Name­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Internet Website Evaluation Rubric**

**Website under evaluation:**­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[Yes/No]**

**Scoring Rubric for Evaluating Reliability and Credibility of Websites**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **No Information** | **Some Information** | **Rich and Relevant Information** |
| 1. Determine the author’s expertise on the topic. |  |  | Information includes the author’s occupation, experience, and educational background. This is found within the site, not just on the target page. |
| 2. Learn more about the site where the page appears. |  |  | Information includes who supports the website (an individual’s page, an educational site, a commercial site, an organization) and contact information. |
| 3. Check out the links from the author’s page to other pages. |  |  | The facts/pictures/videos can be substantiated at other sites. Links add to both creditability and resources available. External links are to helpful websites. |
| 4. Find out which websites have links pointing to the author’s page or to the sponsoring organization’s site. |  |  | Information from sites that link to the author’s page is legitimate and provides documentation for the author’s page. |
| 5. Look for “pages on the Web” rather than websites about the author or organization. |  |  | Information is triangulated—available from more than one source, preferably three—from traditional sources such as newspapers, magazines, or library resources on the Web. |
| 6. Determine how recently the page was published or updated. |  |  | Information is included about the date of publication. That date is timely, especially in relation to the content. |
| 7. Assess the accuracy of the information in the document. |  |  | Information is included about the accuracy of the content and its presentation (grammar, spelling, punctuation, layout) |
| 8. Look for bias in the presentation of the website. |  |  | Information includes an examination of the language within the document (extreme, appeal, limited perspective) |
| 9. Assess the evidence presented to support opinions or conclusions expressed in the document. |  |  | Information includes evidence to support opinions and conclusions expressed in the document (data-driven, references provided, author contact information) |
| 10. Check to make sure that the information included is complete and, if applicable, cited from a current source. |  |  | Information is not “under construction.” Copyrighted material is cited and an effort to maintain its timeliness is clearly reflected. |
| 11. Check whether design of the site promotes the information and reflects balanced “splash.” |  |  | Multimedia, if included, assist in conveying information AND are appropriate. Site follows the 80/20 formula. |

**Final evaluation of Website**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Reliable and Credible OR Unreliable**