UCSF Medical Center



# Evaluating Health Information

Health information can be extremely useful, empowering us to make important health decisions. However, health information also can be confusing and overwhelming. Given the wealth of information available through the Internet, journals and other sources, it's important to be able to assess its quality. This can be difficult because health information is constantly changing as a result of new research and because there may be different valid approaches to treating particular conditions.

Although there is no simple rule to determine the validity of online information, there are some useful guides that can be used to assess its credibility and accuracy.

## Is the Source Credible?

Ideally, information in a journal or on the Web should have an identifiable source or an author. In considering the credibility of the source, ask yourself whether the particular source you are reading is likely to be fair, objective and lacking in hidden motives.

Take care to examine the credentials of the source to determine whether the author or organization has the required expertise and training to provide the information. If the information is medical, credibility is generally enhanced if it is provided by a medical institution, an entity that brings together medically knowledgeable professionals, or a government health agency.

Knowing that a publication has undergone peer review by a panel of professionals in the field can add to the credibility of the information. If the publisher's or author's contact information is listed in the form of a mailing address or phone number, this also can add to the legitimacy of the information.

An important clue to the identity of the publisher can be found in the Web address:

- **.edu** — A Web address that ends in ".edu" is published by an organization that is associated with an educational institution such as a university.
- **.gov** — An ending of ".gov" signifies that the web page belongs to a governmental organization.
- **.org** — An address ending in ".org" belongs to a nonprofit.
- **.com** — An ending of ".com" belongs to a for-profit company.

**To summarize, when assessing credibility, consider the following:**

- Who published the information?
- Who are the authors?
- What are their credentials?
- Do the authors have a hidden agenda?
- Is the information peer reviewed?

## Is the Information Accurate?

When assessing the accuracy, try to determine whether the information is supported by evidence from scientific studies, other data or expert opinion. If you receive information from a medical journal, note the size and category of the study. Is the information based on a large or small sample? Read the article carefully to see if the authors discuss any limitations or weaknesses of the study.

The most reliable evidence comes from randomized controlled studies. However, other types of studies or the opinions of respected authorities in the field also can lend validity to the information.

If you receive information from a secondary source such as an Internet site or a newspaper article, keep in mind that you are relying on another person's interpretation of the data. Is the information based on evidence from a study, on expert opinion or is it merely the opinion of the writer? Although your local newspaper may provide excellent information on certain topics, it lacks the expertise of a cancer journal or a national organization specializing in the field of cancer.

If you need to make an important medical decision, substantiate the information you receive through the local paper with information from a doctor and other credible sources. Also check to see when the information was published or when the Web page was last updated. This is particularly important in the health care field, where information is constantly changing as new discoveries are made.

**To summarize, when assessing accuracy, consider the following:**

- Is the information based on scientific evidence?
- Is the information supported by facts?
- Is the original source listed?
- Do other sources back up the information?
- Is the information current?

## Red Flags

Information that has no identifiable publisher or author should not be relied on, unless it is backed up by information from other sources that meet the criteria for credibility.

If the purpose of the information is primarily to sell a product, there may be a conflict of interest since the manufacturer may not want to present findings that would discourage you from purchasing the product. If you suspect that the intent is to sell you a product, consider getting additional information from a more neutral source.

At other times, the source may not disclose all of the information or may have a bias that is more subtle and difficult to detect. Even well respected medical journals or websites may have a slight bias, depending on their experience. For example, a journal targeting surgeons may not discuss other valid treatment options such as radiation or chemotherapy. Although the information may be accurate, it may have a slight bias because of its particular perspective.

When reading health information, notice the date of publication. Given that health information is constantly changing as new discoveries are made, it is important to make sure that the information is current. If the information is based on a study done several years ago, you should look for more recent information to ensure that the information is still valid. For example, a website that has not been updated recently or an article that is several years old may not include information on new promising treatments.

