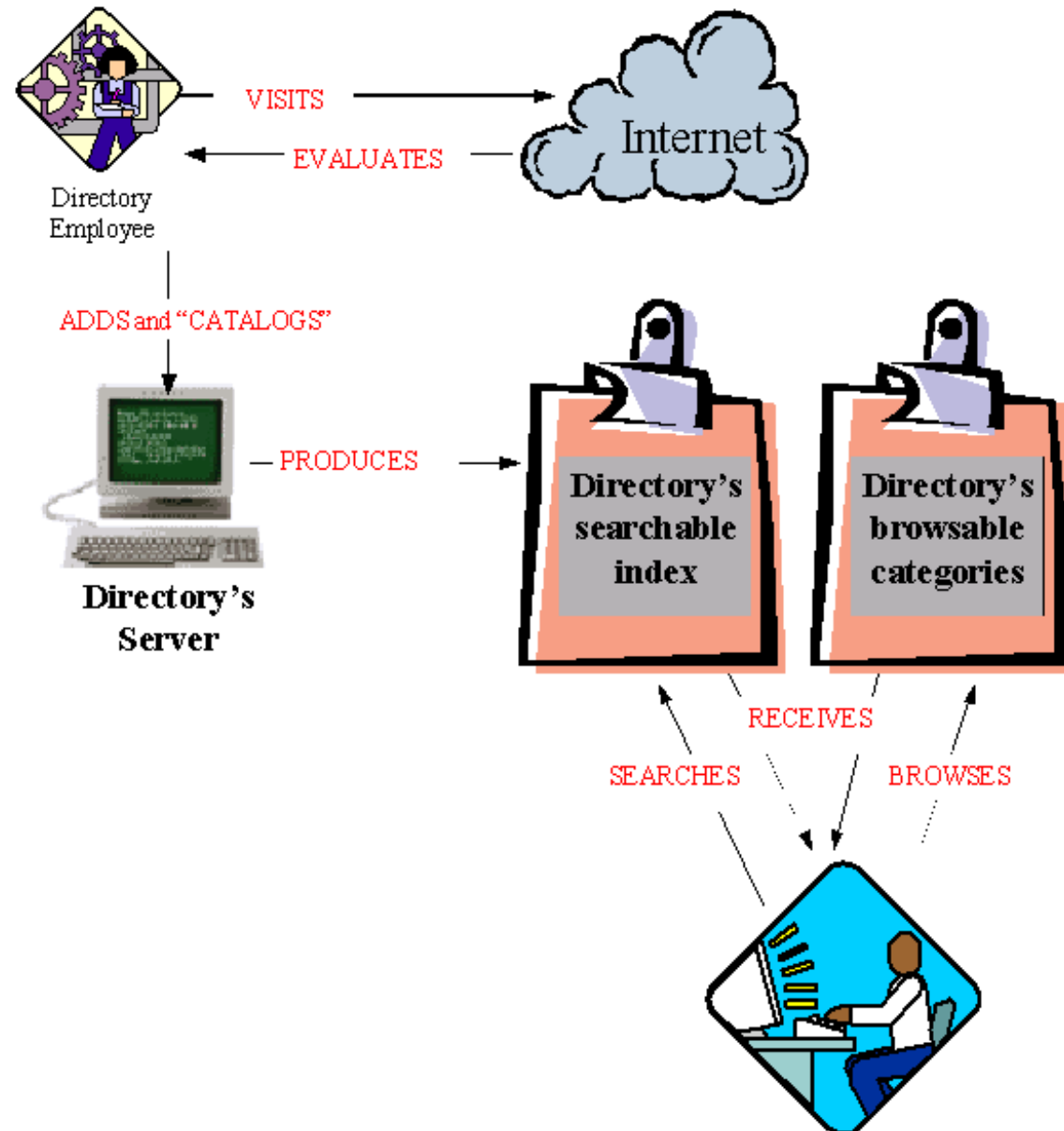
**Y –**

**Yahoo**

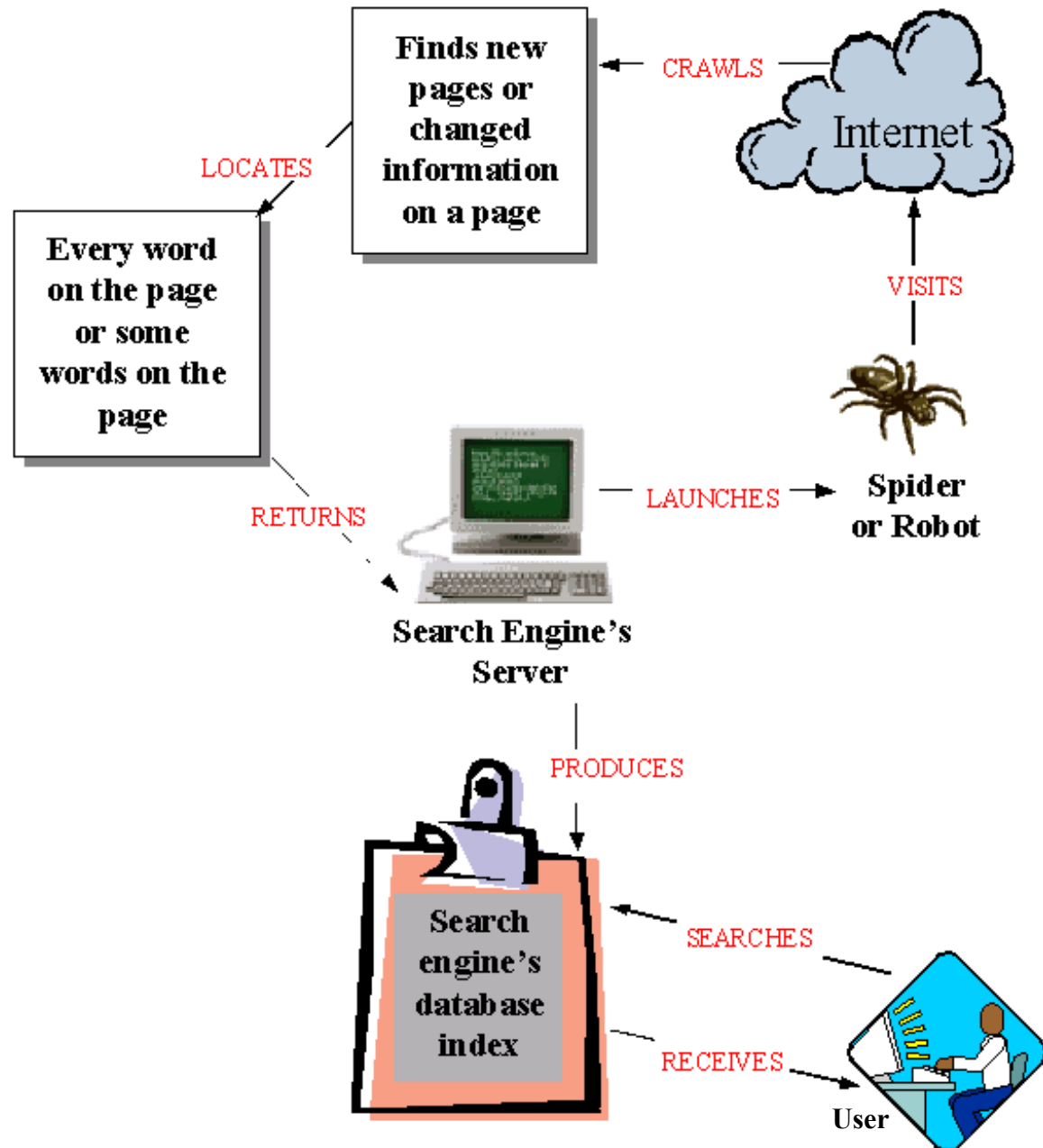
**What is different about the information in a directory?**

**When should one use a search engine vs. a directory?**

# How does a directory work?



How does  
a search  
engine  
work?



## **Z - Zealous**

**Students use technology to locate, evaluate, and collect information from a variety of sources.**

**Students evaluate and select new information resources and technological innovations based on the appropriateness for specific tasks.**



**More critical evaluation information**

**Kathy Schrock's Guide to Everything**

**<http://schrockguide.net>**

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**@kathyschrock**

**The End**