

Name \_\_\_\_\_

**Website evaluation Tool**

**Directions:** Design a prompt that challenges students to compare and contrast two websites to determine the validity and reliability of the information. Use the website evaluation tool below. Example: You are interested in trying e-cigarettes but are not sure if they are safe. Select either the FDA, CDC or WebMD websites and compare one of them to Wikipedia. Discuss the results.

Name \_\_\_\_\_

**I Web Site**

A. Title of the site \_\_\_\_\_

B. Subject of the site \_\_\_\_\_

C. Web site address \_\_\_\_\_

D. What is the significance of the domain name? (.org, .gov, .edu, .com, etc.)

\_\_\_\_\_

E. Who is the intended audience? \_\_\_\_\_

F. What is the objective of the site? \_\_\_\_\_

\_\_\_\_\_

**II Web Site**

A. Title of the site \_\_\_\_\_

B. Subject of the site \_\_\_\_\_

C. Web site address \_\_\_\_\_

D. What is the significance of the domain name? (.org, .gov, .edu, .com, etc.)

\_\_\_\_\_

E. Who is the intended audience? \_\_\_\_\_

F. What is the objective of the site? \_\_\_\_\_

\_\_\_\_\_

## II. Web site information

Scoring: Agree – 2      Disagree – 1      Does not apply – 0

|                                                                                                            | Website 1 | Website 2 |
|------------------------------------------------------------------------------------------------------------|-----------|-----------|
| A. The purpose of the site is clearly stated.                                                              |           |           |
| B. The information does not appear to be an infomercial (an advertisement posing as health information.)   |           |           |
| C. There is no bias (favoritism).                                                                          |           |           |
| D. If the site is opinionated, the author discusses all sides of the issue, respecting each point of view. |           |           |
| E. All aspects of the subject are covered sufficiently.                                                    |           |           |
| F. External links fully cover the subject.                                                                 |           |           |
| G. The site has been updated in the last six months.                                                       |           |           |
| <b>Section II Total</b>                                                                                    |           |           |

## III. Accuracy

|                                                                                                                      | Website 1 | Website 2 |
|----------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| A. The information is accurate.                                                                                      |           |           |
| B. Sources are clearly documented.                                                                                   |           |           |
| C. The web site states that it conforms to the Health on the Net (www.hom.ch/HONcode/Conduct.html.) code principles. |           |           |

|                                                                                                                                                                                |                  |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|
| <b>Section III Total</b>                                                                                                                                                       |                  |                  |
| <b>IV. Author</b>                                                                                                                                                              |                  |                  |
|                                                                                                                                                                                | <b>Website 1</b> | <b>Website 2</b> |
| A. The site is sponsored by or is associated with an institution or organization.                                                                                              |                  |                  |
| B. Individually created sites: author's/editor's credentials (educational background, professional affiliations, certifications, past writing, experience) are clearly stated. |                  |                  |
| C. Contact information (email, address, and/or phone number) for the author/editor or webmaster is included.                                                                   |                  |                  |
| <b>Section IV Total</b>                                                                                                                                                        |                  |                  |
| <b>V. Audience</b>                                                                                                                                                             |                  |                  |
|                                                                                                                                                                                | <b>Website 1</b> | <b>Website 2</b> |
| A. It is evident whom (academic, youth, minority, general, etc.) the author is addressing.                                                                                     |                  |                  |
| B. The level of detail is appropriate.                                                                                                                                         |                  |                  |
| C. The reading level is appropriate.                                                                                                                                           |                  |                  |
| D. Technical terms are appropriate.                                                                                                                                            |                  |                  |
| <b>Section V Total</b>                                                                                                                                                         |                  |                  |
| <b>VI. Navigation</b>                                                                                                                                                          |                  |                  |
|                                                                                                                                                                                | <b>Website 1</b> | <b>Website 2</b> |
| A. Internal links increase the usefulness of the site.                                                                                                                         |                  |                  |
| B. Information is retrieved in a reasonable amount of time.                                                                                                                    |                  |                  |

|                                                                                          |                  |                  |
|------------------------------------------------------------------------------------------|------------------|------------------|
| C. A search instrument is required to make this site functional                          |                  |                  |
| D. A search instrument is provided.                                                      |                  |                  |
| E. The site is organized logically, making it easy to find information.                  |                  |                  |
| F. If software is needed to use the page, there are download links (For example, Adobe). |                  |                  |
| <b>Section VI Total</b>                                                                  |                  |                  |
| <b>VII. External Links</b>                                                               |                  |                  |
| A. Links are relevant and suitable for this site.                                        | <b>Website 1</b> | <b>Website 2</b> |
| B. Links work.                                                                           |                  |                  |
| C. Links are current and reflect changes that occur in the field.                        |                  |                  |
| D. Links are appropriate for the audience.                                               |                  |                  |
| E. Links connect to reliable information from dependable sources.                        |                  |                  |
| F. Organizations appropriate for the page have links to them.                            |                  |                  |
| <b>Section VII Total</b>                                                                 |                  |                  |
| <b>VIII. Structure</b>                                                                   |                  |                  |
|                                                                                          | <b>Website 1</b> | <b>Website 2</b> |
| A. Educational graphics and art add to the helpfulness of the site.                      |                  |                  |
| B. Decorative graphics do not significantly slow downloading.                            |                  |                  |
| C. Text-only option exists for text-only Web browsers.                                   |                  |                  |

|                                                                                                           |                  |                  |
|-----------------------------------------------------------------------------------------------------------|------------------|------------------|
| D. Usefulness of the site is unaffected when using text-only option.                                      |                  |                  |
| E. Options (large print, audio) exist for disabled persons.                                               |                  |                  |
| F. If audio and video components of the site cannot be accessed, the information there is still complete. |                  |                  |
| <b>Section VIII Total</b>                                                                                 |                  |                  |
|                                                                                                           | <b>Website 1</b> | <b>Website 2</b> |
| <b>Total Scores</b>                                                                                       |                  |                  |

**To find the validity and reliability percentage, divide the total score by the highest possible score (70).**

Website #1      Total score/70% = \_\_\_\_\_  
 Website #2      Total score/70% = \_\_\_\_\_

**Interpretation**

|                          |                                                                                                                                                                                 |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 90 - 100%      Excellent | This web site is an excellent source of information that is easy to access and understand.                                                                                      |
| 75 - 89% Adequate        | The site has relevant information and can be navigated easily. It is a good source but may be incomplete.                                                                       |
| 0 - 74% Poor             | This site is not recommended for use. Validity and reliability of information cannot be verified.<br>The site contains information that is not accessible or links do not work. |

Which web site is the most valid and reliable? \_\_\_\_\_  
 Provide rationale \_\_\_\_\_

(Health-Related Website Evaluation Form, 2015)