

Health-Related Web Site Evaluation Form
Emory University School of Public Health
<http://www.sph.emory.edu/WELLNESS/instrument.html>

I. Web site information

Title of site:

Subject of site:

Web site address:

Whom do you think is the intended audience?

What do you think the objective is for this site?

Circle the number which you feel best represents the site: 1 = disagree, 2 = agree, 0 = not applicable (N/A). Add up the total points scored for each page at the bottom of each page.

II. Content

	Disagree	Agree	N/A
1. The <u>purpose</u> of the site is clearly stated or may be clearly inferred.	1	2	0
2. The information covered does not appear to be an “infomercial” (i.e., an advertisement disguised as health education).	1	2	0
3. There is no bias evident.	1	2	0
4. If the site is opinionated, the author discusses all sides of the issue, giving each due respect.	1	2	0
5. All aspects of the subject are covered adequately.	1	2	0
6. <u>External Links</u> are provided to fully cover the subject (if not needed, circle 0).	1	2	0

III. Accuracy

	Disagree	Agree	N/A
7. The information is <u>accurate</u> (if not sure, circle 0).	1	2	0
8. Sources are clearly documented.	1	2	0
9. The web site states that it subscribes to <u>HON code</u> principles.	1	2	0

Page Score _____

IV. Author

	Disagree	Agree	N/A
10. The site is sponsored by or is associated with an institution or organization.	1	2	0
11. For sites created by an individual, author's/editor's credentials (educational background, professional affiliations, certifications, past writings, experience) are clearly stated	1	2	0
12. Contact information (email, address, and/or phone number) for the author/editor or webmaster is included.	1	2	0

V. Currency

	Disagree	Agree	N/A
13. The date of publication is clearly posted.	1	2	0
14. The revision date is recent enough to account for changes in the field.	1	2	0

VI. Audience

	Disagree	Agree	N/A
15. The type of audience the author is addressing is evident (academic, youth, minority, general, etc.).	1	2	0
16. The level of detail is appropriate for the audience.	1	2	0
17. The <u>reading level</u> is appropriate for the audience.	1	2	0
18. Technical level is appropriate for the audience.	1	2	0

VII. Navigation

	Disagree	Agree	N/A
19. Internal <u>links</u> add to the usefulness of the site.	1	2	0
20. Information can be retrieved in a timely manner.	1	2	0
21. A <u>search mechanism</u> is necessary to make this site useful.	1	2	0
22. A <u>search mechanism</u> is provided.	1	2	0
23. The site is organized in a logical manner, facilitating the location of information.	1	2	0
24. Any software necessary to use the page has links to <u>download</u> software from the Internet.	1	2	0

Page Score _____

VIII. External Links

	Disagree	Agree	N/A
25. <u>Links</u> are relevant and appropriate for this site.	1	2	0
26. <u>Links</u> are operable.	1	2	0
27. <u>Links</u> are current enough to account for changes in the field.	1	2	0
28. <u>Links</u> are appropriate for the audience (e.g. sites for the general public do not include links to highly technical sites).	1	2	0
29. <u>Links</u> connect to reliable information from reliable sources.	1	2	0
30. <u>Links</u> are provided to organizations that should be represented.	1	2	0

IX. Structure

	Disagree	Agree	N/A
31. <u>Educational graphics</u> and art add to the usefulness of the site.	1	2	0
32. <u>Decorative graphics</u> do not significantly slow downloading.	1	2	0
33. Text-only option is available for text-only Web browsers.	1	2	0
34. Usefulness of site does not suffer when using text-only option.	1	2	0
35. Options are available for disabled persons (large print, audio).	1	2	0
36. If audio and video are components of the site, and can not be accessed, the information on the site is still complete.	1	2	0

Page Score _____

Total Score _____

Total number of possible points _____

Percentage of total points _____

To calculate the web site's score, the total points scored must be added up as well as total points possible. Total points possible is defined as the number of questions answered as either agree or disagree multiplied by two. The total score must then be divided by the total number of points possible to determine the overall rating of the web site.

Total score/Total number of possible points = percentage of total points

For example, if 30 out of 36 questions were answered with either disagree or agree, then the total number of points possible is 60 (30 multiplied by 2). If the total points scored was 54, then divide 54 by 60 (the total points possible). The overall rating of the web site is 90%, which falls into the excellent range.

Total score: 54

Total number of possible points: $30 \times 2 = 60$

Percentage of total points: $54/60 = 90\%$

Rating of web site: Excellent

Score	Rating
At least 90% of total possible points.	Excellent: This web site is an excellent source of health information. Consumers will be able to easily access and understand the information contained in this site. Do not hesitate to recommend this site to your clientele.
At least 75% of total possible points.	Adequate: While this web site provides relevant information and can be navigated without much trouble, it might not be the best site available. If another source cannot be located, this site will provide good information to your clientele. Care should be taken to discuss with your clientele what information was found on this web site and what information is still needed.
Less than 75% of total possible points.	Poor: This site should not be recommended to your clientele. Validity and reliability of the information can not be confirmed. All information on the site might not be accessible. Look for another web site to prevent false or partial information from being read.