



## Web Page Evaluation

### REASONS TO EVALUATE

- No publishing standards compared to print materials
- Low ratio of educational content compared to commercial and personal content
- Authorship and credentials of web page author(s) may be difficult to determine
- Web Page producers can pay for placement in search engine results; pages may be retrieved out of context

### URL ANALYSIS

Examining the URL (web address) will help you choose relevant web pages. The presence of a personal name, a tilde (~), percent sign (%), or the word *users* in the web address often indicate a web page with personal content. Domain names are also useful for screening web pages; typical domain names found in search engine results include:

- .com = commercial
- .org = Organization, usually non-profit
- .edu = Educational Institution
- .gov = Federal Government
- .mil = Military
- .net = Usually a network where you can purchase Internet service or storage space

There are also geographic extensions which define where the server is located which hosts the web page:

- .ca = Canada
- .se = Sweden
- .jp = Japan
- .au = Australia

### WHO? / WHAT? / WHERE? / WHEN?

- Who created the page?
- Are the author's credentials listed?
- Are the author's credentials related to the page topic?
- What organization or entity sponsors the page?

- Is page content supported by links or footnotes?
- Can information be verified by a print source?
- When was the page created and when was it updated?
- Are all the links (if any) up-to-date?
- Does the page show political or ideological bias?
- Does the page include commercial or marketing content?
- Why and for whom was this page created?
- Is there a balance of images and text?
- Is the writing style and vocabulary college-level, or something else?
- Do links (if any) relate directly to the content of the page?
- Given the breadth and depth of the content discussed, what do you think the purpose of the writing is (to explain, inform, persuade, etc.)?

### **OTHER CONSIDERATIONS**

- Does the full use of the page require extra software?
- Is a recommended Web Browser(s) listed?
- Is a text-only option available?