

Comparing Web Site Credibility

In the appropriate boxes, record specific evidence relative to each criterion and then use the following scale to rate each Web site.

- | | | | | |
|--------------------------------------|--------------------------------|------------------------------|------------------------|------------------------------|
| 1 | 2 | 3 | 4 | 5 |
| Very clearly fails to meet criterion | Mostly fails to meet criterion | No clear evidence either way | Mostly meets criterion | Very clearly meets criterion |

BELIEVABILITY	Web site #1: _____ Address (URL): _____	Web site #2: _____ Address (URL): _____
<p>Author's Credentials The author appears to be knowledgeable, reliable and truthful including solid education, training and experience; provides contact information; has good reputation among peers; belongs to a known and respectable organization.</p>	1 2 3 4 5	1 2 3 4 5
<p>Quality Checks The writing is polished and free of grammatical errors or misspelled words; the Web site is sponsored by an organization or has been reviewed or edited by others; has been recommended; received positive reviews.</p>	1 2 3 4 5	1 2 3 4 5
Believability Score	/10	/10

SUITABILITY

<p style="text-align: center;">Currency</p> <p>The ideas are up-to-date and there is clear indication that the Web site has been recently updated or reviewed, or the ideas are unlikely to become outdated.</p>	<p style="text-align: center;">1 2 3 4 5</p>	<p style="text-align: center;">1 2 3 4 5</p>
<p style="text-align: center;">Match with Audience and Purpose</p> <p>The Web site matches the intended audience and purpose—it is not too simple or too complex.</p>	<p style="text-align: center;">1 2 3 4 5</p>	<p style="text-align: center;">1 2 3 4 5</p>
<p style="text-align: center;">Suitability Score</p>	<p style="text-align: center;">/10</p>	<p style="text-align: center;">/10</p>

Adapted from Robert Harris (1997), *Evaluating Internet Research Sources*. [Online].

REASONABLENESS

<p>Consistency within the Text Statements in the text do not contradict each other.</p>	<p>1 2 3 4 5</p>	<p>1 2 3 4 5</p>
<p>Balance of Arguments The Web site is not heavily one-sided relying largely on emotional appeals; offers a balanced presentation; provides clear and abundant arguments to support opinions; does not make sweeping statements and excessive claims.</p>	<p>1 2 3 4 5</p>	<p>1 2 3 4 5</p>
<p>Reasonableness Score</p>	<p>/10</p>	<p>/10</p>

SUPPORT FOR IDEAS

<p>Consistency with Personal Knowledge The information is consistent with your own background knowledge on the subject.</p>	1 2 3 4 5	1 2 3 4 5
<p>Consistency with Experts The Web site refers to other evidence and research; the information matches with other expert sources on the subject.</p>	1 2 3 4 5	1 2 3 4 5
<p>Documentation of Sources The Web site provides details about the sources of information (especially for statistics) and sources of graphics (including pictures and photographs).</p>	1 2 3 4 5	1 2 3 4 5
Support for Ideas Score	/15	/15
TOTAL SCORE	/45	/45

Adapted from Robert Harris (1997), *Evaluating Internet Research Sources*. [Online].