

# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

## The **QUICK** guide to checking information quality



## Teachers' Guide

The characters on this site are fictional and bear no resemblance to any real person.

Last updated 15th May 2000

Made by





# Teachers' Guide

The **QUICK** web site is a resource to help young people evaluate the information they find on the Internet.

It uses imaginary examples, quizzes and puzzles to allow young people to explore for themselves the concepts around information quality. Many of the examples are health related, but the concepts can be used with any subjects that require information skills.

## Why is **QUICK** needed?

- The sheer volume of information available on the Internet can be overwhelming. New skills need to be learned in order to make sense of this.
- There are very few control mechanisms on the Internet, allowing anyone to publish anything. This means that as well as finding useful information you will also find information that is irrelevant, dubious or even sometimes dangerous.
- Because the medium is new, it is easy to assume that the information itself is also new, but of course this is not always the case.
- As with other forms of information, there may be inherent bias or advertisements masquerading as information. This is not necessarily wrong, but it is important to be aware of it.

## Target audience

The **QUICK** web site is aimed at children at Key Stages 2 and 3, in particular years 5, 6 & 7.

It is designed to be used as a teaching aid in an educational setting: a classroom, library, resource centre, homework centre or computer club. It can be used as an integral part of the curriculum, in connection with information skills and critical awareness teaching.

It is envisaged that the web site will also be of some use to other young people working more independently, for example, those carrying out research at GNVQ Intermediate level.

## Using **QUICK**

As a teacher, you do not have to be a skilled Internet user to use the **QUICK** web site, but it will help if you have used the Internet to look for information. You may then have experienced some of the problems that **QUICK** sets out to address.

How you use **QUICK** will depend on a number of variables, for example:

- How good your access to the Internet is
- How many computers you have access to
- The number of children involved
- Your access to other sources of information

You can use the **QUICK** site in a linear way, following the checkpoints in the order given. However, since each checkpoint is valid in its own right, you can choose your own order. Likewise you can work through all the links in any one checkpoint or select a few to concentrate on. You can return to **QUICK** repeatedly - it will still be there!

## Features of the site

For each checkpoint, there is a printer page that you can print out and copy. There are also quizzes and puzzles that could be used as an alternative to working on the computer, or as a follow-up.

## Other resources

**QUICK** is not the only web site about evaluating information. Others include:

- **Britannica On-Line** - Compiled by the Encyclopedia's editors, it classifies, rates, and reviews websites. It has sections on Education, Health & Medicine, and Computers & the Internet.  
<http://www.ebig.com/>
- **Discern** - Discern is a questionnaire, similar to QUICK, developed by the University of Oxford's Division of Public Health & Primary Care.  
<http://www.discern.org.uk>
- **Healthfinder™** - Launched in April 1997, this US government gateway aims to provide a quality guide to more than 500 consumer health information web sites, including federal state and voluntary agencies, databases, online publications and support groups.  
<http://www.healthfinder.gov/>
- **Internet Detective** - The Internet Detective is an online tutorial, similar in ethos to Quick, but designed for adults using the Internet for academic purposes.  
<http://www.netskills.ac.uk/TonicNG/cgi/sesame?detective>
- **The Librarian's guide to Cyberspace for Parents and Kids** - Compiled by the American Library Association, it lists sites recommended for primary age children. It also publishes its selection criteria.  
<http://www.ala.org/parentspage/greatsites/50.html>
- **The National Association of Managers for Student Services** - The main site provides information and support for students and staff in UK colleges, and has a section on evaluating websites and information. <http://www.namss.org.uk/evaluate.htm>
- **National Grid for Learning** - A collection of resources brought together by the UK government to help raise standards in education and to support lifelong learning.  
<http://www.ngfl.gov.uk/>
- **Wired for Health** - Provides relevant and appropriate health information for teachers and links to other sites on health issues. Also linked to the National Grid for Learning.  
<http://www.wiredforhealth.gov.uk>

## Further information

If you have comments or questions please contact the [Health Development Agency](#).

Quick is available at <http://www.quick.org.uk>

You can print and photocopy this page.

