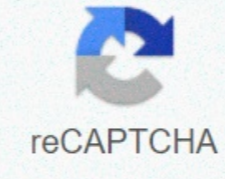




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What are the 4 main criteria to use when evaluating resources

Because of Hodge-Podge information on the Internet, it is very important to develop your assessment skills to help you identify quality web pages. There are six (6) criteria that should be applied when evaluating any website: authority, precision, objectivity, currency, coverage, and appearance. For each criterion, there are several questions to be asked. The more questions you can answer yes, the more likely the website is a quality one. What about the news? The web is flooded into, among many things, both real information and utter nonsense. Navigated on or was directed to a news story? Check out its left/center/right rating here at AllSides. For lists of news sources ranging from left to right to satire, check out The Bias Media/Fact Check. A checklist on how to identify fake news in ten questions (pdf). Science vs. pseudoscience? Here is another checklist. Below is a chart that lists the key questions for each of the six criteria. Is it clear who is responsible for the content of the page? Is there a way to verify the legitimacy of the organization, group, company or individual? Is there any indication of the author's qualifications for writing on a particular subject? Is information from sources known to be reliable? Accuracy Are the sources of factual information clearly listed so that they can be verified in another source? Is the information free of grammatical, spelling, and other typographical errors? Objectivity Content appears to contain any evidence of bias? Is there a link to a page that describes the goals or purpose of the sponsoring organization or company? If there is advertising on the page, is it clearly differentiated from the informative content? Currency Is there data on the page to indicate when the page was written, when the page was first placed on the Web, or when the page was last reviewed? Coverage These topics are successfully addressed, with clearly presented arguments and adequate support to support them? Does the paper update other sources, base other materials you've read, or add new information? Is the target audience identified and suited to your needs? Site layout looks well organized? No links working? Does the site look well maintained? a) Is it clear who is responsible for the content of the page? WHY IMPORTANT? - It is essential to refer the ideas you find to a site to a specific author, organization, or business. In this way, there is a degree of responsibility for any of the ideas expressed. Once the person or organization responsible for the content is known, you can start looking for other clues to help you determine credentials and reputation. Be especially wary of sites where the author or sponsorship of the organization is not clearly stated. Note, the sponsor of a site is often responsible Content. You can quickly determine the sponsor of a site by searching for references at the top and/or bottom of the page. In addition, the first part of the address of a site, called domain, contains information that allows you to get a general idea of the sponsor. For example, having the domain name .edu (for example,) means that the site is hosted by an educational institution, .com means a commercial enterprise, .gov means a government agency, and .org means an organization, would be the National Rifle Association. It is important to note that some sponsors are not directly responsible for the content on their website, such as personal pages hosted by universities or commercial internet service providers (e.g. AT&T, UP.net etc.). You can identify these pages because they are often represented by a tilde (~) in their address (for example, kmcdonouhome.html). If you want to specifically find out who hosts a site, you can remove part of the address from the current page and return to the root address. For example, suppose you're looking at a Renaissance site at . If there is no indication that is sponsoring this site you can return to . Here you discover the Renaissance website is a project sponsored by the Corporation for Public Broadcasting with funding from the Annenberg School of Communications. b) Is there a way to verify the legitimacy of the organization, group, company or individual? I mean, is there a phone number or a postal address to contact for more information? (Simply an email address is not enough). WHY IMPORTANT? - Anyone with an Internet service provider (AT&T, UP.net, NNU, etc.) can put a Web page. As a result, you need to have an idea of whether the group claiming responsibility for the information on the website is legitimate. A phone number or postal address allows you to contact your group or company and request more information. Pay attention to sites that do not provide contact information. Since it is difficult to verify a person's legitimacy, personal home pages can be useful sources for personal opinion, but must be used with caution when quoting them as a source of factual information. c) Is there any indication of the author's qualifications (either a natural person or an organisation) for writing on a particular subject? WHY IMPORTANT? - If you find an article describing the ecology of black bears, you need to know if the author is qualified to speak intelligently on this topic. The clues include an educational background author (e.g. PhD in Wildlife Ecology from the University of Michigan), current position (Wildlife Biologist for Natural Resources), or reputation (Nobel Prize laureate in Biology, member of the National Academy of Sciences, etc.). If the provided by an organization, you may want to consider whether the organization is known and respected. d) Is it known that information from sources is reliable? WHY IMPORTANT? - Statements from established and reputable organizations have almost always been seen and approved by several people. As a result, this verification and balancing system helps prevent the release of unhealthy information. Government sites (.gov) are very good examples of organizations where information is disseminated through this type of system. For other organizations, it can sometimes be difficult to determine whether they are established and reputable. The clues they need to look for include the date of establishment of an organisation, the number of members, their mission, the types of publications they produce, whether they have annual conferences, etc. In general, established organisations have been around for a while and have a good membership base. One way to determine an organization's reputation is to examine how it is mentioned in newspapers or periodicals. You can use library subscription databases to search for articles in newspapers and periodicals in a specific organization. Other well-known sources for quality include online magazines and magazines. Most magazines use a peer review process whereby several people evaluate and criticize an article, allowing the author to make reviews before a publisher makes a final decision on its publication. Popular magazines, although not as strict as a review process, still have publishers who evaluate articles before they are published. As a result of this editorial process, these publications will tend to be more reliable or reliable than the information found on a personal website. As regards the quality of a source of information, it is important to note the difference between an informal comment made by a person to an organisation and an official statement by the same organisation. When Bill Smith, an employee of the National Weather Service, says on National Public Radio I think this is going to be a bad year for hurricanes, this