



## Educational Technology and Media Leadership Program

### *Signature Assignment for ETEC 551 Critiquing a Website*

#### **Student Learning Outcome(s) Assessed:**

SLO #6: Locate, assess, and apply online resources to create learning experiences.

#### **Description of the Signature Assignment**

For this assignment candidates write a minimum of (1000 words) to evaluate a web site. It should be written so as to give the reader a comprehensive overview of the design, the content, and the contribution of the website to the field.

#### **Directions for Students**

Your assessment of the quality of the website should be based on instructional design principles that you learned in this course and other courses. Use the following criteria to evaluate the website. You should explain how each of the following criteria is applied in the website or how any of the following criteria is not applicable to this particular website. However, you should AVOID making a checklist or using direct quotes from the following list in your qualitative evaluation.

##### *Content:*

1. The content is accurate, complete, and reliable.
2. The information in this website is current, updated and well maintained.
3. The purpose and target audience for the website is clear.
4. The website supports content standards.
5. The website support information and digital literacy.
6. This website is in a logical order and it was easy to follow along.
7. The content is broken into bite-size (smaller chunks) segments.
8. The website is limited to providing information and knowledge rather than deep understanding.
9. The website improves your critical thinking and other thinking skills.
10. This website challenges learners to think, reflect, discuss, hypothesize, compare, classify, etc.
11. This website will help you to do better on your job.

##### *Authorship:*

1. The author is authoritative and credible.
2. The author(s) of the web is visible (i.e., tell you something about themselves, or put their photo, voice, video, or provide some info about them).

*Visual elements:*

1. Text is legible and easy to read.
2. Background is subdued and coordinates with text colors and graphics.
3. The pages are attractive and use graphics creatively.
4. There are many pictures, charts, tables, or graphics in this website.
5. The pictures and graphics are mostly decorative.
6. The pictures and graphics really support and facilitate learning.
7. The text and pictures are aligned well. The words are close to corresponding graphics.

*Audio:*

1. The text is supported or completed by providing some audio clips.
2. The quality of the audio is high. (volume, pitch, tone of voice, crystal clear, lack of noise)
3. The audio clips are mostly decorative or extraneous.
4. The audio clips really support and facilitate learning.
5. The text is read to you. You can hear and read the text simultaneously.
6. The text or the audio is in a daily conversational style rather than formal language.
7. You have the option to hear (the audio) instead of reading the text.

*Interface and Interactivity:*

1. It is easy to find things and to navigate through the website.
2. The format is user friendly (clear scope, easy to understand and use, includes appropriate, clearly labeled links)
3. There is an on-screen coach. (On screen coaches, or learning agents, or pedagogical agents, are on-screen characters who help guide the learning process during an e-learning episode)
4. The on-screen coach is really helpful rather than distracting.
5. The website is ADA-compliant.
6. There are enough practices, exercises, questions to be answered, or “things to think about” in this website.
7. The website provides some options or activities for collaboration, communication with others.
8. There are some interactive elements (game-like activities) in this website.
9. There are some simulations in this website (for example, the modeling of natural systems or human systems or a physical or chemical experiment in which you may change variables or conditions and see the outcomes)
10. This website is quite engaging and interesting.
11. You think this web site motivates students enough to stay on task for a long time.

*General:*

1. This website is quite unique in terms of goals, content, or design.
2. I would recommend this website to others.

## Scoring Rubric:

The following rubric will be used to evaluate your paper.

Criteria	Exceeds Expectations	Meets Expectations	Meets Some Expectations	Does Not Meet Expectations	Score
<b>Goals and Objectives (2 points)</b>	In his/her own words explains the main goal of the web site, the authors or the sponsors, and the target audience. Shows evidence of understanding the goals.	Paraphrases the goals and objectives. Not much effort to identify the authors or the sponsors, and the target audience. Shows evidence of understanding the goals.	Does not show evidence of understanding the goals. Copies the goals and objectives from the web site. Minimum effort to compare this web site with similar web sites or to identify the authors or the sponsors, and the target audience.	Late submission or simply copy and paste the info from other sources.	
<b>Content Coverage (3 points)</b>	Explains the content of the website including major sections topics, or levels. Presents a brief summary of the website in his/her own words. Makes it clear for someone who has never seen the website what kind of info or what kind of activities could be found on this web site. Explains what type of audience may find what type of resources in this website. If needed some screen captures are included.	Explains the content of the website including major sections, topics, or levels. Presents a brief summary of the website in his/her own words. However, doesn't give a clear picture for a person who has never seen the website what kind of info or what kind of activities could be found on this web site.	Does not explain the major sections, topics, or levels. Presents a brief summary of the website but not in his/her own words.  It is clear that some important elements of the web site are not covered in your review.	Late submission or simply copy and paste the info from other sources.	
<b>Writing Quality (5 points)</b>	The length is more than 1000 words. It is well organized and the ideas flow nicely together. It is written with voice by creating a catchy beginning, making a text-to-self connection, and using active or interesting words.	The length is about 1000 words. It is organized and the ideas flow together but it is boring and needs revisions. It is clear that you have not seen good web site evaluations.	The content is mainly taken from the website through paraphrasing.	Late submission or simply copy and paste the content from other sources.	
<b>e-Learning Principles (10 points)</b>	Includes the <b>given 32 criteria</b> in the evaluation. Provides examples from the web site to support the your evaluation based on those criteria to evaluate the website.	The web design principles are mentioned but the evaluation is not really based on instructional design or web design principles.	No personal opinion and no evaluation based on instructional design or web design principles. Simply making a check-list type of writing with minimum attempt to make it interesting for the reader to read it.	Late submission or simply copy and paste the info from other sources.	

<b>Credibility and Accuracy</b> <b>(5 points)</b>	Tries to find out how often the web site is updated (provide evidence). Tries to find out what percentage of the content is original and how much of it is linked content (includes copyright violations). Explains the importance, uniqueness, and the contribution of the website. Compares it with similar web sites and shows evidence of effort to find more info in this regard.	Provides little evidence of the updates. Little effort to check for the originality of the content. Tries to make general comparisons with other websites but with no supporting specifics.	Provides no evidence of the updates. No effort to check for the originality of the content. Tries to make comparisons with other websites but with no specifics.	Late submission or simply copy and paste the info from other sources.	
<b>Suggestions</b> <b>(5 points)</b>	Makes well constructive suggestions on how to improve the web site. The recommendations are based on e-learning design principle and the discussions in class about quality online learning.	Makes some constructive suggestions on how to improve the web site. However, the recommendations are mostly personal opinions.	Makes no constructive suggestions on how to improve the web site. Critics or approvals are personal and not supported by examples.	Late submission or simply copy and paste the info from other sources.	
<b>Total</b>					

### Legend

<b>Total Points</b>	<b>College of Education Assessment Scale Equivalent</b>
<b>27-30</b>	4 (Exceeds Expectations)
<b>24-26</b>	3 (Meets Expectations)
<b>20-23</b>	2 (Meets Some Expectations)
<b>15-19</b>	1 (Does Not Meet Expectations)
<b>0-14</b>	0 (Can't Score)