

OE3: EVALUATION FORM WEB SITES FOR COMMUNICATION

A: General information

Your name(s): -----

The URL of the site: -----

Short description/name of the site: -----

State one (or more) categories you find best describes this site:

- Advocacy Web site (promoting certain views, politics, etc)
- Business/Marketing Web site
- Marketing Oriented (Blending Advertising and Entertainment or Information)
- Informational Web Pages
- News Web Pages

B: Information Quality (answer 'yes' or 'no')

Criterion #1: AUTHORITY

1. Is it clear who is responsible for the contents of the page? -----
2. Is there a page describing the purpose of the responsible organization? -----
3. Is there a way of verifying the legitimacy of the page's sponsor? That is, is there a phone number or postal address to contact for more information? (Simply an email address is not enough). -----
4. Is it clear who wrote the material and are the author's qualifications for writing on this topic clearly stated? -----
5. If the material is protected by copyright, is the name of the copyright holder given? -----

Criterion #2: ACCURACY

- 6. Are the sources for any factual information clearly listed so they can be verified in another source? -----
- 7. Is the information free of grammatical, spelling, and typographical errors? (These kinds of errors not only indicate a lack of quality control, but can actually produce inaccuracies in information). -----

Criterion #3: OBJECTIVITY

- 8. Is it clear who has the ultimate responsibility for the accuracy of the content of the material ? -----
- 9. If there are maps, charts and/or graphs, are the charts and/or graphs clearly labeled and easy to read? -----
- 10. Is the information provided as a public service? -----
- 11. Is the information free of advertising? -----
- 12. If there is any advertising on the page, is it clearly differentiated from the informational content? -----

Criterion #4: CURRENCY

- 13. Are there dates on the page to indicate when the page was last revised? -----
- 14. Are there any other indications that the material is kept current? -----
- 15. If material is presented in maps, graphs and/or charts, is it clearly stated when the data was gathered? -----

Criterion #5: COVERAGE

- 16. Is there an indication that the page has been completed, and is not still under construction ? -----
- 17. If there is a print equivalent to the Web page, is there a clear indication of whether the entire work is available on the Web or only parts of it? -----
- 18. If the material is from a work which is out of copyright (as is often the case with a dictionary or thesaurus) has there been an effort to update the material to make it more current? -----

C: Persona (answer 'yes', 'no' or fill in)

19. Is there a clear Author Persona? -----

If so, describe it in a few words: -----

20. Is there a clear user Persona? -----

If so, describe it in a few words: -----

21. If there are both user and author persona, is the relationship between author and user persona hierarchical ? -----

22. Does the site contain "Face threatening acts" (which threaten the visitors wish to be in control and be respected)? -----

If so, describe it in a few words: -----

23. Does the site contain "Peripheral clues" (positive feelings caused by association rather than facts)? -----

If so, describe it in a few words: -----

D: Navigation (answer 'yes', 'somewhat' or 'no' or fill in)

24. Is there a clear structure ? (home page, menu pages, content pages, etc)? -----

If not, try to describe the causes of the navigational confusion in a few words: ---

25. Is your location within the site always clear? -----

26. Are there a navigational aids (site map, highlighted menus, etc)? -----

If so, describe them in a few words: -----

27. Does the information on content pages minimize scrolling? -----

28. Is the information given in short and divided into blocks? -----