

# Advocacy Websites

[www.greenpeace.org](http://www.greenpeace.org)  
[www.wwf.org](http://www.wwf.org)

<http://www.daralaytam.org/indexfe.htm>  
<http://kleudge.com/flpcp/>

The purpose of all of these pages is to: \_\_\_\_\_.  
Sites contain letters: \_\_\_\_ or \_\_\_\_ which stands for: \_\_\_\_\_/\_\_\_\_\_.  
Of these four websites, which do you like most? \_\_\_\_\_.  
Use this site to answer the following questions.

## 1. Authority of the site

- 1.1 Who is responsible for the site? \_\_\_\_\_.
- 1.2 Is there a link describing the goals of the organization? \_\_\_\_\_.
- 1.3 Can you verify that the sponsoring organization really exists somewhere? \_\_\_\_\_.
- 1.4 Does this site have “official” approval from the organization? \_\_\_\_\_.
- 1.5 Is there a copyright statement for the content of this site? \_\_\_\_\_.
- 1.6 Is it clear whether this site is national or local? \_\_\_\_\_.

## 2. Accuracy of their information

- 2.1 Is the site free of grammatical errors? \_\_\_\_\_.
- 2.2 Is the site free of spelling mistakes or typos? \_\_\_\_\_.
- 2.3 If information is used from another source, is the source cited? \_\_\_\_\_.

## 3. Objectivity

- 3.1 Are the organization’s biases clearly presented? \_\_\_\_\_.
- 3.2 If there is advertising, is it clearly distinguished from the content? \_\_\_\_\_.

## 4. Up-to-date Information

- 4.1 When was the page written? \_\_\_\_\_.
- 4.2 When was the page first placed on the Internet? \_\_\_\_\_.
- 4.3 When was the page last updated? \_\_\_\_\_.

## 5. Content

- 5.1 Is the page completed or still under construction? \_\_\_\_\_.
- 5.2 Is information on the pages available in other formats? \_\_\_\_\_.
- 5.3 Is content clearly written? \_\_\_\_\_.
- 5.4 Is there interactive content? (An email, an order form?) \_\_\_\_\_.
- 5.5 Does the site ask you to donate to or join their cause? \_\_\_\_\_.
- 5.6 Is there any offensive content (racial, religious or gender bias)? \_\_\_\_\_.
- 5.7 If the site is really big, is it searchable? \_\_\_\_\_.

## 6. Design

- 6.1 Do all pages follow a consistent design? \_\_\_\_\_.
- 6.2 Does the organization’s logo appear on the first page? \_\_\_\_\_.
- 6.3 Is the layout clear and simple (that is, professional-looking)? \_\_\_\_\_.
- 6.4 Is it easy to move around (index on left, site plan)? \_\_\_\_\_.
- 6.5 Are there distracting applets, music or graphics? \_\_\_\_\_.
- 6.6 Is the page interesting to look at? \_\_\_\_\_.
- 6.7 Is the homepage presented in a single screen, or do you have to scroll? \_\_\_\_\_.



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