10.0   Page Quality Rating Tasks

At first, PQ rating may seem difficult. There are several aspects of the page and the website to look at and think about.

Important: Do not struggle with each PQ rating. Please give your best rating and move on. If you are having trouble deciding between two ratings, use the lower rating. If you are torn between three ratings, choose the one in the middle.

Do not consider the country or location of the page or website for PQ rating. For example, English (US) raters should use the same PQ standards when rating pages from other English language websites (UK websites, Canadian websites, etc.) as they use when rating pages from U.S. websites. In other words, English (US) raters should not lower the PQ rating because the page location (UK, Canada) does not match the task location.

These guidelines are specific to "regular" webpages. Occasionally, you may be asked to rate a landing page that is not a webpage. For example, you may be asked to rate a PDF file, a PNG or JPEG image file, etc. When the landing page of the URL is not a webpage, some of the criteria in these guidelines may not apply. In this case, please use your judgment.

Finally, this Page Quality Rating Guideline does not completely cover every aspect of page quality. If you find pages that you truly believe to be **High** or **Low** quality, please rate them as such, even if the reason is based on something not covered in these guidelines. Please use the comment section to explain your reasoning. As always, use your judgment.

10.1   Instructions for Rating Page Quality Tasks

The Page Quality task page is broken up into several parts:

1. Some initial questions about the task landing page.
2. A "PQ grid" to record your observations about PQ characteristics of the landing page.
3. The Overall PQ rating slider which records your Overall PQ rating.
4. A comment box to explain your rating.

Some results to the initial questions will end the task early. If the page is Porn, Foreign Language, Did Not Load, or consists of restricted or inaccessible MC (e.g., subscription is required to view MC), you will not fill in the PQ grid or assign an overall rating.

- **Foreign Language** should not be used when the language on the landing page is in the task language, a language that is commonly used by a significant percentage of the population in the task location, or English.
- **Did Not Load** should be used for pages where there is absolutely no content on the page created by the website. There is no MC, SC, or Ads on the page. See this Wikipedia article for descriptions of different types of error messages.

The PQ grid is designed to be your "note pad." It allows you to record your observations about the landing page and the website it belongs to.