EVALUATING INTERNET RESOURCES:

Before you select a search tool, always think about your topic and what you are trying to find.

Don't just Google everything!
PRE-EVALUATION
(BEFORE SEARCHING)

• Be clear on what you want

• Be selective, critical, use evaluation criteria

• Don’t take anything as undisputed fact

• Shop around

• Use common sense when judging information
INFORMATION QUALITY CRITERIA:

• **Credibility**
sources that supply some good evidence that allows you to trust it

• **Accuracy**
sources that give the whole truth

• **Reasonableness (Objectivity)**
sources that engage the subject thoughtfully and reasonably, concerned with the truth

• **Support**
sources that provide convincing evidence for the claims made and which one can triangulate (find at least 2 other sources that support it)
QUICK CHECKLIST:

1. AUTHORITY AND CREDIBILITY

What is the basis of the author’s authority?
- expertise and affiliation
- content responsibility
- quality control exercised?
- acknowledgements and feedback
- source bibliographies included?
QUICK CHECKLIST:

2. PURPOSE

What appears to be the purpose for this information?
- inform, explain, persuade

Audience
- who is it intended for?
- does it mesh with your needs?

Sources used
- useful for your research?
QUICK CHECKLIST

3. COMPARABILITY

What does this site offer compared to others on the topic, also to non-internet works?
QUICK CHECKLIST:

4. CONTENT

- **Accuracy**
  see slide: *Information Quality Criteria*

- **Comprehensiveness**
  depth of information: time period & aspects of topics covered, use of additional sources to complement information provided

- **Currency**
  is content current, the site updated regularly?

- **Links**
  relevant and appropriate?
  linked sites – do not assume these are the best available
  - investigate additional sites on the topic
QUICK CHECKLIST

5. PRESENTATION

Style and Functionality of the Site

- layout clear and logically?
- writing style appropriate for intended audience?
- easy to navigate?
- internal indexing links on page?
- do links to other web sites work?
- graphics should serve a clear purpose
- unencumbered by advertisements?
