According to DALHOUSE UNIVERSITY there are six criterion for evaluating the value of websites. These criterion deal with the content of web sites rather than the graphics or site design. They are Authority, Purpose, Coverage, Currency, Objectivity and Accuracy. It is advised that we should apply these criterion when an individual research on the internet.

The first one of website evaluation criterion is Authority. Authority reveals that the person, institution or agency responsible for site has the qualifications and knowledge to so do. When evaluating a website for authority an individual should check Authorship, Contact information, Credentials and also check to see if the site supported by an organization or a commercial body.

The other website evaluation criterion is Purpose. The purpose of the information presented in the site should be clear. Some sites are meant to inform, persuade, state an opinion, entertain or parody something or someone. When e valuating a website for purpose an individual should ask does the content support the purpose of the site?, is the information geared to a specific audience(students, scholars, general reader)?, is the site organized and focused?, are the outside links appropriate for the site?, does the site evaluate the links? And also check the domain of the site. The URL may indicate its purpose.

The next website evaluation criterion is Coverage. It is difficult to assess the extent of coverage since depth in a site, through the use of links, can be infinite. One author may claim comprehensive coverage of a topic while another may cover just one aspect of topic. When evaluating a website for coverage an individual should ask Does the site claim to be selective or comprehensive?, are the topics explored in depth?, Do the links go to outside sites rather than its own?, Does the site provide information with no relevant outside links? And compare the value of the site’s information compared to other similar sites.

The forth one of website evaluation criterion is Currency. Currency of the site refers to how current the information presented is and how often the site is updated or maintained. It is important to know when a site was created, when it was last updated, and if all of the links are current. When evaluating a website for currency it involves finding the date information was first written, placed on the web and last revised.

The fifth one of website evaluation criterion is Objectivity. Objectivity of the site should be clear. Beware of sites that contain bias or do not admit its bias freely. Objective sites present information with a minimum of bias. When evaluating a website for objectivity an individual should ask Is the information presented with a particular bias?, Does the information try sway the audience?, Does site advertising conflict with the content? And is the site trying to explain, inform persuade or tell something?.

The last criterion is Accuracy. There are few standards to verify the accuracy of information on the web. It is the responsibility of the reader to assess the information presented. When evaluating a website for accuracy an individual should check its reliability, references, Does the reading the individual has already done on the subject make the information seem accurate?, is the information comparable to other sites on the same topic?, Does the text follow basic rules of grammar, spelling and composition? And is a bibliography or reference list included?.

Generally, the criterion stated on the above explanation tells us we should be cautious when we surf on the internet. And the criterion helps to identify the good websites from the bad ones. These will help us to have a secured internet surfing experience.