**COBRA** : The 5 W’s of Website Evaluation

**Currency (C): *When* was the site created, updated, or last worked on?**

* Does the date this website was created appear on it somewhere?
* Can you tell when this information was last updated?
* Does it matter to you whether this information is outdated? Why?

**Origin (O): *Where* does the information come from?**

* Does the author let you know where the information came from? Does he/she have a bibliography?
* Does the bibliography appear to be accurate and trustworthy?
* Does the author include links to related websites you can use to continue your research?

**Bias (B): *What* is the purpose of the site?**

* Is this page mostly fact or mostly opinion?
* Do any of the facts appear out of context? Are they included to try to persuade you to think a certain way?
* Are there links to the organization sponsoring the page? Or, does this seem like a single person trying to tell his/her opinion?
* Is the page actually an advertisement disguised as information?

**Relevancy (R): *Why* is the information helpful?**

* Does this website give you helpful information? Or, should you keep looking?
* Is this new information to you? Is it something you haven’t yet read, heard, or discovered?
* Can you confirm the reliability of the information by finding similar information elsewhere from sources you trust?

**Authority (A): *Who* wrote the pages and are they an expert on the topic?**

* Can you tell who the author is? If not, what organization is sponsoring this website?
* Is the author/organization well-regarded in this field?
* Is there a place on the website where you can contact the author/organization?
* Can you find additional information about the author? Where he/she works? Biographical information?
* How did you get here? Did you link to this site from a site you trust?