

TABLE 8.1 Academic Web Site Evaluation Rubric**DEVELOPER'S NAME:****URL:****AREA/CONTENT OF SITE:****PURPOSE:**

Using each of the criteria below, evaluate the usefulness of this web site for teaching and learning. For each dimension in the rubric, check the box that best reflects your opinion. Select web sites that score 4 or higher in most of the dimensions.

DIMENSION	EVALUATION CRITERIA				
	1 Poor	2 Below Average	3 Average	4 Above Average	5 Excellent
GOAL	Goal of this web site unclear and confusing	Conflicting themes make site's goal uncertain	Goal is clear, but site contains some unrelated or distracting elements	Clear purpose and goal; some elements seem unnecessary	Goal and purpose of site clear with no distracting elements
USER FRIENDLINESS	Unwelcoming to users	Does not evoke a welcoming message	Welcomes visitors but does not appear friendly	Welcoming and appears friendly	Exciting, welcoming, and very user-friendly
DESIGN	Poorly organized; contains obvious errors; loads slowly; difficult to read	Organization somewhat confusing; some errors; loads slowly	Organization acceptable; no obvious errors; loads adequately; easy to read	Good organization; no errors; loads quickly; easy to read	Excellent organization; free of errors; loads quickly and clearly; all elements easy to read
NAVIGABILITY	Difficult to find and follow site navigation links	Navigation links visible but somewhat confusing	Navigation links clear and readily available	Navigation links clear and logical; site map included	Navigation logical and clear; site map and search engine available
AUTHORITY	Unclear who the teacher is and what class the site relates to	Teacher name and contact included, but sufficient class information lacking	Teacher name, contact information, and some class information included	Teacher name, contact information, full class information included	Teacher provides all necessary information to student, parent, and community visitors
DATES	No dates evident	Site contains some dates	Site contains both creation and update information but no dates related to class activities	Site contains creation and update information and some dates relating to class activities	Site contains dates for creation, update, and all class activities
CONTENT	Content limited and lacks relevance to students and parents	Content appears relevant, but quantity limited in student needs	Content is adequate in relevance and quantity to meet student needs	Content is relevant and quantity is sufficient for student needs	Content is on target and provides excellent coverage to meet student needs
LINKS	Few relevant working links	Adequate number of links, but many no longer functional	Sufficient number of links, all functional	A good variety of useful, active links	Links offer connection to a wide variety of excellent sites
HANDICAPPED ACCESS	No options available for handicapped	Some pages on site offer text-only	Site offers text-only on all pages	Site offers clear options for handicapped	Site includes handicapped options on all pages and links to support software

This and other downloadable forms and templates can be found on the Companion Website at www.ablongman.com/lever-duffy3e.