

Website Evaluation Tools

Questions to Ask

- **Questions about *Credibility*:**
 1. Is the author given?
 2. Is the author's organization or institution given?
 3. Does the author have contact information?
 4. What are the author's credentials? Are they easy to locate?
 5. Are there spelling or grammar mistakes?
- **Questions about *Accuracy*:**
 1. When was the page created? Last updated?
 2. Is the information up-to-date?
 3. Does the information appear to be complete?
- **Questions about *Sources of Information*:**
 1. Are the sources of information clearly stated within the document itself?
 2. Is there a bibliography or works cited section available?
 3. Are the sources recent? Reputable?
 4. Are images labeled and cited?
- **Questions about *Reasonableness*:**
 1. Is the author fair and objective?
 2. Is the author attempting to sell something, persuade your opinion, or promote only one thing?
 3. Does the research appear to be scholarly in nature?
- **Questions about *Design and Technology*:**
 1. Are the images relevant and clear?
 2. Is the page easy to navigate? Do all of the links work?
 3. Does the page load quickly?
 4. Does the page look professionally done? Are the colors appealing or distracting?

| Design & Technology Total: _____ | 0 | 1 | 2 | 3 |
|---|--|--|---|---|
| The color scheme _____ | Pages are hard to read and/or colors are distracting to information contained within | Color scheme is unappealing, but the information is still readable | There is a general lack of color, or the colors might not be appealing but don't detract from the website | The color scheme is appealing and enhances the look and feel of the website |
| Page loading time _____ | Pages load very slowly (2+ minutes) | Page load time is slow (1-2 minutes) | Page load time is ok (30-60 seconds) | Page load time is excellent (less than 30 seconds) |
| Page navigation _____ | Navigation of pages is completely lacking (no links to other pages) | Navigation between pages is minimal or hidden within text | Navigation within pages isn't entirely intuitive but functions | Navigation is intuitive and easy |
| Page links _____ | Page has no links | Only some of the links function properly | Most of the links function properly (only 1-2 broken links) | All of the links function properly |
| Images _____ | Complete lack of images | Images are too small or the resolution makes the image look poor | Most images look OK, but most are not very appealing or pertinent to the website | Images are clear and appealing while still pertinent to the website |
| Overall look and feel _____ | The page is completely text based with little or no design included | The page has limited design or formatting included | The page uses basic formatting elements, but isn't very appealing to the eye | The page looks professionally done, uses formatting throughout page, and is very appealing to the eye |

| Credibility Total: ____ | 0 | 1 | 2 | 3 |
|---|--|--|---|---|
| Author _____ | No author given, or author's authority is not connected to field of study or appears to be a K12 student | Author given, but appears to be a college student within the field of study | Author given, but is a graduate student or other non-professional | Author given and appears to be an expert or professional in the field of study |
| Organization/Institution and Hosting Domain _____ | Organization or institution is unavailable. Website is hosted on public web space (i.e. AOL, Juno, or many pop-ups appear) | Organization or institution is mentioned, but isn't very reputable (unknown or brand new organization, website hosted on a public web space) | Organization has own domain web space and has been reviewed by a reputable subject directory such as The Internet Public Library, Yahoo subject directory, etc. | The organization is a government organization, or well-known and reputable company, or is a college/university page by a staff/faculty member |
| Contact Information _____ | No contact information given | Inaccurate or nonessential contact information given | Partial, but essential information given (email, phone but no mailing address or opposite) | Contact information is complete and accurate |
| Spelling/Grammar _____ | Lots of spelling and grammar mistakes | Spelling and grammar mistakes in a few paragraphs of information | Only spelling or grammar mistakes, or only a couple in entire website | No spelling or grammar mistakes found anywhere in website |
| Credentials _____ | No credentials available | Credentials provided are irrelevant to information given or a K12 student | Credentials are college student or graduate student level | Credentials indicate high level of education gained and professional standing in area of information given |
| Accuracy _____ | Most facts are outdated, or no date is available for site. | Numerous facts are inaccurate, and/or outdated. Site is outdated (More than five years). | Most facts are accurate and current, with a few outdated or inaccurate. Site is slightly dated. | All information is accurate, updated, and current. Site is updated frequently, or recently (1-2 years old). |

| Reliability Totals: ____ | 0 | 1 | 2 | 3 |
|---|--|--|--|--|
| Bibliography/Works Cited _____ | No sources are cited | Sources cited contain no relevant bibliographical information. | Some sources cited, but bibliographic information not complete. | Bibliography or works cited section is given with full bibliographical information provided. |
| Reputable Sources _____ | No sources are given. | Sources given are not accurate or are dated. | Most sources are accurate, with a few dated sources. | Sources used are scholarly, accurate, and recently published. |
| Reasonableness _____ | Information is entirely opinion. | Most of the information is opinion, with few facts used. | Information is slightly biased and/or facts represent single side of argument. | Information is fair and objective with representation of both sides of an argument. |
| Availability of Information _____ | Site is only source on this information/opinion. | Other sources provide similar information, but authorship is similar to this site. | Only one or two reputable sites have similar information – all others have questionable reputability | Many other scholarly or highly reputable sites have similar information. |

| Design & Technology | Credibility | Reliability | Totals |
|---------------------|-------------|-------------|------------|
| _____ / 18 | _____ / 18 | _____ / 12 | _____ / 48 |