

The Art Institute of Vancouver Criteria for Evaluating Internet Resources for Students, Staff, & Instructors

WHY? Rationale for Evaluating What You Find on the Web

Points to consider as you begin your research include these:

Category	Criteria	Why
Author or Source	<ul style="list-style-type: none"> • Is there an author of the work? If so, is the author clearly identified? • Are the author's credentials for writing on this topic stated? • Is the author affiliated with an organization? • Does the site or page represent a group, organization, institution, corporation, or government body? • Is there a link back to the organization's page or a way to contact the organization or the author to verify the credibility of the site (address, phone number, email address)? • Is it clear who is responsible for the creation and/or maintenance of the site or page? 	Why Question the Author or Source of a Web Page?
Accuracy	<ul style="list-style-type: none"> • Is this page part of an edited or peer-reviewed publication? • Can factual information be verified through footnotes or bibliographies to other credible sources? • Based on what you already know about the subject, or have checked from other sources, does this information seem credible? 	Why Question the Accuracy of a Web Page?

The Web is only one resource that may assist you in your research needs.
 Remember to consult other resources such as books and journal articles.
 Need help? Ask a librarian for assistance!

	<ul style="list-style-type: none"> • Is it clear who has the responsibility for the accuracy of the information presented? • If statistical data is presented in graphs or charts is it labelled clearly? • Can the information/content be corroborated? 	
Currency	<ul style="list-style-type: none"> • Is there a date stating when the document was originally created? • Is it clear when the site or page was last updated, revised, or edited? • Are there any indications that the material is updated frequently or consistently to ensure currency of the content? • If there are links to other Web pages are they current? 	<u>Why Question the Currency of a Web Page?</u>
Objectivity	<ul style="list-style-type: none"> • Is the page free of advertising? If the page does contain advertising, are the ads clearly separated from the content? • Does the page display a particular bias or perspective? Or is the information presented factually, without bias? • Is it clear and forthcoming about its view of the subject? • Does it use inflammatory or provocative language? 	<u>Why Question the Objectivity of a Web Page?</u>
Coverage	<ul style="list-style-type: none"> • Is there any indication that the page is incomplete or that it is not still under construction? • If there is a print equivalent to the Web page, is there clear indication of whether the entire work or only a portion is available on the Web? 	<u>Why Question the Coverage of a Web Page?</u>

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<p>Purpose</p>	<ul style="list-style-type: none"> • What is the primary purpose of the page? To sell a product? To make a political point? To have fun? To parody a person, organization or idea? For examples of web site parodies see: Dihydrogen Monoxide Feline Reactions to Bearded Men • Is the page or site a comprehensive resource or does it focus on a narrow range of information? • What is the emphasis of the presentation? Technical, scholarly, clinical, popular, elementary, etc. 	<p>Why Question the Purpose of a Web Page?</p>
<p>Style and Functionality</p>	<ul style="list-style-type: none"> • Site/page is laid out clearly and logically with well organized subsections. • Writing style is appropriate for the intended audience. • Site/page is easy to navigate, including <ul style="list-style-type: none"> ○ Clearly labelled <i>Back, Home, Go To Top</i> icons/links. ○ Internal indexing links on lengthy pages. • Links to remote sites all work. • Search capability is offered if the site is extensive. 	<p>Why Question the Style and Functionality of a Web Page?</p>

[Links to Other Useful Internet Evaluation Sites](#)

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Bibliography

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