

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The ABC's of Web Site Evaluation

by Kathy Schrock

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Digital Literacy by Paul Gilster

Digital literacy is the ability to understand and use information in multiple formats from a wide range of sources when it is presented via computers. (p.1)

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Core competencies

- Make informed judgements about online sources
- Target your reading using hypertext
- Build a reliable information horde from diverse sources
- Develop search skills

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa - Authority

Who is providing the information?
What do you know about them?
Are they an expert?
How can you find out more about the author?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bb - Bias

Is the language free of emotion-rousing words and bias?
Is the bias clearly identifiable?
Does the sponsoring organization indicate there might be bias present?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Cc - Citations

Is a bibliography of sources used provided?
Is a bibliography of related items included?
Are full citations given?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc **Dd** Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Dd - Dates

Date of creation included?

Date of last update included?

Does date make a difference?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd **Ee** Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ee - Efficiency

Does the page download quickly?

Is it useful for whole-class instruction?

Is the site reliable?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee **Ff** Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ff - Fallacy

Is only part of the information presented?

Is the information presented out-of-context?

Does pre-filtering "color" the presentation of information?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff **Gg** Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gg - Graphics

Do the graphics serve a purpose?

Are the graphics clearly labeled and identified?

Do the graphics aid in meeting lesson objectives?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg **Hh** Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Hh - Handicapped access

Is the site usable via a text-based browser?

Is the type large enough to allow for use by the visually impaired?

©1995-2005. Kathy Schrock. All rights reserved.

<http://bobby.watchfire.com/bobby/html/en/index.jsp>

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ii - Information availability

What type of information can you expect to find on the Web?

Why are some types of information unavailable on the Internet?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Jj - Jerry-built

Is the spelling correct on the page?

Has care been taken to use correct grammar on the site?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Kk - Knowledge

How does the new information compare with what you already know?

Does the new information change what you know about the topic?

Does the information add to the the existing body of knowledge about the topic?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ll - Links

How are the links chosen?

Are the links appropriate to the scope?

Are related links included?

Do all the links work?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Mm - Misinformation

What are some of the things that lead to misinformation on the Web?

Data changes	Out-of-date information
Pranks	Scholarly misconduct
Biased info	Removal of info from context

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Mm - Misinformation

What skills can be learned by students to determine misinformation?

- Learn the types of misinformation
- Examine the topic
- Distinguish between fact and opinion
- Compare and contrast

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Nn - Navigability

Is the page usable by the intended audience?

Are navigation icons present and understandable?

Is the site designed with good graphic design principles?

Is a search tool available for the site's content?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Oo - Online Research Model

What is an online research model?

```

    graph TD
      Questioning --> Planning
      Planning --> Gathering
      Gathering --> SortingSifting[Sorting/Sifting]
      SortingSifting --> Evaluating
      Evaluating --> Synthesizing
      Synthesizing --> Questioning
  
```

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Pp - Pertinent

Is the information pertinent to the student's needs?

What can they do to determine this?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Qq - Quantity of Information

Does the amount of information change?

Is the rationale for inclusion/exclusion given?

How can students limit the information they seek?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Rr - Requirements

Does the site require a registration?

Does the site collect data about the users?

Is a certain browser required to be used?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ss - Scholastic Reviews

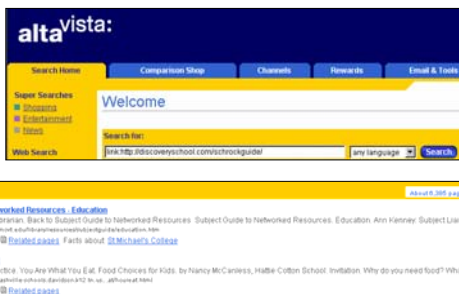
Is the site reviewed anywhere?

What type of awards has it received?

How can I find out who has linked to it?

©1995-2005. Kathy Schrock. All rights reserved.

Mapping the links to a site



©1995-2005. Kathy Schrock. All rights reserved.

Lesson Plan: Mapping the links to a site

- Brainstorm 8-10 of students' favorite sites
- Students write a description of the page including purpose and advertisers
- Teacher writes URLs on cards and passes them out to teams of three or four
- Students use the link command to visit some of the sites linking to theirs
- Students visit the site on the card, print out the home page, pasting it in the middle of a piece of oaktag
- Students present to the class and explain what these connections may mean

March 2001. Technology and Learning. Alan November.

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

Tt - Thoroughness

Does the information go into sufficient depth?

Does the resource cover the subject matter adequately?

Are there any obvious gaps in the information?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss **Tt** **Uu** Vv Ww Xx Yy Zz

Uu - Uniqueness

Does the resource contain any original work?

Does the resource consist of more than just a list of links to external sites?

If there are links to external sites, has some value been added?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss **Tt** **Uu** **Vv** Ww Xx Yy Zz

Vv - Verifiable

Is the information verifiable in a reputable print source?

Is the information primary source material?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss **Tt** **Uu** **Vv** **Ww** Xx Yy Zz

Ww - 5 W's

Who wrote the pages and are they an expert?

What does the author say is the purpose of the site?

When was the site created and last updated?

Where does the information come from?

Why is the information useful for my purpose?

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Xx - Xtra information

What are the different types of pages on the Web?

How should they be evaluated?

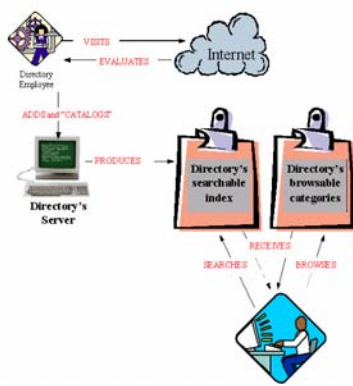
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Yy - Yahoo

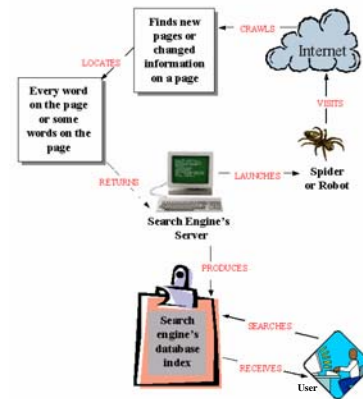
What is different about the information in a directory?

When should one use a search engine vs. a directory?

How does a directory work?



How does a search engine work?



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Zz - Zealous

Students use technology to locate, evaluate, and collect information from a variety of sources.

Students evaluate and select new information resources and technological innovations based on the appropriateness for specific tasks.

<http://cnets.iste.org/index2.htm>

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Zz - Zealous

Planning and Designing Learning Environments

Teachers identify and locate technology resources and evaluate them for accuracy and suitability.

<http://cnets.iste.org/index3.htm>

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Digital Literacy by Paul Gilster

Digital literacy is the ability to understand and use information in multiple formats from a wide range of sources when it is presented via computers. (p.1)

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Kathy Schrock's Guide for Educators

<http://discoveryschool.com/schrockguide/>

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ABC's of Web Site Evaluation

<http://kathyschrock.net/abceval/>

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

$$\begin{array}{r} 1 \\ + 1 \\ \hline 2 \end{array}$$

Online page

©1995-2005. Kathy Schrock. All rights reserved.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

$$\begin{array}{r} 1 \\ + 1 \\ \hline 2 \end{array}$$

The End

©1995-2005. Kathy Schrock. All rights reserved.