

# Web Page Evaluation Checklist

1. Go to Google and perform the search: **"stem cells" abortion**
2. Use this Checklist to try to evaluate systematically some of the search results.

	Title of page you are evaluating:	Title of page you are evaluating:
<b>1. Look at the URL:</b>		
<b>Personal page or site?</b>	<input type="checkbox"/> ~ or %, or <i>users, members, or people</i>	<input type="checkbox"/> ~ or %, or <i>users, members, or people</i>
<b>What type of domain is it?</b> Appropriate for the content?	<input type="checkbox"/> com <input type="checkbox"/> org/net <input type="checkbox"/> edu <input type="checkbox"/> gov/mil/us <input type="checkbox"/> non-US _____ <input type="checkbox"/> other:	<input type="checkbox"/> com <input type="checkbox"/> org/net <input type="checkbox"/> edu <input type="checkbox"/> gov/mil/us <input type="checkbox"/> non-US _____ <input type="checkbox"/> other:
Published by entity that makes sense? Does it correspond to the name of the site?	Publisher or Domain Name entity:	Publisher or Domain Name entity:
<b>2. Scan the perimeter of page, looking for answers to these questions:</b>		
<b>Who wrote the page?</b>	<input type="checkbox"/> E-mail <input type="checkbox"/> Name:	<input type="checkbox"/> E-mail <input type="checkbox"/> Name:
<b>Dated?</b>	Date _____ Current enough?	Date _____ Current enough?
<b>Credentials on this subject?</b> <small>(Truncate back the URL if no useful links.)</small>	Evidence?	Evidence?
<b>3. Look for these indicators of quality</b>		
<b>Sources well documented?</b>		
<b>Complete?</b> If 2nd-hand information, is it <b>not altered or forged?</b>		
<b>Links to more resources?</b> Do they work?		
<b>Other viewpoints? Bias?</b>		
<b>4. What do others say?</b>		
<b>Who links to it?</b> <small>Hint: In Google search: <i>link:all.or.part.of.url</i></small>	Many or few? Opinions of it?	Many or few? Opinions of it?
<b>Is the page rated well in a directory?</b> <small>http://lii.org or http://infomine.ucr.edu or http://about.com</small>		
<b>Look up the author in Google</b>		
<b>Does it all add up?</b>		
<b>Why was the page put on the Web?</b>	<input type="checkbox"/> Inform, facts, data <input type="checkbox"/> Explain <input type="checkbox"/> Persuade <input type="checkbox"/> Sell <input type="checkbox"/> Entice <input type="checkbox"/> Share/disclose Other:	<input type="checkbox"/> Inform, facts, data <input type="checkbox"/> Explain <input type="checkbox"/> Persuade <input type="checkbox"/> Sell/entice <input type="checkbox"/> Share/disclose Other:
<b>Possibly ironic? Satire or parody?</b>		

**BOTTOM LINE:** Is the web page as good as (or better than) what you could find in journal articles or other published literature that is not on the free, general web?