

# Evaluating Web Sites

## EVALUATING A WEB SITE: CHECKING RELIABILITY

The screenshot shows a web browser window displaying the Massachusetts Nurses Association (MNA) website. The browser's address bar shows the URL: <http://www.massnurses.org/labor-action/labor-education-resources/general-labor/p/openitem/1211>. The website header includes the MNA logo and navigation links: Home, myMNA, MNA Webmail, Join, and Regions. A blue navigation bar contains links for About MNA, News & Events, Labor Action, Unionizing, Legislation & Politics, Nursing Resources, and Health & Safety. A left sidebar menu lists various topics, with 'General Labor' selected. The main content area features an article titled 'Internet monitoring at work and employee privacy' dated 12.15.2005, written by Joe Twarog, Associate Director of Labor Education & Training. The article discusses the use of electronic monitoring spyware by employers. A right sidebar contains a 'JOIN MNA' button and a 'Features' section with links to Unionizing, The You in Union, Collective Bargaining, How to Organize a Union, and Weingarten Quiz. Three red circles with numbers 1, 2, and 3 are overlaid on the screenshot to highlight specific evaluation points.

- 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

The screenshot shows a web browser window displaying the CubeControl website. The URL is <http://www.cubecontrolwebsitebh.com>. The website has a blue header with the CubeControl logo and the tagline "KEEPS YOUR BUSINESS RUNNING SMOOTHLY". Below the header is a navigation menu with links for HOME, SOLUTIONS, FREE TRIAL, BUY NOW, PRESS, ABOUT US, and CONTACT US. The main content area features a large white box with a green cube icon and the text "Set your business on CubeControl and do your work without worrying whether your employees are doing theirs". To the left of this box is a sidebar with four buttons: "Download a free trial!", "Buy now!", "Take a test drive!", and "Watch and learn!". Below these buttons is a quote from Tammy in Lincoln, KS. The main content area also includes two sections of text: "Internet monitoring is better for business:" and "Internet monitoring is better for employees:", each followed by a bulleted list of benefits. A red circle with the number 1 is placed above the main heading, a red circle with the number 2 is placed above the sidebar buttons, and a red circle with the number 3 is placed to the right of the first bulleted list.

1 Set your business on CubeControl and do your work without worrying whether your employees are doing theirs

2

3

**1 Internet monitoring is better for business:**

- Guards against a 40% average yearly loss in productivity due to employee Internet surfing.
- Keeps employees focused on constructive tasks, instead of sports updates, stock trades, gambling, shopping, and personal e-mail.
- Protects equipment and infrastructure from worms and viruses.

**Internet monitoring is better for employees:**

- Raises morale by helping employees do their jobs efficiently.
- Makes the workplace a safe, harassment-free environment.
- Protects employees from inadvertently sharing trade secrets.

**Keep your employees productive and safe and your business will thrive!**

Download a free trial!

Buy now!

Take a test drive!

Watch and learn!

"CubeControl really makes work simpler. When everyone knows being at the office is all about getting stuff done, it's easier to plow through!"

--Tammy in Lincoln, KS

- 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.