**Back** [to menu](#)

Last updated 29nd November 2000

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## What is **QUICK** all about?



Imagine you have been set a project on smoking. You decide that you want to find some information on the Internet.



You do a search for the word "SMOKING".



You find there are nearly 500 web sites about smoking.



495 [Guide to smoking ~ http:](#)

496 [Fluffy bunny gives up sm](#)

497 [Best buy cigars ~ http://v](#)

Search again?

Some of these will be useless to you, e.g. pictures of people smoking or a list of cartoon characters who smoke!



How do you decide which web sites will be useful?

Here's where **QUICK** can help.



**QUICK** will turn you into explorers.

It will help you find clues so you can decide if the

**INFORMATION**

in a web site is any good.

Now...



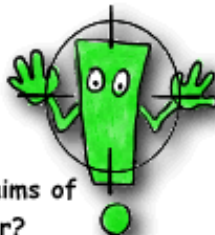
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Here are eight ways of checking information on web sites.



1. Is it clear who has written the information?



2. Are the aims of the site clear?



3. Does the site achieve its aims?



4. Is the site relevant to me?



5. Can the information be checked?



6. When was the site produced?



7. Is the information biased in any way?



8. Does the site tell you about choices open to you?

1. Is it clear who has written the information?
2. Are the aims of the site clear?
3. Does the site achieve its aims?
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8. Does the site tell you about choices open to you?

The Quiz  
The Checklist Summary

Web site produced by [HDA](#) and [CHIQ](#) and designed by [Showme Multimedia Ltd.](#)  
Last updated 15th May 2000



# QUICK

The Quality Information ChecKlist

You can go back and look at any of the checkpoints again from the menu.



You can print out a [list of all the checkpoints](#) and the important things to remember about each one on a single page.

This [list of useful places](#) might help if you are looking for information on the web.



**Try to remember the things in the checkpoints when you look at other web sites.**

The checkpoints will work just well if you look at information from other places too.

Every time you find a new piece of information, try to answer all the questions so that you can make up your own mind whether it is quality information or not.

And finally, **never follow advice from the Internet unless you are sure it is correct.**

In particular do not follow any advice that goes against what your own doctor has said.





# HAPPY SURFING!

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## Useful places to start looking for information.

Here are some links to other web sites that have information that might be useful.

Ask Jeeves For Kids

<http://www.ajkids.com>

This site lets you type in a question about absolutely anything.

The Yucky Body

<http://www.yucky.com/body>

This site has lots of information about your body.

Kids Area

<http://www.health.org/kidsarea/kidsarea.htm>

This is a section of a bigger site especially for kids mainly about drugs and alcohol.

Kidshealth

<http://www.kidshealth.org/>

A large site with lots of health related information for kids.

Childline UK

<http://www.childline.org.uk>

The official web site of Childline UK with information on a variety of social and health issues.

Cyberisle

<http://www.cyberisle.org>

A site for teenagers by teenagers on lots of different health and social issues.

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## 1. Is it clear who has written the information?



When you first look at a web site, you need to check who it has been written and designed by. Anyone can make a web site and say that they are an expert on a subject. This does not necessarily mean it is true.

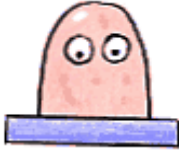
**Look for information and clues to decide whether the author or writer is really qualified to say the things they have.**



**How does a basic web page usually look?**

Start by looking for the name of the author of the web site. This may be in the title or it may be at the bottom of the page. Quite often, you will only find the name of the company or organisation that made the pages and not a single person.

What if I can't find an author?



What if the site links to another organisation?

Once you have found a name, try to find out if other people have heard of them. Try asking your teacher, or a doctor or other specialist if they know of them. If you cannot find anyone who knows of the author, look to see if there is any further information about them on the web site. This may give you some idea of where they are from, who they work for, and things they have done in the past.



Once you have found the author, look to see if there is some way of contacting them. This is usually found at the bottom of the page in the footer. There should be an address and maybe a phone number or an e-mail address.

What sort of contact address should I look for?





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Back to  
menu

Is it clear who  
has written the  
information?

