EVALUATING WEB PAGES CHECKLIST

QUESTIONS TO ASK WEB SEARCH RESULTS

WHAT'S AT STAKE? HOW RELIABLE DOES MY INFORMATION HAVE TO BE?
- "Good enough" is good enough ☑ Involves money, laws, health ☑ Acceptable to my instructor

WHAT CAN THE URLS TELL YOU, IN THE SEARCH RESULTS LIST?
- Who "published" it? Look at the URL up to first /
- Is it a personal page? Look for ~ % members aol geocities users
- What type of organization is behind it? Would limiting to certain types help? site:org OR site:gov
- non-profit (org) univ/college (edu) gov/t (gov, mil, us) a business (com) foreign (uk, jp, etc.)

WHAT CAN THE PERIMETER OF THE PAGE TELL ME?
- Who or what agency is the author?
- What values do they stand for?
- What are their credentials? What right to offer an opinion? Why believe them?
- What is their bias?
  "About us" "Sponsors" "Philosophy" "Biography" "Who am I" No background info
  If none of the above, truncate back the URL one / at a time.
- Is it current/recent enough?
  Last updated date old Date in a news site too old Date in URL may help No date

DOES THE CONTENT APPEAR GOOD QUALITY?
- Are sources documented in footnotes, or links outside that work?
- Links to more information? Any dead links?
- Links to other points of view?
- Black/violent background or other evidence of hype/trash/ranting?

WHAT DO OTHERS SAY ABOUT THE PAGE?
- Who links to it? Who owns it? Paste the URL into http://alexa.com
- Google the author's name and see what company you're in

WHY WAS IT PUT ON THE WEB? WHAT IS THE PURPOSE OF THE PAGE?

OTHER SEARCH ENGINES FOR SECOND OPINIONS:
- search.yahoo.com
- ask.com

TRY IN SUBJECT DIRECTORIES – SMALLER, CHOSEN BY HUMANS, NOT COMPUTER ROBOT PROGRAMS
- Infomine (http://infomine.ucr.edu)
- Librarians' Internet Index (http://lii.org)
- Google Directory (http://directory.google.com)