



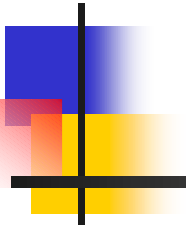
# Reading on the World Wide Web

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Criteria for critical reading  
of web sites

# Traditional Criteria for Evaluating Print Media

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# Traditional Criteria for Evaluating Text in Print (Books, Articles, Essays)

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When reading print media, it's taken for granted that certain criteria are met by the texts.





# Reading Criteria

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- Accuracy
- Audience
- Authority
- Coverage
- Currency
- Objectivity

# Accuracy

Means...

- there is a clear main idea (stated or implied) *and* it is supported
- dates, facts and figures are accurate *and* verifiable
- the specifics are relevant and truthful information
- the details have been researched and documented





# Audience

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Means...

- who the text is meant for
- the content is appropriate for the target audience
- the language use is appropriate for the target audience
- *can no longer be **general***

Authors usually have a sense of who the reader(s) will be and tailor the text for their audience(s).





# Authority

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Means...



- the author is a credible expert
- the author is responsible for the content
- the qualifications of the author are given

Authority means we trust the author to be knowledgeable.

- As readers we expect that the topic has been thoroughly investigated by a credible expert.
- Usually, textbooks are written by specialists or experts in their field.



Authority means there is evidence of who wrote the text.



- Before the finished product is published, a team of fact checkers, researchers and editors verify the information.
- Academic books and articles are thoroughly researched by their authors.

# Coverage

Means...

- the topic is not too broad or too narrow
- there are no unanswered questions in text
- there are no gaps or obvious omissions in the information





# Currency

## Means...

- the age of the text (publication date) is given
- the information is time sensitive when appropriate
- changes in information are noted (preface or introduction)
- edition and copyright dates are given

### MANNERS AND CONDUCT IN SCHOOL AND OUT

BY

THE DEANS OF GIRLS IN  
CHICAGO HIGH SCHOOLS

—•••••—  
*The gentle minds by gentle deeds is knowne;  
For a man by nothing is so well bewrayed  
As by his manners.* —SPENCER

COPYRIGHT, 1921.  
BY FANNY R. SMITH.

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ALLYN AND BACON

BOSTON NEW YORK CHICAGO  
ATLANTA SAN FRANCISCO

Norwood Press  
J. S. Cushing Co. — Berwick & Smith Co.  
Norwood, Mass., U.S.A.



# Objectivity

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Means...



- the statements are objective; unbiased
  - both sides of an issue are given
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- the argument is balanced
  - there is no evidence of dislike or preference
  - minimal or no use of connotative language



# The Traditional Reading Criteria

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- Accuracy
- Audience
- Authority
- Coverage
- Currency
- Objectivity



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**See how these traditional  
criteria function when applied  
to Web sites.  
Visit “Applying Criteria.”**