## How a basic web page looks

**Most web pages have three main parts.**

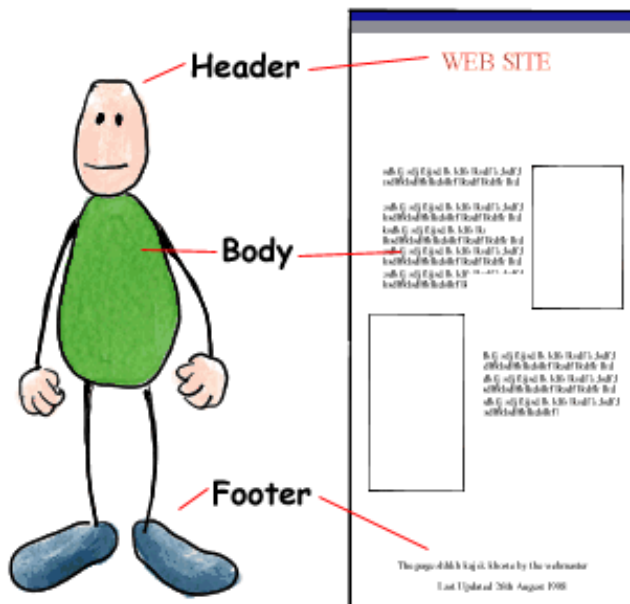
If you imagine the page is a person, there is the header at the top where the head would be, the body in the middle, and the footer at the bottom where the feet would be.

The header usually tells you the title of the page. It may also give the name of the person or the organisation who owns the page.

The body contains all of the information.

The footer is where the author's name and the date the page was written is usually found. You may have to scroll down to find this.

Not every web page is like this, but these are good places to start looking for clues.



## Back

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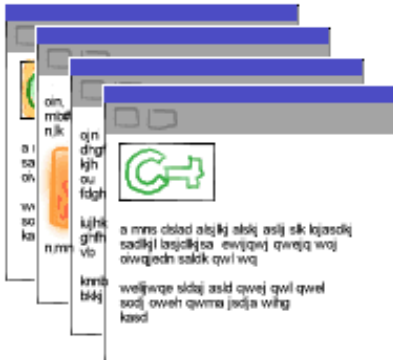
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Is it clear who has written the information?

## What if I can't find an author?



If you can't find an author's name on the web page, check some of the other pages to see if you can find one.

You may not have entered the site on the first page if you linked to it from somewhere else. The author's name may not even be on the first page.

Sometimes, no matter how hard you look, you won't find an author's name. Don't worry, this on its own does not make the site a bad one.

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Is it clear who has written the information?

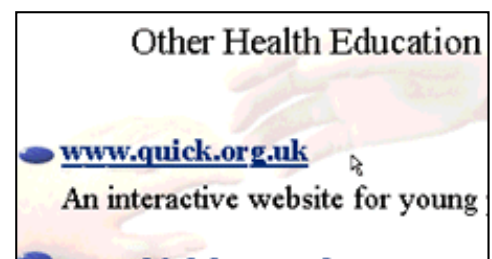


**What if the site links to another organisation?**

A web site may also include a link to an organisation or company and claim to be part of this.



The only way to be really sure if this is true is to look at the web site of the other organisation or company and see if there is any mention of this author. There may also be a link back to the original web site.



If there is no mention of the author on the site they may be claiming to be something that they are not.

You could try contacting the designer of the other web site to see if they really do know about the author's claims. Anyone genuine will not mind you checking.



Also, beware of many sites all claiming the same. Are they actually written by the same author?



**How do I check if two addresses are connected ?**

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Is it clear who  
has written the  
information?

## How to check if two addresses are connected

It is possible to look at the addresses of two web sites claiming to be linked to see if they are similar. If they are coming from the same computer, the first part of the address will be the same.

<http://www.thesite.com/main.html>

<http://www.thesite.com/cyberquack/information.html>

### Look at the two addresses.

If you can chop one or both of them down until they say the same thing, then they both come from the same computer.

## Back

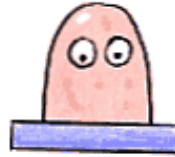
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Is it clear who  
has written the  
information?



