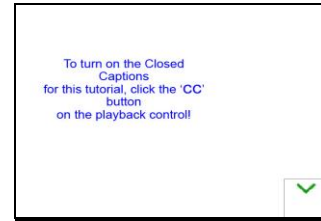


Slide 1 – Title: Evaluating Online Information
(Graphic for MATC Libraries - Wolf and Book)



Slide 2 - closed captions
To turn on the closed captions for this tutorial, click the "CC" button on the playback control.



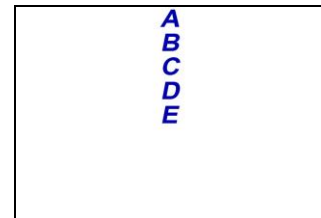
Slide 3 - Welcome - Library
Hi, this is Matt, a librarian @ MATC Libraries, where we help students find, access, and evaluate the information they need for their assignments. (Photo of librarian and photo of a student helping another student at the computer).



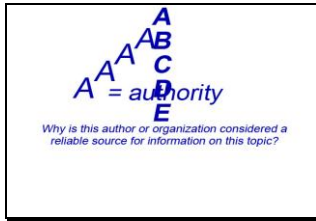
Slide 4 - Subtitle - Web Evaluation
This tutorial presents criteria for deciding whether or not to use a Website for an assignment. (Photo: students using computers).



Slide 5 - Research Assignment
Andy's a student in English II, and he has just started a research assignment that allows two of his sources to be online. (Photos of students working together, graphic for the world wide web, and photo of Andy, a student in English).



Slide 6 - ABCDE of Web Evaluation
For that reason, Andy will use the A, B, C, D, and E method for evaluating Websites. (Graphic with A,B,C,D,E)



Slide 7 - Authority

The first of these, A, stands for AUTHORITY

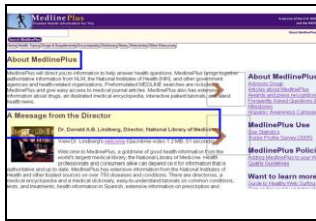
Why is this author or organization considered a reliable source for information on this topic?



Slide 8 - About Section - MedlinePlus

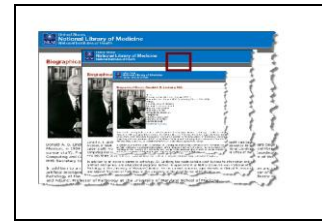
When you examine a new Webpage, look for an 'About' section somewhere on the homepage. (Graphic: Webshot of MedlinePlus).

Text Captions: Look for an 'About' page



Slide 9 - Those Responsible

Here on MedlinePlus, for example, we learn more about the organization that's behind the information, Names of those responsible for what's displayed, links to the site's advisory group, and even use statistics. (Graphic that shows about page at MedlinePlus).



Slide 10 - Credentials

Better Websites will provide ample evidence that those who offer the information have the necessary level of expertise to insure that the content is accurate and reliable. (Graphic: Biography of National Library of Medicine Director).



Slide 11 - Considering each source

So with each site you consider as a potential source for your assignments... (Graphic: Better Business Bureau web site). So with each site you consider as a potential source for your assignments...

Text Captions: Look for: About Us



Slide 12 - Copy of Organizational Mission

Examine the organization's mission to discover why the site exists, and as much information as you can gather about those who offer the information and how their motives might influence the site's content. (Graphic: About page, Better Business Bureau). Text Captions: Examine Mission



Slide 13 - Quiz Q 1: Which Web Site?

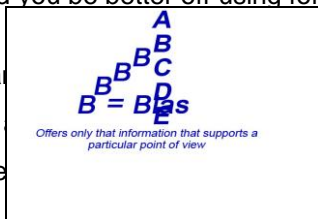
Based upon what you can discover from each article show here, which site would you be better off using for a paper on the swine flu? Click on the article that you'd be more likely to use with confidence. (Graphical Quiz: Two Websites with information on swine flu, one by a journalist, one that's been reviewed by an MD).

Which site would you be better off using for a paper on the swine flu?