Be skeptical of sensationalist claims of a "secret cure" or a "miraculous result" that no one else has heard about and that is not backed by evidence.

Remember to use good judgment about information from forums such as Internet chat rooms and bulletin boards. Keep in mind that the experience of one individual does not necessarily apply to you. Although such forums can provide valuable information, there are very few safeguards in place to ensure the credibility or accuracy of the information. Any individual, regardless of expertise or experience, can dispense advice. Information from such forums should be substantiated by more reliable sources of information.

Also, bad grammar or spelling errors indicate poor quality control and may suggest cause for caution.

**To summarize, be skeptical of information when you find these red flags:**

- The information is anonymous
- There is a conflict of interest
- The information is one-sided or biased
- The information is outdated
- There is a claim of a miracle or secret cure
- No evidence is cited
- The grammar is poor and words are misspelled

It is important to recognize that the search for information can be confusing, even when you find credible sources of information. At times, even reputable sources provide conflicting information or recommend different treatments. Differences of opinion arise when there is no solid evidence about the best way to treat a particular condition. In these cases, you may want to consult with different practitioners to decide the best course of treatment for you.

In reviewing information, use your judgment, recognizing that evaluating quality is something of an art. Although very few sources will have all the criteria for credibility and accuracy, familiarizing yourself with these criteria can help you sift through information more critically and will provide important cues that will help you differentiate between good quality and poor quality information.

Reviewed by health care specialists at UCSF Medical Center.

**This information is for educational purposes only and is not intended to replace the advice of your doctor or health care provider. We encourage you to discuss with your doctor any questions or concerns you may have.**

Need a doctor? Call us at **(888) 689-UCSF** or browse our directory.

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MedlinePlus
Trusted Health Information for You



URL of this page: https://medlineplus.gov/healthywebsurfing.html

# MedlinePlus Guide to Healthy Web Surfing

What should you look for when evaluating the quality of health information on Web sites? Here are some suggestions based on our experience.

## Consider the source -- Use recognized authorities

Know who is responsible for the content.

- Look for an "about us" page. Check to see who runs the site: is it a branch of the Federal Government, a non-profit institution, a professional organization, a health system, a commercial organization or an individual.
- There is a big difference between a site that says, "I developed this site after my heart attack" and one that says, "This page on heart attack was developed by health professionals at the American Heart Association."
- Web sites should have a way to contact the organization or webmaster. If the site provides no contact information, or if you can't easily find out who runs the site, use caution.

## Focus on quality--All Web sites are not created equal

Does the site have an editorial board? Is the information reviewed before it is posted?

- This information is often on the "about us" page, or it may be under the organization's mission statement, or part of the annual report.
- See if the board members are experts in the subject of the site. For example, a site on osteoporosis whose medical advisory board is composed of attorneys and accountants is not medically authoritative.
- Look for a description of the process of selecting or approving information on the site. It is usually in the "about us" section and may be called "editorial policy" or "selection policy" or "review policy."
- Sometimes the site will have information "about our writers" or "about our authors" instead of an editorial policy. Review this section to find out who has written the information.

## Be a cyberskeptic--Quackery abounds on the Web

Does the site make health claims that seem too good to be true? Does the information use deliberately obscure, "scientific" sounding language? Does it promise quick, dramatic, miraculous results? Is this the only site making these claims?

- Beware of claims that one remedy will cure a variety of illnesses, that it is a "breakthrough," or that it relies on a "secret ingredient."
- Use caution if the site uses a sensational writing style (lots of exclamation points, for example.)

- A health Web site for consumers should use simple language, not technical jargon.
- Get a second opinion! Check more than one site.

## Look for the evidence--Rely on medical research, not opinion

Does the site identify the author? Does it rely on testimonials?

- Look for the author of the information, either an individual or an organization. Good examples are "Written by Jane Smith, R.N.," or "Copyright 2013, American Cancer Society."
- If there are case histories or testimonials on the Web site, look for contact information such as an email address or telephone number. If the testimonials are anonymous or hard to track down ("Jane from California"), use caution.

