

RESEARCH GUIDE



Website Evaluation

Purpose -- Determine whether the main purpose of the site is to inform or to persuade (advocate for a cause).

Purpose of site: Informational____ Persuasive____

Type of site: Commercial____ Educational____ Non-Profit____ Government____

Authority -- The best sites are produced by those who have appropriate education, training, or experience to write with authority on the topic. Check site documents or external sources to find out more about the author.

Author's Name: _____

Qualifications: _____

Organization or Association: _____

Contact Information: _____

Accuracy – Is the information accurate, based on what you already know about the topic? Check for inconsistencies between free sources and reputable sources (such as encyclopedias).

Other sources used to verify information: _____

Objectivity -- Consider whether content seems biased. Does the author have a "vested interest" in the topic? Look for documentation of claims and a balanced point of view.

Evidence of bias? (stereotypes, generalizations, exaggerations): _____

Currency -- If you are looking for the most current information on a topic, be sure to determine when information was added.

Last Updated: _____

Coverage – Is the site the best source for the information you need? Compare the site to others on the same topic to see which provides better coverage.