

In PQ rating tasks, you will need to identify who created the MC on the page. To help you do so, the table below describes the primary content creators for common webpage types. These types can overlap (e.g., a page may have multiple articles, some written by individual authors or journalists and others written by the website owner).

| Webpage Type | Examples | Primary Content Creator(s) |
|---|--|---|
| <p>The website owner created the page and much of the MC on the page</p> <p>The page may have comments, reviews, or other content posted by users, but the page itself is the responsibility of the website.</p> | <ul style="list-style-type: none"> Homepage of a business website Introductory page on a personal website Product page on an online merchant website | <p>The website itself can be viewed as the primary content creator. Website owners may have content created on their behalf (e.g., a small business may hire a professional web developer to build their website), but they are ultimately responsible for the MC.</p> <p>User comments and reviews may play a significant role on the page. As long as the website creates and actively maintains the page, the website is considered to be the primary content creator.</p> |
| <p>The website owner created the page, and the MC is produced by authors or other content creators identified by the website</p> <p>The website decides what to publish and is responsible for the content, but there are distinct authors or content creators who provide the MC on the page.</p> | <ul style="list-style-type: none"> Newspaper opinion piece written by the editorial board Magazine article written by an individual journalist Scientific journal paper written by a team of academic researchers | <p>The primary content creators are the journalists, scientists, etc. listed as authors of the content. Often the content creators are individuals, but an organization, company, or institution may also be the content creator.</p> <p>User comments may be present, but they typically are not the focus of the page.</p> |
| <p>The webpage consists of social media post(s) from a single account representing an individual content creator or organization</p> <p>The social media website owner enables people and organizations to create accounts to post text, images, videos, and other types of content under their account.</p> | <ul style="list-style-type: none"> Social media post Local business profile page on a social media website Video channel on a video sharing website | <p>The primary content creator is the person or organization who created the account and is posting the MC. There may be information about the content creator on a profile page found on the website.</p> <p>Other user comments and reactions such as "likes" may be considered part of the MC.</p> |
| <p>The webpage is created by multiple users engaging in discussion or posting on social media</p> <p>The website owner enables people to post text, images, and videos or have conversations with other users of the website.</p> | <ul style="list-style-type: none"> Forum discussion thread Q&A question page Search results page on a social media website showing content from many different users | <p>The people posting are the content creators.</p> <p>There is no single primary content creator, and people may be identified only by aliases or usernames.</p> |