information is based on his opinion and can't be more reliable than yours. This is significantly different from a statement on the National Weather Service website, it will be a bad year for hurricanes. The employee speaks for himself; Whereas a declaration on behalf of the NWS represents the official position of the NWS; An official position will have been revised or edited before it is released. a) Are the sources of factual information clearly listed so that they can be verified in another source? WHY IMPORTANT? - A source of information is known to be academic when it provides references to the information presented. This way, the reader can confirm whether the information is correct or the author's conclusions reasonable. A page without references can be useful as an example of a person's, an organization's or a business's ideas, but not as a source of factual information. b) Does the information have no grammatical, spelling and other typographical errors? WHY IMPORTANT? - Such errors not only indicate a lack of attention and effort, but also can actually produce inaccuracies in the information. Whether errors come from negligence or ignorance, both put information or writer in an unfavorable light. a) Does the content appear to contain any evidence of bias? WHY IMPORTANT? - If the content contains bias, a single point of view is presented. This may not be bad, depending on your needs. For example, in writing a position paper on gun control, you may want to compare the extreme pro-gun position of the National Rifle Association with that of the anti-gun organization Cease Fire or a more balanced report published by an independent think tank site (such as the Brookings Institute). Regardless, you will want to know whether the information is biased or not in order to make appropriate decisions about how to use it. One way to determine this is by relying on your own experience and knowledge to determine whether the information seems credible or reasonable. In your experience, does information make sense? If an individual claims that one in every 3 Americans have an alcohol problem, is it true that a third of all friends and family members have a drinking problem? Another way to detect bias is to assess how information appears in relation to other reliable sources of information. You should make sure that you confirm any position you find with other positions published in other sources, would be periodicals or books. This way you can discover where a position appears on the continuum. NOTE: The domain name (as stated under Authority) can help you determine the possible tilt or potential bias of the information contained in a site. For example, the benefits of a new drug might be more objectively coming from a government website (.gov), would be the Food and Drug Administration, rather than those offered by its manufacturer, Bristol-Myers Squibb (.com). Directly related to bias is the concept of fairness. Good sources of information will use a calm and motivated tone to present the information in a balanced manner. Pay attention to the tone and be cautious of sites containing highly emotional writing. Writing that is too critical, attacking or mischievous often indicates an irrational and unfair presentation, rather than a reasoned argument. b) Is there a link to a page describing the objectives or purpose of the sponsoring organization or company? WHY IMPORTANT? - The purposes or purpose of a group, organisation or can help you assess possible biases. For example, suppose you found an article in the online newspaper-Truth at black slaves enjoyed the idea of slavery. There's nothing in the newspaper's title that makes you think this is a biased perspective. However, looking at the page describing the objectives of this newspaper, you will find that it is published by a group of people who support the segregation of the black and white races. Thus, the article you read could be suspicious based on the extreme position of the sponsorship group. c) If there is advertising on the page, is it clearly differentiated from the informational content? WHY IMPORTANT? - The intention of advertising is to sell a product or an idea. Sometimes advertising is woven into an article, where it is hard to see that the information presented is actually part of an advertisement. An example in the world of printing would be a multi-page, special insert advertising in Newsweek, paid for by a leading group of pharmaceutical companies that discuss new developments in drug treatments for arthritis. Although the article is very informative, its intention is to promote the products of certain companies. In the Web environment, it is particularly important to critically examine the information presented on commercial websites (.com). Is there data on the page to indicate when the page was written, when the page was first placed on the Web, or when the page was last reviewed? WHY IMPORTANT? - Some information is very time sensitive. For example, a page talking about the top web rate search engines in 1997 will be horribly topical in 2000. There have been incredible changes in search engine technology and new developments are occurring almost monthly. However, a Civil War discussion page is likely still relevant today, even though the page was created in 1996 and has not been updated. Regardless, a site should always provide some guidance as to when the information was created or the site was last updated. a) Are these topics successfully addressed, with clearly presented arguments and adequate support to support them? b) Does the work update other sources, base other materials you've read, or add new information? Does your subject coverage or marginal? c) Is the target audience identified and appropriate to your needs? WHY IMPORTANT? - Coverage is one of the most important factors to consider before using information on a Web page. If the information appears unilaterally, it could be evidence of bias (see objectivity). You should explore enough sources to get a variety of points of view and thus determine where a particular view fits on the continuum. You'll also want to see if a page is presenting a new perspective on the subject, or just other sources. If it summarizes other sources, you'll probably want to get your hands on the originals. If it is difficult to assess the topics covered in a page or arguments are not presented very clearly, you might reconsider before referring to this site. Finally, be aware of the target audience to which a page is directed. The target audience has a direct influence on the coverage of a site. For example, if you find a page that deals with evolution on a K-12 educational site, it's likely the material may be too simplified for a college biology paper. a) Does the site look well organized? b) No links working? c) Does the site seem to be well maintained? d) Obscure graphics and multimedia content? WHY IMPORTANT - In the world of printing, a way of assessing the quality in a book is through its appearance and physical appearance: the robustness of the binding and coating material, the presence of a well-organized table of contents and a comprehensive index, clear characters, appropriate illustrations, etc. This attention to detail reflects an inherent quality. Also, in the Web environment, a sign of quality in a site is external links that work correctly, an organizational structure that allows one to quickly determine the content and access it just as quickly, and graphics or multimedia that complement the information presented. Additional Resources: Barker, Joe. Web Page Assessment: Techniques to Apply & Questions to Ask March 22, 2005. Includes a Web page rating checklist. Check.

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