

Website Evaluation

Conduct a search for a health-related website for evaluation. Websites that address specific populations or diagnoses are acceptable. Any website or mobile app that provides health information can be used for this evaluation but the site cannot already be Health on the Net (HON) certified. To determine if a website is HON certified, look at the bottom of the website for the presence or absence of the HON symbol:



Access and review the HON guidelines at [HON Code \(https://www.healthonnet.org/HONcode/Guidelines/guidelines.html\)](https://www.healthonnet.org/HONcode/Guidelines/guidelines.html). There are eight principles with an explanation of what constitutes meeting each principle. For each principle provide information about the following:

- An analysis of the websites' ability to meet the principle
- If the website fails to meet the principle, propose changes to improve the website
- If the website meets the principle, provide an example or excerpt from the website

Provide an overall analysis of the website to include if you would recommend this website to your patients and why. Include a conclusion that examines the reading level of the website content (use this calculator to determine grade level of word content: <http://www.readabilityformulas.com/free-fry-graph-test.php>).

- Identify the target population for use of the site and the overall impression of ability to meet the needs of the population. For example, is the reading level appropriate for the intended audience? Why or why not?

Website Evaluation Rubric

	Competent	Needs Work	Novice
HON Principles	Clearly explains how the website met or did not meet each of the eight principles. Demonstrates an analysis of the content with insights into the	Explanation provides some insights into how the website meets the principles. Missing	Explanation is not thorough or is missing analysis of the website content based on the principles.

	information based on the requirements within each principle. Provides examples from the website if it meets the principle.	thoughtful analysis of the content. May be missing examples from the website.	Missing examples or examples are not reflective of the principle.
Overall analysis	Analysis of the website includes target population and informed decision on sharing with patients. Examines the the readability level (grade level), target population and overall impression of the websites ability to meet the needs of the intended audience.	Provides information but missing an analysis of the website. Missing some aspect of identifying target population, determining readability level, or linking the audience with the readability level.	Cursory analysis. Does not clearly identify the target population. The readability level is either not completed or is not examined for relevance for the target population.