The five w’s of internet searching

Who?

♣ Who has published the website? Just remember, anyone can publish on the internet.

♣ Are you able to contact the author via the website? It is easy to set up a false e-mail address.

What?

♣ What does the URL (web address) tell you?

♣ Sites with the address .ac.uk e.g. http://www.ncl.ac.uk/ are academic institutions such as colleges or universities, and so will be reliable sources of information.

♣ Sites with the address .co.uk e.g. http://www.mcdonalds.co.uk/ukhome.html are companies and may try to sell you something or have a particular bias.

♣ Is the purpose of the site clearly stated? Is there an “About us” section?

When?

♣ When was the site last updated? Is the information current or out of date?

Where?

♣ Where does the information originate?

♣ Is there a bibliography or list of sources used?

♣ Are there external links to other sources of information - websites on related topics?

Why?

♣ Why should you use this website? Is the information relevant to your needs?

♣ Is it more relevant than other websites you have looked at?