Guidelines for Website Evaluation

TCH 505 Instructional Technology for Today's Educator

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Questions:

- Why do we need to evaluate websites?
- Website vs. Webpage?
- Website Evaluation vs. Webpage Evaluation

Information Processing Online

- 1. Define Tasks
- 2. Plan Search Strategies
- 3. Locate, Retrieve/Extract
- **4. Evaluate**
- 5. Select and Document
- 6. Communicate
- 7. Collaborate
- 8. Modify
- 9. Reorganize
- 10. Create
- 11. Apply
- 12. Share

Website Evaluation Criteria-01

- **1. Authority**
  - Who owes the website?
  - Who created it?

  - Evidence clues:
    - About page
    - Copyright
    - Information sources

Website Evaluation Criteria-02

- **2. Affiliation**
  - Another way to define authority

  - Evidence clues:
    - Owner
    - Author
    - Sponsor

Website Evaluation Criteria-03

- **3. Objectivity**
  - Objectivity means if the website is biased or not.
  - Some websites promote extreme ideas for propaganda or selling things.

  - Evidence clues:
    - Persuasive writings
    - ads.

Website Evaluation Criteria-04

- **4. Audience**
  - Appropriate information for appropriate audience

  - Evidence clues:
    - For kids
    - For adults only
    - Age below 18 are not permitted

Website Evaluation Criteria-05

- **5. Currency**
  - Websites are updated and revised with current the most current information

  - Evidence clues:
    - Date of updating
    - Date information attached with materials

Website Evaluation Criteria-06

- **6. Content**
  - Consider content appropriateness with
  - Grade/age level
  - Subject areas
  - Overall lesson plan
  - Objectives & standards
  - Instructional methods/class activity
  - Resources needed

  - Evidence Clues:
    - Grade level and subject area
    - Standards alignment

Website Evaluation Criteria-07

- **7. Web Design**
- This might be a very personal criterion based on individual preferences on layout, color, …

- Evidence clues:
  - Tabs arrangement
  - Internal and external hyperlinks
  - Position tracking indicators
  - Overall navigability

Website Evaluation Criteria-08

- **8. Media Format**

- Media format includes, but not limited to text, image, audio, video, animation, drawing, music…

- Evidence clues:
  - This kind of evidence is easily observable However, format should match contents, and how the material will be used.

Website Evaluation Criteria-09

- **9. Web2.0 Functionality**
  - Web2.0 functionality includes social networking, podcasting, blogging, instant sharing, online cooperation, RSS feeds, newsletters, cloud computing technology, embedded videos and other online products...

  - Evidence clues:
    - Surf the website and identify the web2.0 items

Reference

- http://www.pcc.edu/library/research/handouts/webeval.pdf
- http://www.spat.pitt.edu/

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