

WEBSITE CREDIBILITY

Determining the credibility of a website can be a difficult challenge. There are no hard-fast rules to follow, and the credibility of a website depends upon how you plan on using the information you find there.

Although few if any websites are absolutely credible and free of bias, there are numerous questions you can ask yourself to help determine your own level of trust.

- Is this a website for an individual or organization with which I am familiar?
If not, am I able to find the individual or organization elsewhere on the internet with supporting evidence of credibility?
- Do I trust the expertise of this individual or organization?
- Does the website contain an 'about us' or an 'about this site' tab?
Does that tab link to a description of the individual or organization that I trust?
- Am I able to find information on other websites that compares favorably with the information on this site?
- Is this website 'peer reviewed' or 'editorially reviewed'? In other words, has the information on this website been checked for accuracy?
Is there a mention of 'reviewed by', or something similar?
If so, who has reviewed the website? Do I trust their credentials?
- What seems to be the purpose of the website - to inform, to sell a product, to persuade, to mislead, to entertain - or a combination of purposes?
- Does the website speak in absolutes: 'the best', 'the worst', 'the only', 'everything you need to know about . . .'?
- Is this website updated frequently?
Is there a mention of 'last update'? Is it recent?
- Does the professional appearance of the website matter to me?
Should it?
- Are there numerous misspelled words on the website?
Does that matter to me?
Should it?
- If I decide to lean toward trusting this website, have I made that decision based upon numerous clues about credibility?



*Remember to be careful when evaluating the credibility of websites -
it can be easy to be fooled!*