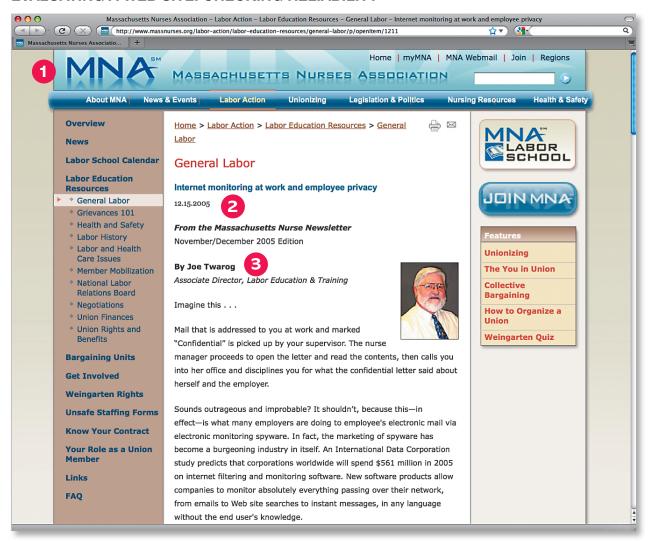
Evaluating Web Sites

EVALUATING A WEB SITE: CHECKING RELIABILITY



- 1 This article on Internet monitoring is on a site sponsored by the Massachusetts Nurses Association, a professional health care association and union whose staff and members advocate for nurses in the workplace. The URL ending .org marks this sponsor as a nonprofit organization.
- 2 Clear dates of publication show currency.
- **3** The author is a credible expert whose credentials can be verified.

EVALUATING A WEB SITE: CHECKING PURPOSE



- 1 The site is sponsored by a company that specializes in employee monitoring software.
- 2 Repeated links for trial downloads and purchase suggest the site's intended audience: consumers seeking to purchase software (probably not researchers seeking detailed information about employees' use of the Internet in the workplace).
- **3** The site appears to provide information and even shows statistics from studies, but ultimately the purpose of the site is to sell a product.