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| **A Rubric for Evaluating Web Sites**  **Name of site:  URL of site: http://** | | | |
| Criterion (Trait being evaluated) | Excellent because . . . | Acceptable because . . . | Unacceptable because . . . |
| **Authority**   * What are the author's qualifications to write about the topic? * Are the author's name and address on the site? * Check the domain name of the site (the part that ends with .com or .edu). Is the site affiliated with a reputable organization? |  |  |  |
| **Content**   * Does the author present original material, or has everything come from another source? * Does the author present material in depth? * Does the author try to be objective? If the author is biased, does he/she make the position clear? * Does the site seem to be misleading? * Can you doublecheck the information for accuracy? * Has the information been updated recently? * Are links to other sources of information available? |  |  |  |
| **Purpose**   * Is the site trying to sell you something? Does that affect the information being presented? * Is the site a personal homepage or a professional source of information? * If the site is about a controversial issue, does it present one side or both sides of the argument? |  |  |  |
| **Design**   * How much advertising does the site contain? * Has the author paid attention to spelling and other basic writing skills? * Are the links current? * Is it reasonably easy to find your way around the site? |  |  |  |