

Evaluating Digital Content

Video transcript for 'Evaluating Digital Content'

There's a whole world out there on the web. So much information at your fingertips. Let's face it, it's not like you can say, "Tonight, I'm going to read the world wide web. I should be done by bedtime."

So how do you work out which of it is useful, interesting, or even accurate.

Say you're doing a project on Australia... and you need to know the population size. So you go to a search engine.

The most obvious keywords to search in this case would probably be "Australia" and "population". But how do you decide which website to pick?

There are lots of ways to tell if the information on a site is reliable.

You could ask yourself, "Who wrote it?," is it a company, a government, an individual? As you can see from the **.com** ending, this is a commercial website.

But with all websites, you should think about why it was written. Could the author be biased? Also is the information out of date?

Hmm, this website was last updated in 2011 - not so good if you need the current population. Is the site well designed? Good design can help you find the right information.

Would you trust whoever wrote this?

Search engines have a '**Page Rank**' system, which means they try to work out the quality of the web page.

It's one of the things that decides which site goes at the top of your list of search results. Another factor is how many sites link to it. And how popular it is.

But popularity isn't everything. The one at the top might not be the most useful for you. So, stay focused, know what you're looking for – and happy surfing!