What sort of contact address should I look for?

An e-mail address on its own is no proof that the author is a genuine expert on a subject or even who they claim to be. Anyone can get an e-mail address.

[Cyberquack@thelab.com](mailto:Cyberquack@thelab.com)

**Back**

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# 1. Is it clear who has written the information?

Label the diagram

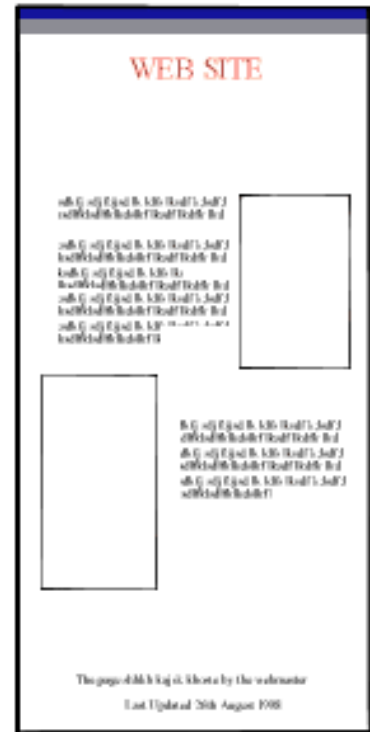
Where will you usually find the name of the author(s) ?

\_\_\_\_\_

Footer

Header

Body



Once you have found the name of the author it is useful to find out as much information as you can about them.

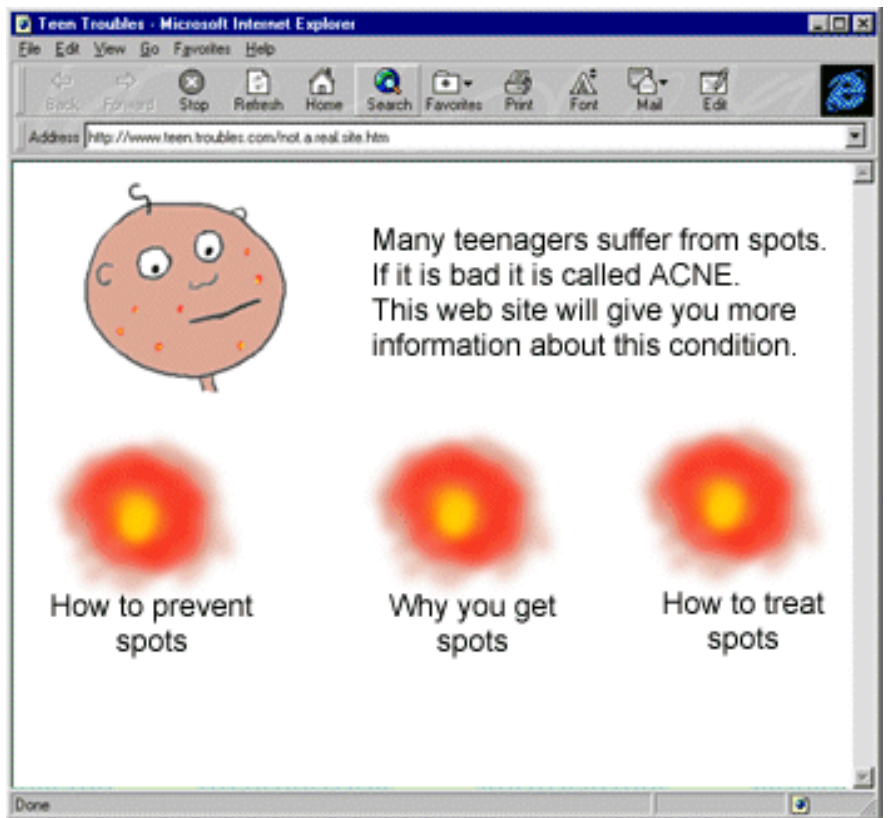
Check if anyone else has heard of them, e.g. teacher, doctor.

Also check to see where you can contact them.

Is there an address, phone number and e-mail?

What do you think are the 3 main aims of this site?

- 1 .....
- 2 .....
- 3 .....



