

Section 2

Categories of Web Sites for Student Evaluation

Helping students learn the skills of “searching” for information on the Net is only the first step of the research process. It is also important that they understand how to evaluate the material they find on the Web. Students often assume that what they find on the Internet is factual, yet every site has a point of view and information varies in quality. To help your students determine if a site has usable and reliable information, you might want them to practice evaluating their resources by using the categories below:

Categories of Web Sites for Student Evaluation

1

Is this an Advocacy Website?

An advocacy website is one sponsored by an organization attempting to influence public opinion or sell ideas. The address frequently ends in .org (organization).

Examples: National Rifle Association, National Abortion and Reproductive Rights Action League, the National Right to Life Committee, the Democratic Party, and Republican Party.

2

Is this a Business or Marketing Website?

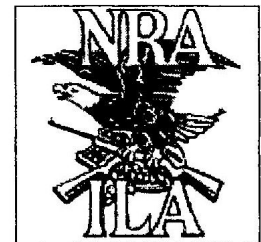
A business or marketing website is sponsored by a commercial enterprise that is trying to promote or sell products. The address frequently ends in .com (commercial).

Examples: Hewlett-Packard, Intel, the Pepsi Company, and numerous other large and small companies using the Web for business purposes.

3

Is this a News Website?

A news website typically provides latest current events and information. The address usually ends in .com (commercial) indicating a for-profit enterprise. Examples: CNN, MSNBC, Sacramento Bee, and USA Today.



4

Is this an Informational Website?

An informational website presents factual information. The address typically ends in .edu or .gov, since many of these pages are sponsored by educational institutions or government agencies. Examples: Dictionaries, directories, presentations of research, schedules, calendars, statistical data, and other factual information.

5

Is this a Personal Website?

A personal website is one published by an individual. Although the address of the site can have a variety of endings (.com, .edu, net), it is not uncommon to see a tilde (~) to indicate the persona has their own group of pages on the web site.