Correct - Click anywhere to continue

Incorrect - Click anywhere to continue

You must answer the question before continuing

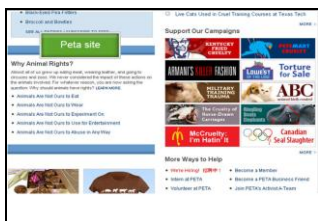


Question 1 of 5

Slide 15 - Bias

Next in our list is BIAS.

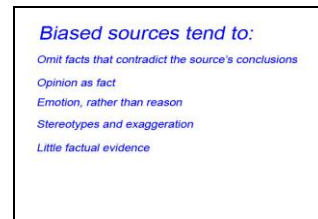
Offers only that information that supports a particular point of view.



Slide 17 - Bias example – Peta. Even if a site, like this one from PETA, People for the Ethical Treatment of Animals, does not intend to misinform or mislead page visitors, we have to wonder whether or not it will present different points of view on experimental uses of animals in its coverage of topics. (Graphic: PETA home page with spoof ads for McDonalds, the olympics, and other organizations who PETA argues are cruel to animals).



Slide 14 - Feedback - Best choice. If you chose Article 1, well done...the first article indicated that an MD reviewed the article for accuracy before it was posted to WebMD. The site also provides additional information about each credentialed consultant. Although the second article might provide some useful information about Swine Flu, we can't say for certain if Nathan Seppa has a medical background, or if he is simply a journalist reporting on news about a possible vaccine. For that reason, this article might not be the best choice for a paper on the illness. (Graphics: showing a screenshot of a consulting doctor for WebMD and one from Science News, both about H1N1 Flu).



Slide 16 - Indicators of Bias

Biased sources tend to: omit facts that contradict the source's conclusions; opinion as fact; emotion, rather than reason; stereotypes and exaggeration; little factual evidence.

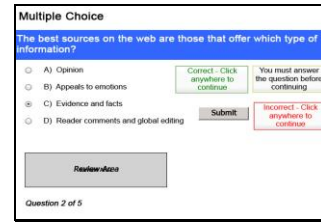


Slide 18 - Bias example - Global warming. Other sites, however, won't just ignore differing points of view. The intention of some is to misinform, mislead, and confuse visitors. Look behind these opinionated pages to see who might stand to gain from ignoring the facts and confusing the debate on an issue. (Graphic: Eagle above the earth on a web site called 'Global Warming Hoax.com')



Slide 19 - Least Biased

On the other hand, sites that are based upon research, those that offer conclusions based upon scientific evidence are the least biased. Sites like these should be your first choice for information from the web.

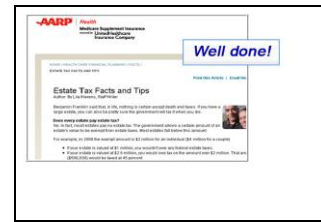


Slide 20 - Quiz Q 2 Bias

(Graphic: Four answer quiz question on the best sources on the web.)The best sources on the web are those that offer which type of information?A) Opinion B) Appeals to emotions C) Evidence and facts D) Reader comments and global editing

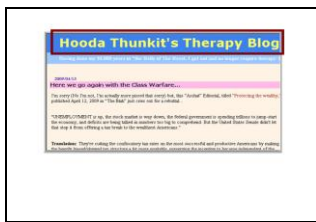


Slide 21 - Quiz ? - Which page would be less biased? Which site would be more likely to offer trusted information on the subject of the Estate Tax? Click on the one you would be more likely to recommend Andy use for his a class assignment. (Graphics: Two sites with information about the estate tax, one from AARP and another from a Blog called Hoda Thunkit).



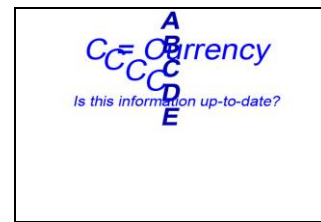
Slide 22 - Feedback - AARP site

If you chose the AARP site, well done! The site presents a question and answer format that offers a factual discussion, rather than an opinion essay on the subject. (Graphic of AARP site),



Slide 23 - Feedback - More biased source

On the other hand, A blog that doesn't even do a very good job of immediately identifying its author probably isn't the best choice for trusted facts and statistics. (Graphic: Hoda think it web site).



Slide 24 - Currency - How current is the information?

The letter C in our model, relates to currency.

Text Captions: C = Currency

Is this information up-to-date?