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Just an e-mail address, on it's own, is no proof that the author is a genuine expert on a subject or even who they claim to be, because anyone can get an e-mail address.

LINKS - Some web sites have a link taking you to another web site. If the authors of this other web site really know about the site you are visiting, there will also be a link back.

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## 2. Are the aims of the site clear?

**A good web site will tell you who it is for, what it is about and what it is trying to do. These are the site's aims.**



This will help you to decide whether it is worth looking at the rest of the site.

Web sites are created for lots of different reasons. For example:

- to provide you with information about something
- to educate you
- to give you links to other places
- to put you in touch with other people
- to sell you something
- or, most commonly, to entertain you.

**How do I know if a web site's aims are OK?**





Some sites are obviously set up as a joke. **You wouldn't believe this, would you?**

But other sites, particularly those about health and social issues may also be telling you something that is not quite right, although it may be harder to see.

### How can I find the web site's aims?

Not all web sites have a clear statement telling you about their aims. You may need to look for other clues.

If there is a menu, do the titles of different sections tell you what the site is about? Does the site look like it is aimed at children or adults? Are the things it is saying easy to understand or does it sound like it has been written for people who already know lots about a subject?



Look at this sample web page and decide what its aims are.

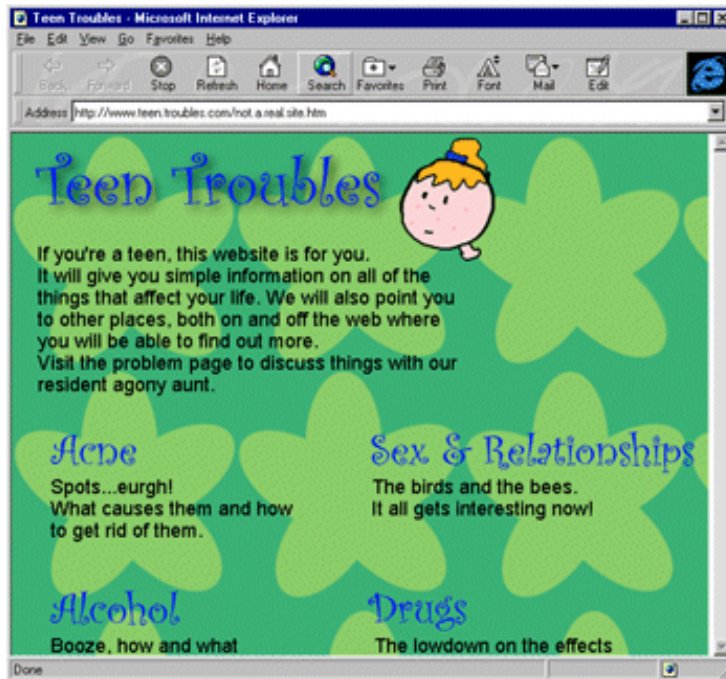


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Are the aims  
of the site clear?



**Look at this sample web site.**

Although it does not say "the aims of this site are...", it does give you some idea as to who the site is aimed at and what the site is for.

**What do you think the aims of the site are?**

- a. To allow teenagers to chat with each other.
- b. To tell teenagers how their bodies work.
- c. To advise teenagers on the problems they may face.

**Back**

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Are the aims  
of the site clear?

To allow teenagers to chat with each other.



**No!**

They may be able to contact each other through the site but this is not the sites main aim.

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Are the aims  
of the site clear?

To tell teenagers how their bodies work.



**Not really.**

The site will undoubtedly tell them a little of how their bodies work, but that is not the sites main aim.

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Are the aims  
of the site clear?

To advise teenagers on the problems they may face.



**Yes**

The site may allow teenagers to contact each other and it will undoubtedly tell them a little of how their bodies work, but its main aim is to provide information on all aspects of being a teenager.

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## 2. Are the aims of the site clear?

Web sites are created for many purposes.

Can you find 6 uses of web sites in the wordsearch?

