When evaluating a site, look for:

- **Author.** A reputable site provides contact info, credentials and qualifications.
- **Date.** This helps readers decide if the information is fresh and relevant.
- **Citations.** Without knowing sources, it’s impossible to vet the content.
- **Domain extension.** Domains like .gov and .edu tend to have more reliable information than .net and .org, which can be used by anyone.
- **Presentation.** A well-written and well-designed site can be an indication that it’s more reliable.

**Ask yourself these questions:**

- Who created it?
- What’s the purpose?
- Who’s the audience?
- What techniques are used?
- What was omitted from the message and why?
- Who benefits?
- What stereotypes are promoted?

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1. **Source:** University of Wisconsin at Green Bay
2. **Source:** Media Literacy in the K-12 Classroom, Second Edition

Get more insights on teaching media literacy with the book *Media Literacy in the K-12 Classroom, Second Edition.*

Learn more at iste.org/MediaLiteracy