

Student Evaluation of Website Credibility

Brief Statistical Summary

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Evaluation Instrument

Web Page Evaluation Sheet		<i>(Please "X" or CIRCLE your response)</i>				Prof. G. Jones, WCU
SEX: <input type="checkbox"/> MALE <input type="checkbox"/> FEMALE	YEAR IN SCHOOL: <input type="checkbox"/> FR <input type="checkbox"/> SO <input type="checkbox"/> JR <input type="checkbox"/> SR					
<i>Responses are anonymous; please work independently, starting with NCPA, top to bottom; avoid reversing to change a previous answer</i>	<u>Site Name:</u>	<u>Site Name:</u>	<u>Site Name:</u>	<u>Site Name:</u>	<u>Site Name:</u>	
	NCPA	Boilerplate	Golf Cross	McWhortle	IHR	
How would you evaluate this site based on your first impression (30 seconds or less)?	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	
Now considering elements of DESIGN & LAYOUT and NAVIGABILITY, how would you evaluate this site?	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	
Now also considering elements of CURRENCY and COMPREHENSIVENESS, how would you evaluate this site?	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	
Now also considering elements of ACCURACY and RELIABILITY, how would you evaluate this site?	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	
Now also considering factors of AUTHORITY, how would you evaluate this site? (→ Please include utilization of domain-name-check and links-in-to , if doable)	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	
Now considering elements of OBJECTIVITY and PURPOSE, how would you evaluate this site? ("Bogus" as in fake, a hoax)	<input type="checkbox"/> Not Biased <input type="checkbox"/> Questionable <input type="checkbox"/> Biased <input type="checkbox"/> Bogus	<input type="checkbox"/> Not Biased <input type="checkbox"/> Questionable <input type="checkbox"/> Biased <input type="checkbox"/> Bogus	<input type="checkbox"/> Not Biased <input type="checkbox"/> Questionable <input type="checkbox"/> Biased <input type="checkbox"/> Bogus	<input type="checkbox"/> Not Biased <input type="checkbox"/> Questionable <input type="checkbox"/> Biased <input type="checkbox"/> Bogus	<input type="checkbox"/> Not Biased <input type="checkbox"/> Questionable <input type="checkbox"/> Biased <input type="checkbox"/> Bogus	
Now considering all of the above, how would you evaluate this site?	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	<input type="checkbox"/> Credible <input type="checkbox"/> Questionable <input type="checkbox"/> Not Credible	
Assuming information found on this page were relevant, would you use it in a research paper or professional report?	<input type="checkbox"/> Yes <input type="checkbox"/> Unsure* <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Unsure* <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Unsure* <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Unsure* <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> Unsure* <input type="checkbox"/> No	
*IF UNSURE above: If you had time, about how many additional minutes would you spend double-checking the credibility of this Web site before deciding (independent sources, database search, etc.)?	<input type="checkbox"/> 1-2 minutes <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7 or more	<input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7 or more	<input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7 or more	<input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7 or more	<input type="checkbox"/> 1-2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5-6 <input type="checkbox"/> 7 or more	

Creation of “Index” Variable

- The “**Index_5**” variable is a composite variable created by summing the accuracy of student Website evaluations (of all five sites) from survey questions 4-7, where:
 - the correct response = 2,
 - incorrect response = 0,
 - and ½ point was given for “questionable” where appropriate.

