



Checklist for Evaluating Web Pages

Questions to Ask About the Web Page

03/06 mb

Consider the main purpose of the page. Web pages are not always easy to categorize and some may combine some of these categories.

Type	Purpose	Domain (often)
Advocacy	influence public opinion, sell ideas	.org
Business/Marketing	sell or promote products	.com
News	provide extremely current information	.com
Informational	present factual information	.edu or .gov

The greater number of questions listed below answered "yes", the more likely it is you can determine whether the source is of high information quality.

Criterion #1: AUTHORITY

1. Is it clear who (organization, institution, or person) is responsible for the contents of the page?
2. Is there a link to a page describing the goals of the organization, the nature of the company, or purpose of the sponsor?
3. Is there a way of verifying the legitimacy of the sponsor? That is, is there a phone number or postal address to contact for more information? (Simply an email address is not enough.)
4. Is there a statement that the content of the page has the official approval of the sponsor?
5. Is it clear whether this is a page from the main sponsor?
6. Is there a statement giving the sponsor's name as copyright holder?

Criterion #2: ACCURACY

1. Are the sources for any factual information clearly listed so they can be verified in another source? (If not, the page may still be useful to you as an example of the ideas of the organization, but it is not useful as a source of factual information).
2. Is the information free of grammatical, spelling, and typographical errors? (These kinds of errors not only indicate a lack of quality control, but can actually produce inaccuracies in information.)

Criterion #3: OBJECTIVITY

1. Are the sponsor's biases clearly stated?
2. If there is any advertising on the page, is it clearly differentiated from the informational content?