EDUCATE

LINKS

CONTACTS

SELL

ENTERTAIN

INFORMATION

F	E	D	U	S	A	B	J	R	C	O
I	N	F	O	R	M	A	T	I	O	N
N	T	T	E	G	D	S	J	R	N	A
Y	E	D	U	C	A	T	E	G	T	L
F	R	N	Q	U	R	E	L	R	A	F
G	T	R	P	S	R	L	S	K	C	L
H	A	B	D	W	E	V	B	Y	T	F
L	I	N	K	S	C	S	E	B	S	Y
B	N	C	P	Y	E	R	C	S	R	T

A good web site will tell you who it is for, what it is about and what it is trying to do. These are the sites aims. Look for clues if the site does not clearly state its aims, e.g. section titles, the look of the site, how easy it is to understand.

# QUICK

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## 3. Does the site achieve its aims?



A web site may be very good at stating its aims, but if it does not do what it says it will, then it will be of little use to you.



**Try looking at one page of a web site.**



Read through the information and then decide whether it has really told you what it said it would. Are there any diagrams or pictures to illustrate what is being said? Do these help you to understand it?

These two example web sites both aim to tell you how to cure hiccups.

**Have a look at each one and think about the aims.**



Dr. Bob says...



Which site do you think achieves its aim?

I think it is Cyberquack

I think it is Dr. Bob



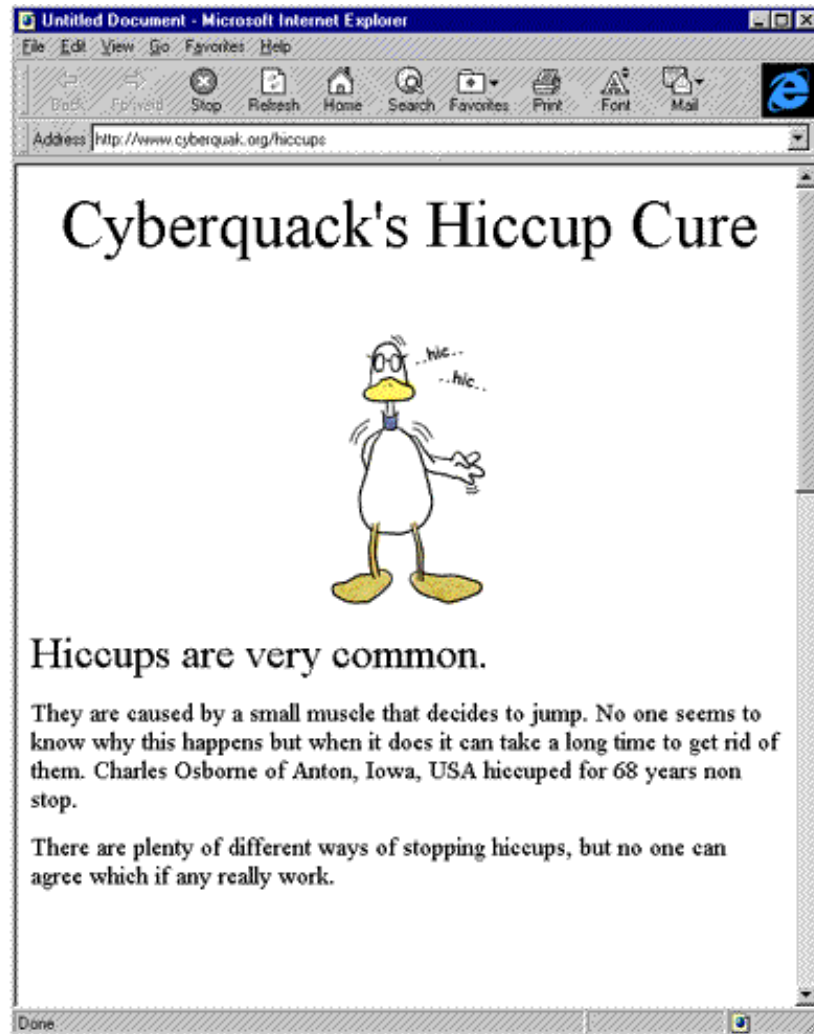
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Does the site  
achieve its aims?



Go **Back**

or look at

# Dr. Bob says...



how to cure  
hiccups

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Does the site  
achieve its aims?

