

## EVALUATING WEBSITES

Evaluate for Bias:

- Read these sites carefully! -Think, what idea are they trying to sell me?
  - [Physicians for Social Responsibility](#)
  - [The National Anti-Vivisection Society](#)
  - [Americans for Non-Smoker's Rights](#)

Business Websites:

- A Business/Marketing Web Page is one sponsored by a commercial enterprise (usually it is a page trying to promote or sell products).
- The main purpose of the site is to sell you something.
- They want to keep you on their web site as long as possible.
- They want to make their web site easy to use.
- The URL address of the page frequently ends in .com.
  - [Lands' End Direct Merchants](#)
  - [General Motors](#)
  - [Crayola](#)

Evaluate These Informational Websites:

- [Environmental Protection Agency](#)
- [Smithsonian Institution](#)
- [National Geographic](#)
- [NASA](#)

Evaluate These News Websites:

- [washingtonpost.com](#)
- [Hartford Courant](#)
- [Wall Street Journal](#)

## CURRENCY OF A WEBSITE:

lil.org

The screenshot shows the ipl2 website interface. At the top left is the ipl2 logo with the tagline "INFORMATION YOU CAN TRUST". To the right is a "Have a question? Ask an ipl2 Librarian" button. Below the logo is a search bar with a "Search ipl2" button and a "Search Help" link. A red-bordered box contains a notice: "After 20 years of service, ipl2 is now closed permanently. You may continue using the ipl2 website. However, the site will no longer be updated, and no other services will be available." Below this notice is a "Featured: 2013 Notable Children's Books" section with icons for "Resources by Subject", "Newspapers & Magazines", "Special Collections Created by ipl2", "For Kids", and "For Teens". At the bottom, there are social media links and a footer with contact information and copyright notices.

**TO CHECK THE AUTHORITY OF A WEBSITE:**

If you have an author's name but no further information about credentials,

- Search the name in quotation marks in a search engine or online database
- On the Web, include words like *profile*, *resume*, or *C.V.* (curriculum vitae--an academic resume) to narrow your name search
- You might also include the name of a college or association you can connect with the person
- Search the name in biographical sources on- and offline

**PRACTICE CHECKING ACCURACY WITH THESE SITES:**

- Clones-R-Us <http://www.d-b.net/dti/>
- California's Velcro Crop Under Challenge
- <http://home.inreach.com/kumbach/velcro.html>
- Facts About Series
- <http://www.idiotica.com/cranium/encyclopedia/index.htm>
- Republic of Cascadia: Bureau of Sasquatch Affairs
- <http://zapatopi.net/bsa.html>
- Dihydrogen Monoxide Research Division
- <http://www.donotcall.gov/register/Reg.aspx>
- For more examples: <http://mciu.org/~spjvweb/evaluating.html>