## Check for currency--Look for the latest information

Is the information current?

- Look for dates on documents. A document on coping with the loss of a loved one doesn't need to be current, but a document on the latest treatment of AIDS needs to be current.
- Click on a few links on the site. If there are a lot of broken links, the site may not be kept up-to-date.

## Beware of bias--What is the purpose? Who is providing the funding?

Who pays for the site?

- Check to see if the site is supported by public funds, donations or by commercial advertising.
- Advertisements should be labeled. They should say "Advertisement" or "From our Sponsor."
- Look at a page on the site, and see if it is clear when content is coming from a non-commercial source and when an advertiser provides it. For example, if a page about treatment of depression recommends one drug by name, see if you can tell if the company that manufactures the drug provides that information. If it does, you should consult other sources to see what they say about the same drug.

## Protect your privacy--Health information should be confidential

Does the site have a privacy policy and tell you what information they collect?

- There should be a link saying "Privacy" or "Privacy Policy." Read the privacy policy to see if your privacy is really being protected. For example, if the site says "We share information with companies that can provide you with useful products," then your information isn't private.
- If there is a registration form, notice what types of questions you must answer before you can view content. If you must provide personal information (such as name, address, date of birth, gender, mother's maiden name, credit card number) you should refer to their privacy policy to see what they can do with your information.

## Consult with your health professional--Patient/provider partnerships lead to the best medical decisions.

**For further information:** Visit the MedlinePlus page on Evaluating Health Information [https://medlineplus.gov/evaluatinghealthinformation.html] and Evaluating Internet Health Information: A Tutorial from the National Library of Medicine [https://medlineplus.gov/webeval/webeval.html] .

How helpful is this web page to you?

Not helpful Very helpful

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National Institutes of Health
Page last updated on 20 April 2015

National Institutes of Health / U.S. National Library of Medicine

MedlinePlus
Trusted Health Information for You



URL of this page: //medlineplus.gov/ency/patientinstructions/000869.htm

# Online health information - what can you trust?

When you have a question about your or your family's health, you may look it up on the Internet. You can find accurate health information on many sites. But, you are also likely to run across a lot of questionable, even false content. How can you tell the difference?

To find health information you can trust, you have to know where and how to look. These tips can help.

## What to Look For

With a bit of detective work, you can find information you can trust.

- Search for websites of well-known health institutions. Medical schools, professional health organizations, and hospitals often provide online health content.
- Look for ".gov," ".edu," or ".org" in the web address. A ".gov" address means the site is run by a government agency. A ".edu" address indicates an educational institution. And a ".org" address often means a professional organization runs the site. A ".com" address means a for-profit company runs the site. It may still have some good information, but the content may be biased.
- Find out who wrote or reviewed the content. Look for health care providers such as doctors (MDs), nurses (RNs), or other licensed health professionals. Also look for an editorial policy. This policy can tell you where the site gets its content or how it is created.
- Look for scientific references. Content is more reliable if it is based on scientific studies. Professional journals are good references. These include the *Journal of the American Medical Association (JAMA)* and the *New England Journal of Medicine*. Recent editions of medical textbooks are also good references.
- Look for the contact information on the site. You should be able to reach the site sponsor by telephone, email, or a mailing address.
- No matter where you find the information, check how old the content is. Even trusted sites may have out-of-date information archived. Look for content that is no more than 2 to 3 years old. Individual pages may have a date at the bottom that says when it was last updated. Or the home page may have such a date.
- Beware of chat rooms and discussion groups. The content in these forums is typically not reviewed or regulated. Plus it may come from people who are not experts, or who are trying to sell something.
- DO NOT rely on just one website. Compare the information you find on a site with content from other sites. Make sure other sites can back up the information you have found.

## Things to Keep in Mind

While searching for health information online, use common sense and be wary.

