

A Rubric for Evaluating Web Sites

Name of site: About.com

URL of site: [http:// dinosaurs.about.com/od/carnivorousedinosaurs/p/velociraptor.htm](http://dinosaurs.about.com/od/carnivorousedinosaurs/p/velociraptor.htm)

| <p style="text-align: center;">Criterion (Trait being evaluated)</p> | <p style="text-align: center;">Excellent because . . .</p> | <p style="text-align: center;">Acceptable because . . .</p> | <p style="text-align: center;">Unacceptable because . . .</p> |
|--|---|--|---|
| <p>Authority</p> <ul style="list-style-type: none"> • What are the author's qualifications to write about the topic? • Are the author's names and address on the site? • Check the domain name of the site (the part that ends with .com or .edu). Is the site affiliated with a reputable organization? | | | <p>The website doesn't have any information on the author and the domain is .com.</p> |
| <p>Content</p> <ul style="list-style-type: none"> • Does the author present original material, or has everything come from another source? • Does the author present material in depth? • Does the author try to be objective? If the author is biased, does he/she make the position clear? • Does the site seem to be misleading? • Can you double-check the information for accuracy? • Has the information been updated recently? • Are links to other sources of information available? | | | <p>The website's content is from movies, the material has no depth, the website seems misleading, the information on the website is not accurate, it was not updated recently, and there are no properly working links.</p> |
| <p>Purpose</p> <ul style="list-style-type: none"> • Is the site trying to sell you something? Does that | | | <p>The website is more of a personal website, it has many advertisements, it is</p> |

| | | | |
|--|--|--|---|
| <p>affect the information being presented?</p> <ul style="list-style-type: none"> • Is the site a personal homepage or a professional source of information? • If the site is about a controversial issue, does it present one side or both sides of the argument? | | | <p>one sided, and its information is mostly from movies.</p> |
| <p>Design</p> <ul style="list-style-type: none"> • How much advertising does the site contain? • Has the author paid attention to spelling and other basic writing skills? • Are the links current? • Is it reasonably easy to find your way around the site? | | | <p>The website was not updated for a long time, there are a lot of advertisements, the site is confusing, and the writing skills are basic.</p> |