Descriptive Statistics

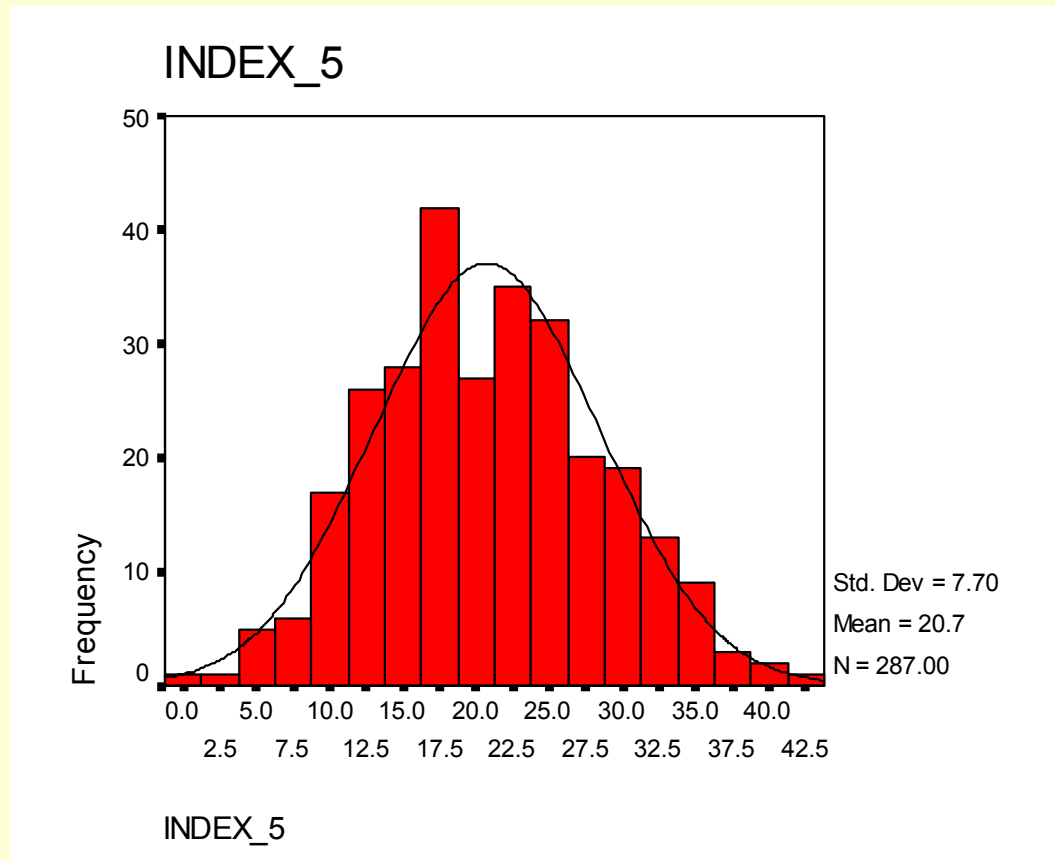
Descriptive Statistics

Dependent Variable: INDEX_5 (Evaluation Accuracy)

Pre/Post Lecture	Mean	Std. Deviation	N
Post	23.6445	7.53160	128
Pre	18.3805	7.02763	159
Total	20.7282	7.70349	287

So on the created accuracy index, students who evaluated Websites post-lecture did better (scored higher). We suspect that the difference might be statistically significant, but we need to test for that. First, we need to confirm that the distribution of scores was reasonably ‘normally’ distributed...

Distribution, Evaluation Accuracy Index



Significance of Intervention

(The 25-Minute Lecture)