- If it seems too good to be true, it probably is. Beware of quick-fix cures. And remember that a money-back guarantee does not mean that something works.
- As with any kind of website, it is important to be careful with your personal information. DO NOT give out your Social Security number. Before you buy anything, be sure that the site has a secure server. This will help protect your credit card information. You can tell by looking in the box near the top of the screen that cites the web address. At the start of the web address, look for "https".
- Personal stories are not scientific fact. Just because someone claims that their personal health story is true, it does not mean that it is. But even if it is true, the same treatment may not apply to your case. Only your provider can help you find the care that is best for you.

## Where to Start

Here are a few high-quality resources to get you started.

- American Heart.org -- www.heart.org/HEARTORG [https://www.heart.org/HEARTORG/] . Information on heart disease and ways to prevent disease. From the American Heart Association.
- Diabetes.org -- www.diabetes.org [http://www.diabetes.org/] . Information on diabetes and ways to prevent, manage, and treat the disease. From the American Diabetes Association.
- Familydoctor.org -- familydoctor.org [https://familydoctor.org/] . General health information for families. Produced by the American Academy of Family Physicians.
- Healthfinder.gov -- healthfinder.gov [https://healthfinder.gov/] . General health information. Produced by the U.S. Department of Health and Human Services.
- HealthyChildren.org -- www.healthychildren.org/English/Pages/default.aspx [https://www.healthychildren.org/English/Pages/default.aspx] . Information on children's health. From the American Academy of Pediatrics.
- CDC -- www.cdc.gov [https://www.cdc.gov/] . Health information for older adults. From the Centers for Disease Control and Prevention.
- NIHSeniorHealth.gov -- www.nia.nih.gov/health [https://www.nia.nih.gov/health] . Health information for older adults. From the National Institutes of Health.

## When to Call the Doctor

It is great that you are seeking information to help you manage your health. But keep in mind that online health information can never replace a talk with your provider. Talk to your provider if you have questions about your health, your treatment, or anything you read online. It can be helpful to print out the articles you have read and bring them with you to your appointment.

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Updated by: Linda J. Vorvick, MD, Clinical Associate Professor, Department of Family Medicine, UW Medicine, School of Medicine, University of Washington, Seattle, WA. Also reviewed by David Zieve, MD, MHA, Isla Ogilvie, PhD, and the A.D.A.M. Editorial team. Editorial update 03/08/18.

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Not helpful Very helpful

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Page last updated: 01 October 2018

# CONSUMER HEALTH WEB SITE EVALUATION CHECKLIST

Topic / Provider: _____ Date Checked: _____
Provider Homepage (URL): _____
Topic Web Page (URL): _____

