Assessing content

As you conduct research for your design project content, you should be constantly evaluating the validity, currency, and bias of the content you are considering referencing, specifically when they find the information on the web. Use this worksheet as a checklist for fully assessing content you find.

Content bias

Can you tell why the content was created? Is an organization associated with the content, and if so, what type of organization?

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Is it clear which portions of the content are fact and which are opinion?

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Is any bias presented in the information? Is there a hidden purpose?

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Content currency

When was the information first placed on the page?

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When was it last revised?

Are there any other indications that this information is current? What is the quality of the related links?

Content source

Who is responsible for the content?

What qualifications or expertise does the author have to write about the content topic?

Is there a way to verify the legitimacy of the author, such as an e-mail address, phone number, or mailing address? If so, is the contact information legitimate?

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Who sponsors this content? Has the content been reviewed or won any awards?

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Are any other sources cited in the content?

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If you're reviewing a website, what is the domain extension of the site? What does this extension tell you about the site?

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Content corroboration

What other sources have information on this topic?

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Is the information the same?

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Are these other sources valid?

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