



## Web Evaluation Skills and Techniques

Evaluating web related information is a very critical step when conducting research. Anyone can publish anything on the Internet, which means that there is a lot of false and misleading information out there. When retrieving information from the web, always be selective and always evaluate the content.

### Questions to ask when evaluating Internet resources:

Who wrote or published the page, a person or an organization?

- Is the author/publisher of the information clearly identifiable?
- Is the author/publisher affiliated with an educational institution, government department, commercial company, or a non-profit organization?
- Is there someone to whom you can direct your comments/questions?

What information is given?

- What exactly is being covered on the site?
- How accurate, valid, comprehensive and specific does the information appear to be?
- Are there any citations and or references given?

When was this information published?

- When was this site created?
- When was the site last updated?
- Are there any/many dead links on the site?

Why was this page/site created?

- What type of site is it, scholarly, business or personal?
- Who is the site aimed at, who is the targeted audience?
- What is the stated purpose/objective of the site?

### Evaluation:

Once you have chosen a particular web-site follow the criteria below.

- **Relevancy**-Is this information useful for your assignment?
- **Authority**- Is the author/publisher affiliated with an academic institution?
- **Accuracy**- Is there an explanation of scope and methodology?
- **Audience**- Who is the intended audience of the site?
- **Currency**- When was the site created and last updated?