Final Site Score:
Poor Weak
Fair Good
Excellent

| *QUESTION* | *ANSWER* | *HOW TO SCORE* | *Pts* |
|---|---|---|---|
| **CONTENT** | | | |
| AUTHORITY: | | | |
| 1. Is the publisher or organization name and contact information available on each web page? | 1 **Y / N** | *Y = +2 pts.*<br>N = -2 pts. | |
| 2. Is there an individual author for any of the information presented? | 2 **Y / N** | *Y = +2 pts.*<br>N = 0 pts. | |
| 3. If an author, information about the author includes (pick *one*):<br>a. Author's name?<br>b. Name with author's credentials?<br>c. Name with author's credentials and/or contact information?<br>d. Does not apply — no author.. | 3 **A/B/C/D** | A or D = 0 pts.<br>*B = +1 pts.*<br>*C = +2 pts.* | |
| 4. If author's credentials are given, author is (pick *one*):<br>a. Health care professional in area of expertise writing for clinicians.<br>b. Other health care professional writing for clinicians.<br>c. Health care professional writing for patients or health consumers.<br>d. Patient, caregiver, or other non-healthcare expert on topic relative to the specific illness.<br>e. Other.<br>f. Can't tell.<br>g. Does not apply — no author or no credentials given. | 4 **A/B/C/ D/E/F** | *A = +4 pts.*<br>*B = +2 pts.*<br>*C = +5 pts.*<br>*D = +1 pts.*<br>E = 0 pts.<br>F = -2 pts.<br>G = 0 pts. | |
| CURRENCY: | | | |
| 5. Is information presented stable and relatively unchanging? If yes, answer #6; If no, skip to #7. | 5 **Y / N** | Y = 0 pts.<br>N = 0 pts. | |
| 6. Most recent revision date is: (pick *one*)<br>a. Within a day (see "I").<br>b. Within the last week.<br>c. Within the last month.<br>d. Within the last three months.<br>e. Within the last half year.<br>f. Within the last year.<br>g. Longer.<br>h. Can't tell.<br>i. Date generated by server, does not apply to content. | 6 **A/B/C/ D/E/F/ G/H/I** | *A = +3 pts.*<br>*B = +3 pts.*<br>*C = +3 pts.*<br>*D = +2 pts.*<br>*E = +2 pts.*<br>*F = +2 pts.*<br>*G = +1 pts.*<br>H = 0 pts.<br>I = -3 pts. | |
| 7. Is information on a topic for which frequent updates should be required? If yes, answer question 8; if no, make sure answered #5. | 7 **Y / N** | Y = 0 pts.<br>N = 0 pts. | |
| 8. Most recent revision date is: (pick *one*)<br>j. Within a day.<br>k. Within the last week.<br>l. Within the last month.<br>m. Within the last three months.<br>n. Within the last half year.<br>o. Within the last year.<br>p. Longer.<br>q. Can't tell.<br>r. Date generated by server, does not apply to content. | 8 **J/K/L/ M/N/O/ P/Q/R** | *J = +4 pts.*<br>*K = +3 pts.*<br>*L = +2 pts.*<br>*M = +2 pts.*<br>*N = +1 pts.*<br>*O = +1 pts.*<br>P = 0 pts.<br>Q = 0 pts.<br>R = -3 pts. | |
| *Total Number of Points For This Page (of 15 possible):* | | | |

