



Evaluating World Wide Web Information

Authority/Credibility

- Who is the author/producer of the information?
- What are the credentials or background of the author/producer of the information?

Accuracy

- Are there references that can be checked to verify the accuracy of the information?
- Is the information consistent with other sources on the topic?
- Are there editors and fact-checkers for the Web site?
- How would you verify the information presented?

Bias/Objectivity

- Does the author present the information as fact or opinion or conjecture?
- Is more than one viewpoint or opinion expressed?
- If the Web site is sponsored or created by an organization, does the organization have a particular “agenda”?
- To what extent is the information presented to sway the opinion of the audience?

Timeliness

- Has the Web site been updated recently?
- When was the information created/compiled?
- Is the information still valid for your topic?

Coverage

- How extensively does the Web site cover your topic in terms of time?
- How extensively does the Web site cover your topic in terms of geography?
- How extensively does the Web site cover your topic in terms of specificity?
- Is it too detailed? Too vague?

Relevance/Appropriateness

- Is the information comprehensive enough for your needs?
- Is the information directed toward a general or specialized audience?
- Is the format or medium of the information useful for your assignment?

WWW Site Evaluation Tool

Title: _____ Web Address/URL: _____

Step 1: Check "Y" (Yes) if statement applies "N" (No/Not Sure) if statement does not apply.

Authority/Credibility	Y	N
1. Is the site's author/producer clearly identified?		
2. Does the site provide credentials for the author/producer?		

Accuracy	Y	N
1. Is the information consistent with other resources on the topic?		
2. Does the site provide references you can use to verify its accuracy?		

Bias/Objectivity	Y	N
1. Does the site express more than one viewpoint or opinion?		
2. Is the site free of advertising?		

Timeliness	Y	N
1. Does the site state when it was created/compiled?		
2. Can you determine if the site has been updated recently?		

Coverage	Y	N
1. Does the site cover a time period appropriate for your topic?		
2. Does the site cover your topic in enough depth for your needs?		

Relevance/Appropriateness	Y	N
1. Does the site provide comprehensive information that is relevant to your topic?		
2. Does the site direct its information at a level appropriate for your needs?		

Step 2: Rate the site by totaling the number of Y's:

Number of Y's	Site Ranking
9 - 12	Credible site: Convincing evidence exists.
6 - 8	Ambivalent site: Inconclusive evidence exists.
0 - 5	Red Flag site: Insufficient evidence exists.