Univariate Tests

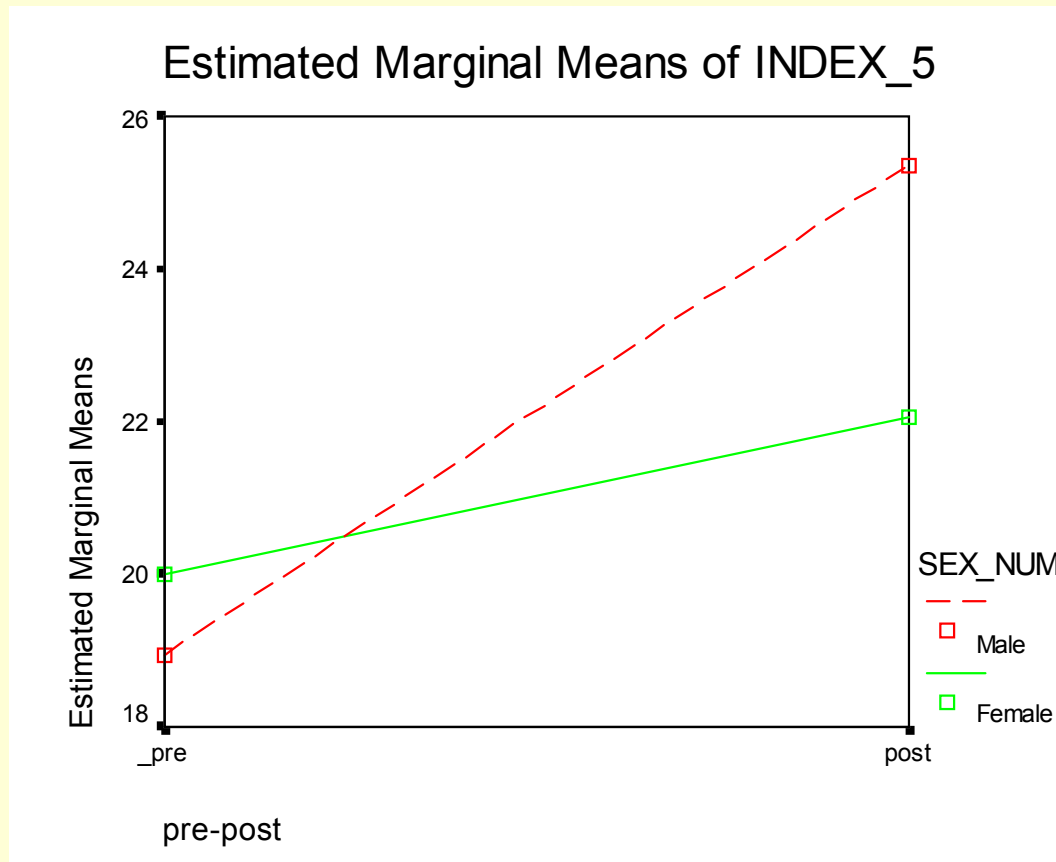
Dependent Variable: INDEX_5

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	1964.996	1	1964.996	37.317	.000	.116
Error	15007.306	285	52.657			

The F tests the effect of pre-post. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

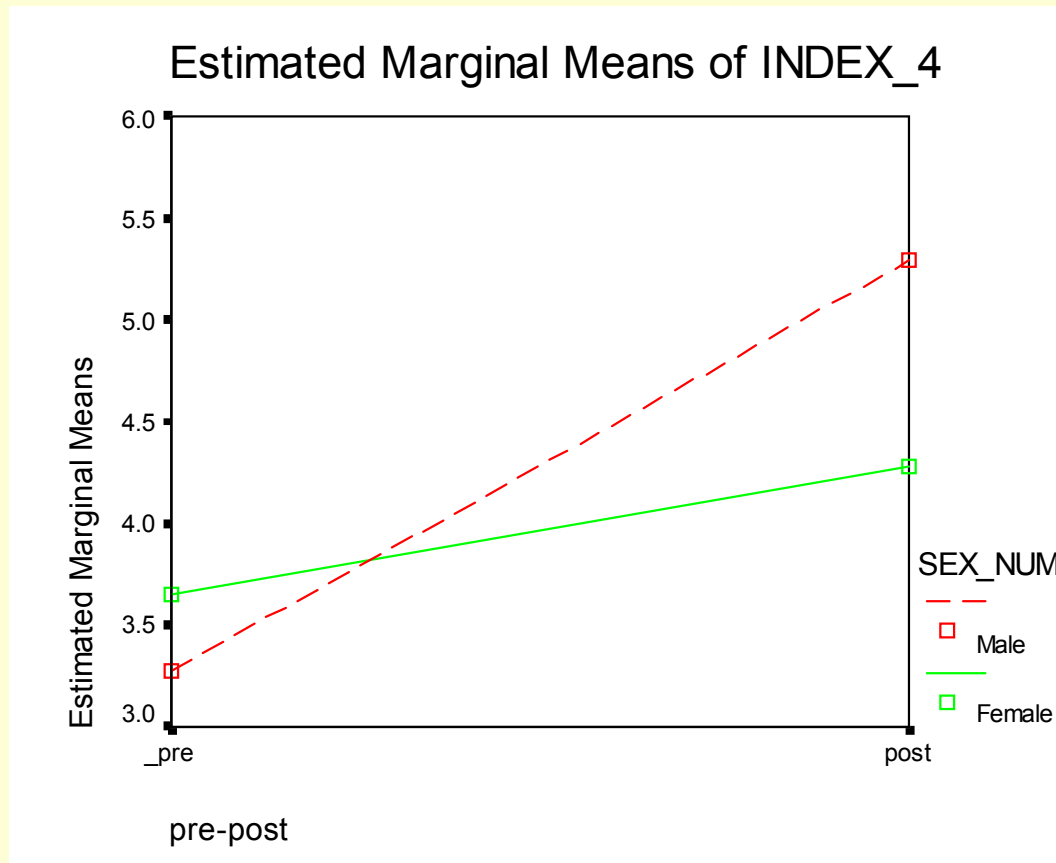
(Telling us that the [128] students who evaluated the five Websites *after* the lecture were significantly better at identifying the four non-credible and one credible site.)

Accuracy Difference by Gender



Accuracy Difference by Gender

(the four non-credible sites)



Accuracy Difference by Gender

(the one credible site; Golf Cross)