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| *QUESTION* | *ANSWER* | *HOW TO SCORE* | *Pts* |
|---|---|---|---|
| **CONTENT, continued** | | | |
| INFORMATION STATUS:<br>9. Is the copyright or proprietary status of the information clearly stated?<br>10. Are restrictions on use (intellectual property issues) clearly stated? | 9<br>**Y / N**<br>10<br>**Y / N** | *Y = +3 pts.*<br>N = -3 pts.<br>*Y = +1 pts.*<br>N = -1 pts. | |
| INFORMATION VALUE:<br>11. Information on the health condition or treatment includes which of the following informational components (select as many as apply):<br>a. Condition or treatment name(s) (if drug, includes generic name).<br>b. Condition description or treatment protocol<br>c. Definitions of terms and/or relevant anatomical landmarks.<br>d. Criteria for diagnosis of condition or criteria for appropriate prescription of treatment.<br>e. Alternative treatments, or other diagnoses possible.<br>f. Guides to additional consumer health level information.<br>g. Guides to professional level clinical, scientific, or technical information on condition or treatment.<br>h. Contacts for questions, support groups, or more information.<br>i. Reasonable estimates of costs to patient of condition (untreated) or the recommended treatment.<br>j. Accurate benefits/risks to patient of treatment or diagnosis.<br>k. Typical prognoses of condition, associated risks; treatment risks.<br>l. Inaccurate or misleading descriptions, recommendations.<br>m. Testimonials or case reports of relevant persons.<br>n. Testimonials or case reports of irrelevant persons. | 11<br>**A/B/C/ D/E/F/ G/H/I/ J/K/L/ M/N** | *A = +1 pts.*<br>*B = +2 pts.*<br>*C = +4 pts.*<br>*D = +4 pts.*<br>*E = +1 pts.*<br>*F = +2 pts.*<br>*G = +1 pts.*<br>*H = +3 pts.*<br>*I = +1 pts.*<br>*J = +1 pts.*<br>*K = +3 pts.*<br>L = -4 pts.<br>*M = +1 pts.*<br>N = -3 pts. | |
| INFORMATION QUALITY:<br>12. Are any sources cited or credited for the information presented?<br>13. Does a bibliography indicate that information has been published on the condition or treatment? [Only answer yes if full citations given (meaning enough information for you to find the article or source).]<br>14. If publications or sources are referenced, was information (pick *one*):<br>a. In the popular press only?<br>b. In the peer-reviewed clinical literature only?<br>c. Both?<br>d. Neither or can't tell?<br>e. Does not apply — no sources cited.<br>15. Does information presented as factual appear to be accurate *to the best of your knowledge*?<br>16. Does it appear that a sincere effort was made to present fair, unbiased information?<br>17. Can you identify errors or significant omissions in the content?<br>18. Do errors or omissions account for a significant percentage of the total information provided?<br>19. Are opinions or misleading/biased information presented as fact?<br>20. Is a conflict of interest possible or clearly present? | 12<br>**Y / N**<br>13<br>**Y / N**<br>14<br>**A/B/C/D**<br>15<br>**Y / N**<br>16<br>**Y / N**<br>17<br>**Y / N**<br>18<br>**Y / N**<br>19<br>**Y / N**<br>20<br>***Y / N*** | *Y = +3 pts.*<br>N = -3 pts.<br>*Y = +2 pts.*<br>N = -2 pts.<br>*A = +1 pts.*<br>*B = +1 pts.*<br>*C = +2 pts.*<br>D = -2 pts.<br>E = -1 pts.<br>*Y = +1 pts.*<br>N = -3 pts.<br>*Y = +1 pts.*<br>N = -3 pts.<br>Y = -2 pts.<br>*N = +1 pts.*<br>Y = -2 pts.<br>*N = +1 pts.*<br>Y = -3 pts.<br>N = 0 pts.<br>Y = -2 pts.<br>*N = +2 pts.* | |
| *Total Number of Points For This Page (of 41 possible):* | | | |

