1. Go to Google and perform a search on a controversial topic, such as: 
   prions safe or "nuclear armageddon" or "stem cells" abortion

2. Use this Checklist to try to evaluate systematically some of the search results.

| Title of page you are evaluating: | Title of page you are evaluating: |

1. **Look at the URL:**

   - Personal page or site?  □ ~ or %, or users, members, or people
   - What type of domain is it? Appropriate for the content?
     - com  □ org/net  □ edu  □ gov/mil/us
     - non-US ______
     - other: ______
   - Published by entity that makes sense? Does it correspond to the name of the site?
     - Publisher or Domain Name entity: ______

2. **Scan the perimeter of page, looking for answers to these questions:**

   - Who wrote the page? □ E-mail  □ Name: ______
   - Dated? Date ______  Current enough? Date ______
   - Credentials on this subject? (Truncate back the URL if no useful links.)
     - Evidence? ______

3. **Look for these indicators of quality**

   - Sources well documented?
   - Complete? If 2nd-hand information, is it not altered or forged?
   - Links to more resources? Do they work?
   - Other viewpoints? Bias?

4. **What do others say?**

   - Who links to it? Many or few? Opinions of it? Many or few? Opinions of it?
     - Hint: In Google search: link:all.or.part.of.url
   - Is the page rated well in a directory? http://lii.org or http://infomine.ucr.edu or http://about.com
   - Look up the author in Google

5. **Does it all add up?**

   - Why was the page put on the Web? □ Inform, facts, data  □ Explain
     □ Persuade  □ Sell  □ Entice
     □ Share/disclose
     Other: ______
   - Possibly ironic? Satire or parody?

**BOTTOM LINE:** Is the web page as good as (or better than) what you could find in journal articles or other published literature that is not on the free, general web?

This document Copyright © 2012 The Regents of the University of California is licensed under a Creative Commons Attribution-NonCommercial 3.0 Unported License. Permissions beyond the scope of this license may be available at http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/contact.html.