

Strategies for Searching the Web

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Things to Look For:



Source



Content



Disclosure



Links







Design






Interactivity






Source

-  Organization's name and logo are provided
-  Author's name and title are given
-  Site discloses credentials and personal or financial partnerships
-  Information is not given as part of an advertisement

Source

-  Date of original document & date of posting are provided
-  Actual content of a site corresponds to information it claims to provide
-  Information is peer reviewed

Content

-  Site provides accurate information
-  Scope, purpose, & limitations of study are given
-  The information is not limited to testimonials
-  Original sources and further references are listed
-  Omissions are noted

Disclosure



Mission statement



purpose of the site



User profile









forwarded information



use of information

Design

-  Design is not always synonymous with quality
-  Technology that fits all users
-  Reflect awareness of:
 -  reading level & language
 -  labeling, listing, & cross-referencing
-  Internal search engine

Interactivity



Chat rooms



monitor



identification






expertise



compensation

Links

-  Properly identified, structured, and authenticated
-  Easily navigated
-  Content is reliable

Sources You Can Count On

 Typically good sources:

 non-profit/public organizations (.org)

 government health agencies (.gov)

 colleges & universities (.edu)








 Cooperative Extension

 medical schools

 consumer advocacy groups (.org)

 Be careful of (.com) sites

Indicators

-  Personal information
 -  shared with other organizations
-  Misleading names
-  Products & services
 -  “amazing results”
 -  “miracles”
 -  “secret cures”