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| *QUESTION* | *ANSWER* | *HOW TO SCORE* | *Pts* |
|---|---|---|---|
| **USABILITY** | | | |
| GRAPHICS & DESIGN:<br>21. Do all graphic elements include informational content?<br>22. If not (pick *one*):<br>a. Most are content bearing.<br>b. Some are content bearing.<br>c. Few or none are content bearing.<br>d. Does not apply — no graphics.<br>23. Does use of color enhance informational content?<br>24. Are any non-content bearing graphics animated?<br>25. Are there any flashing, scrolling, or otherwise visually distracting graphic or text displays?<br>26. Most graphics that are links include equivalent text links.<br>27. Code for all graphics shows use of ALT tag for text browsers.<br>28. Most important information appears at or near top of screen, or has links at or near top of screen.<br>29. Layout of page includes centering or right alignment.<br>30. Page includes drop-down or pop-up menus. | *21*<br>**Y / N**<br>*22*<br>**A/B/C/D**<br>*23*<br>**Y/N/n.a.**<br>*24*<br>**Y/N/n.a.**<br>*25*<br>**Y / N**<br>*26*<br>**Y/N/n.a.**<br>*27*<br>**Y/N/n.a.**<br>*28*<br>**Y / N**<br>*29*<br>**Y / N**<br>*30*<br>**Y / N** | *Y = +2 pts.*<br>N = 0 pts.<br>*A = +1 pts.*<br>B or D = 0 pts.<br>C = -2<br>*Y = +1 pts.*<br>N or n.a. = 0 pts.<br>Y = -1 pts.<br>N or n.a. = 0 pts.<br>Y = -1 pts.<br>N or n.a. = 0 pts.<br>*Y or n.a. = +1 pts.*<br>N = -2 pts.<br>*Y = +3 pts.*<br>n.a. = 0 pts.<br>N = -3 pts.<br>*Y = +2 pts.*<br>N = -2 pts.<br>Y = -1 pts.<br>*N = +1 pts.*<br>Y = -2 pts.<br>*N = +1 pts.* | |
| NAVIGATION:<br>31. Can necessary information be found easily from the main homepage of the site?<br>32. Does site include a Table of Contents, Site Map, or usable search engine?<br>33. Is a Help screen or section available for use of the site or search engine?<br>34. Does the page title appear in the top window bar?<br>35. Does the page title accurately describe content or location in site structure?<br>36. Does every page include a way to return to the homepage for the site?<br>37. Does site impair user's ability to return to previously visited pages (For example, is the browser's "Back" button grayed out)? | *31*<br>**Y / N**<br>*32*<br>**Y / N**<br>*33*<br>**Y / N**<br>*34*<br>**Y / N**<br>*35*<br>**Y/N/n.a.**<br>*36*<br>**Y / N**<br>*37*<br>**Y / N** | *Y = +3 pts.*<br>N = -3 pts.<br>*Y = +1 pts.*<br>N = -2 pts.<br>*Y = +2 pts.*<br>N = -1 pts.<br>*Y = +1 pts.*<br>N = -2 pts.<br>*Y = +2 pts.*<br>N = -2 pts.<br>n.a. = 0 pts.<br>*Y = +1 pts.*<br>N = -2 pts.<br>Y = -2 pts.<br>N = 0 pts. | |
| SPEED:<br>38. Web site or server was inaccessible:<br>a) Never.<br>b) Rarely.<br>c) Only at peak use times (afternoon and evening in the USA).<br>d) Three or more attempts on same day.<br>e) On three consecutive days. | *38*<br>**A/B/C/ D/E** | *A = +2 pts.*<br>B = 0 pts.<br>C = -1 pts.<br>D = -2 pts.<br>E = -3 pts. | |
| *Total Number of Points For This Page (of 24 possible):* | | | |
| CONSUMER HEALTH WEB SITE EVALUATION CHECKLIST, PG. 4 | | | |

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|---|---|---|---|
| ACCESS:<br>39. Did you encounter any inactive or outdated ("dead") links?<br>40. If so, do the dead links account for over 10% of the total?<br>41. Is there a fee or cost for use of any portion of the web site?<br>42. If so, is the fee or cost a fair charge for unique information?<br>43. How does access to the information through this web site compare to the other available sources?<br>a) Easier to find/use<br>b) About the same amount of effort to find/use<br>c) More difficult to find/use<br>44. Would you visit this site again for this purpose? | *39*<br>**Y / N**<br>*40*<br>**Y/N/n.a.**<br>*41*<br>**Y / N**<br>*42*<br>**Y/N/n.a.**<br>*43*<br>**A/B/C**<br>*44*<br>**Y / N** | Y = -2 pts.<br>*N = +3 pts.*<br>Y = -2 pts.<br>N or n.a. = 0 pts.<br>Y = -1 pts.<br>N = 0 pts.<br>Y or n.a. = 0 pts.<br>N = -2 pts.<br>*A = +2 pts.*<br>B = 0 pts.<br>*C = -2 pts.*<br>*Y = +5 pts.*<br>N = -5 pts. | |
| *Total Number of Points For This Page (of 10 possible):* | | | |

| | |
|---|---|
| *Total Number of Points For Page 1:* | |
| *Total Number of Points For Page 2:* | |
| *Total Number of Points For Page 3:* | |
| *Total Number of Points For Page 4:* | |
| ***Total Number of Points For This Site (of 90 possible):*** | |

**SCALE**

| | |
|---|---|
| < 50 | POOR |
| 51 - 60 | WEAK |
| 61 - 70 | FAIR |
| 71 - 80 | GOOD |
| 81 - 90 | EXCELLENT |

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