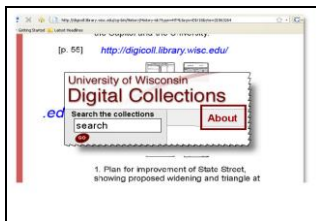
Slide 31 - Org domain example

World Wildlife .org is one example of the .org domain name. In general, .org's tend to be non-profit organizations, although this is not always the case. (Graphic: Web site of World Wildlife Federation).



Slide 32 - Gov domain examples

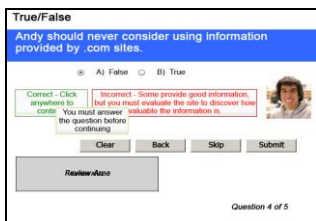
Web addresses with .gov are reserved for state and federal governmental agencies and entities. Generally, you can use the facts, reports, and statistical information from .gov sites for your assignments with confidence. (Graphic; Web site, National institutes of health).



Slide 33 - Edu domain. .EDU sites are sponsored by colleges, and universities. Some of the content, like this page from UW-Madison's digital collection would prove extraordinarily useful for an assignment. Do check whether the site is a creation of a student or if comes from experts and their research. (Graphic: pages from the UW Digital collection). <http://digicoll.library.wisc.edu/>



Slide 34 - .com domain. .com is short for commercial. Some .com sites make it very clear that the site's purpose is to promote a product or directly sell products and services. Quite often, however, a site might provide information on the topic you're researching, such as this site, Web MD. It's probably worth being skeptical of a site that both informs us about and promotes a product at the same time. (Graphic: IPHONE web site with pictures from iPhones).



Slide 35 - Quiz question - .com

True false quiz with graphic of Andy.

Text Captions: True/False

Andy should never consider using information provided by .com sites.

Question 4 of 5



Slide 36 - Feedback .com

No matter what the domain name, it's important that you apply multiple criteria when you evaluate a site, before you use its content for an assignment. (Graphic: Edmunds.com car information web site)



Slide 37 - External verification

The last of our criteria is external verification.

E = External Verification

What tools does the Website provide so that you can check the information against other sources?



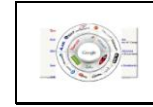
Slide 39 - References

Ultimately, when you are given a research assignment, it is your responsibility to select the best information available. (Graphics: page from the CIA world fact book, and Andy.)



Slide 41 - 5 Criteria review

Remember to apply these five criteria as you explore the Web, for the best resources for your topic.



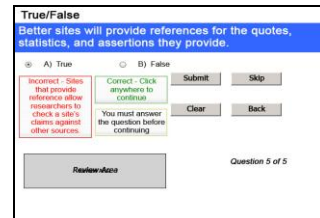
Slide 38 – Web. Better sites will provide references for the information they present. Check to make sure the site has used their source material faithfully and accurately. Next, what other sites does your source link out to and which sites link to it. Are those sites reputable and credible? Finally, check the Web to be sure that the authors and editors of this page have the necessary credentials or that they are recognized as experts in their field before you accept the content they offer. (graphic showing references, links, and a picture of common internet search engines).



Slide 40 - Friendly librarians

Of course if you need assistance, check with the information experts of Madison College Libraries.

We're here to help! (Graphics: Staff photos from MATC Libraries).



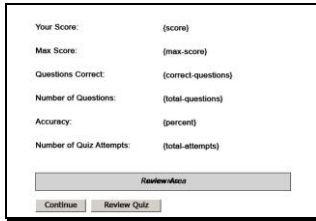
Slide 42 - final question

True/False

Better sites will provide references for the quotes, statistics, and assertions they provide.

A) True B) False

Question 5 of 5



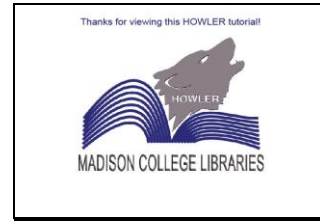
Slide 43 - results

Your Score: {score} Max Score:

{max-score} {correct-questions}

Number of Questions: {total-questions}

Number of Quiz Attempts: {total-attempts}



Slide 44 - concluding slide

Graphic: Closing slide with Howler Logo from MATC Libraries.

Text Captions: Thanks for viewing this HOWLER tutorial!