HOW DO I EVALUATE WEBSITES?
Ask 6 key questions

- What?
- When?
- Where?
- Who?
- Why?
- How?
What is the subject of the website?

Is it aimed at a specific audience?

Does it offer reasonably complete coverage of the topic, or are there obvious omissions?

To answer these questions, it’s important to compare content found on websites with other types of sources, like articles and books.
When was the website published or last updated? You may need to look at the bottom of the webpage to find this information.

Are there dead links?
Where was the website published?

Check the domain to see whether it's from a .gov, .edu, .org, or .com address.
Its web address may also indicate that it was published in another country. Would information from another country be appropriate for your research?
Who wrote the website?

Is the author named? Does he or she have an affiliation with an academic or other institution?

Websites are often authored by institutions, associations, or government agencies.
Who We Are

Learn how the House of Delegates, councils, member groups, states medical associations and specialty societies, and staff promote patient health.

<table>
<thead>
<tr>
<th>AMA History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Since its inception in 1847, see the important role the AMA and its members have played in the development of medicine in the United States.</td>
</tr>
<tr>
<td>Learn More</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AMA Leadership &amp; Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>View the AMA Board of Trustees, senior leadership and management staff charged with ensuring AMA promotes the art and science of medicine.</td>
</tr>
<tr>
<td>Learn More</td>
</tr>
</tbody>
</table>

Look for background information on the author or authoring agency.

What credentials do they have?
If you are looking at the subpage of a website, you may need to "cut back" the URL to get to the main page.
Is the purpose for the site stated?

Who We Are

Learn how the House of Delegates, councils, member groups, states medical associations and specialty societies, and staff promote patient health.

AMA History

Since its inception in 1847, see the important role the AMA and its members have played in the development of medicine in the United States.

Learn More

AMA Leadership & Staff

View the AMA Board of Trustees, senior leadership and management staff charged with ensuring AMA promotes the art and science of medicine.

Learn More

Read the mission statement or About Us section if there is one.
Is the purpose to inform?

These sites may contain facts and figures meant to explain a topic.
Is the purpose to persuade? Does it include a call to action?

These sites may present arguments on issues that are controversial and may lend themselves to more than one point of view.
Does the website explain how the authors collected or analyzed the material they're presenting?

Did they do their own data collection and analysis or are they reporting on work done by others?

**Increasing prices show no sign of slowing**

Since 1978, college textbook costs have increased 812%. To put that in context, it means that textbook prices have increased at 3.2 times the rate of inflation.

With oft-exceeding $200 price tags, the cost of textbooks has become a serious barrier to college access and a negative impact on student success. A 2014 Student PIRGs study found that 65% of students had skipped buying or renting a textbook because it was too expensive, and 94% of those students felt that doing so would hurt their grade in a course. Additionally, nearly half of students said the cost of textbooks impacted how many courses they were able to take.

Is statistical data properly documented? Check to make sure outside sources are properly attributed.