



CRITICAL THINKING & INFORMATION LITERACY ACROSS THE CURRICULUM

Melodye Gold

Biology

Biology Handbook:

Types of Web Pages

Advocacy

Look for an Advocacy web page to try to persuade you of the truth of the ideas presented. The Advocacy web page is sponsored by a specific organization and the URL address often ends in **.org**. Examples include the American Cancer Society, Aryan Nations, the Democratic Party, the Republic Party, American Medical Association.

Business

Look for a Business web page to try to sell you something. The Business web page is sponsored by, as you might guess, a business of some kind and the URL address often ends in **.com**. Examples include Microsoft, Nike, Coca Cola Company, etc.

Informational

Look for an Informational web page to give you facts, research results, information on a subject. The Informational web page is often sponsored by an educational institution or government agency and the URL address often ends in **.edu** or **.gov**. Examples include the Library of Congress, Food and Drug Administration, dictionaries, thesauri etc.

News

Look for a News web page to give you up-to-date current events-type information. The News web page is often sponsored by a news organization and the URL address often ends in **.com**. Sometimes the Internet web page has a print or television equivalent. Examples include CNN, Christian Science Monitor, USA Today etc.

Personal

Look for a Personal web page to give you information on topics of interest to the individual web page author. The Personal web page is created by an individual although he or she may be affiliated with a larger institution such as a university

or organization. The URL address may end in **.com**, **.edu** etc, a tilde (~) is often found in the URL following the first single slash.

Evaluation Checklist for a Web Page

URL of Web Page you plan to evaluate: http://_____

Use the five criteria of accuracy, authority, objectivity, currency and coverage to evaluate the Web page. Please fill in the blanks.

Authority

Who is the creator of this Web page?

Is the author of the content on the Web page the same person who created the Web page?

What are the author's credentials to write on this topic?

Who sponsored this Web page?

Is there a way to verify the credentials of the sponsoring organization (beyond an e-mail address)?

Accuracy

Can you tell if information on this web page has been verified by editors and/or fact checkers?

Are the sources for factual information documented fully?

Is the information free of spelling and grammar errors?

Objectivity

Are the goals of the person(s) or organization(s) presenting the material clearly stated?

Is the information based on verifiable facts, on well-supported reasoning, or on personal opinion?

Does the information seem biased?

Is there any advertising?

Currency

Are there dates to indicate:

When the page was written?

When the page was first placed on the Web?

When the page was last revised?

Is it current?

Do the links to other Web pages work?

Coverage

What time period does the information on the Web page cover?

What is the purpose of the Web page?

Who is the audience for this Web page?

Narrative Evaluation

Taking into account the evaluation criteria and the data you collected while evaluating this Web page, what do you think of the quality of this Web page?

 **Bellevue Community College**

[Library Media Center](#)

3000 Landerholm Circle S.E.
Bellevue, Washington 98007-6484

© Copyright Bellevue Community College; all rights reserved.
Permission is granted to copy these materials for educational purposes
provided complete acknowledgement is included.

Updated August 25, 2003