The screenshot shows a browser window with the address bar containing <http://www.drbob.org/hiccups.cures.htm>. The page content includes a cartoon illustration of a doctor with a beard, the text "Dr. Bob Says...", and a large red heading "How to cure hiccups". Below this, there is a paragraph: "There are a number of different ways of curing hiccups. They may not work every time but they are worth trying!". Three remedies are listed with corresponding illustrations: 1. "Try drinking a glass of water from the wrong side." with a glass of water. 2. "Try holding your breath and counting to 10." with a cartoon of a woman with a puffed-out face. 3. "Try getting someone to make you jump." with a cartoon of a man holding a red balloon to his mouth.

Go **Back**

or look at



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Does the site  
achieve its aims?



No!

It doesn't really achieve the aim because it tells you about hiccups but not how to get rid of them.

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Does the site  
achieve its aims?



Yes, well done!

The site gives you some ways of curing hiccups. So it does achieve the aim.

**Back**

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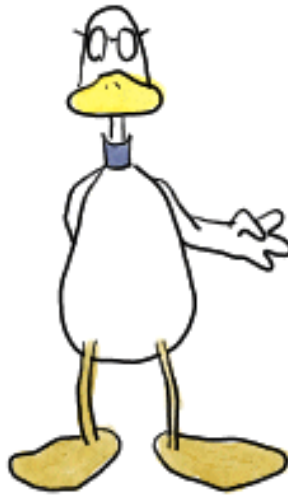
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This page is printable. Use your browser's back button to return.

## 3. Does the site achieve its aims?

Make sure that the web site **REALLY DOES** do what it says it will.



Unscramble these words to find some ways that web sites can achieve their aims:

MADASRIG - used to explain things

SPICERUT - there's one on this page

TRUSTOILSNAIL - used to make a site more interesting

AMINTINROOF - what you look for on a web site

AGEALUNG - words are this

If a site does not do what it says it will, it will be of little use to you.

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## 4. Is the site relevant to me?

**A good web site will be useful to the people it is aimed at, i.e. YOU!**

If a site does not fit your needs then it is of no use to you.  
(Although of course it may be useful for somebody else.)



In order to decide whether a web site is going to be useful, you need to establish what you want to know beforehand.



**Before looking at a site try to think of five or more questions that you would really like to know the answers to.**

**Write these down.**

When you look at the site, see if it answers these questions. The more answers you can find, the better the site.



Remember, the aims of the site should give you an indication whether you will find the information you're looking for.

If the aims are not clear, look at the titles or section headings. Do these tell you what each part is about? Are you likely to find your answers here?



[Click here to see an example.](#)



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Is the site relevant to me?

Sam is 16 and has heard on the radio about an environmental action group who clean up rivers and streams.



She is interested in this and wants to find out more. She has found a web site about the group.



Try to think of five things that she might want to find out from the web site, then click on the button below to see the questions we came up with.

**Of course I've thought of some,  
now show me what you thought of!**

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Is the site  
relevant to me?



Here are the ones we thought of:

- How can I help?
- How do I find out about things in my area?
- How do I join?
- How much does it cost?
- Do I get any free stuff if I join?

It doesn't matter if you thought of more than five questions, or that you came up with different ones. The more questions you have, the easier it will be to see if the site is relevant to you.

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This page is printable. Use your browser's back button to return.

## 4. Is the site relevant to me?

A good web site will be useful to the people it is aimed at, i.e. YOU!



Imagine you have to do a project to design trainers for teenagers. You are going to look for information on the Internet. Think of five questions that you would like to find answers to on the Internet.

1 .....	2 .....
3 .....	4 .....
5 .....	

Remember, the aims of the site should give you an indication as to whether you will find the information you are looking for.

This page is printable. Use your browser's back button to return.



**1. Is it clear who has written the information?**

Who is the author? Is it an organisation or an individual person. Is there a way to contact them?

**2. Are the aims of the site clear?**

What are the aims of the site? What is it for? Who is it for?

**3. Does the site achieve its aims?**

Does the site do what it says it will?

**4. Is the site relevant to me?**

List five things to find out from the site.

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....

**5. Can the information be checked?**

Is the author qualified to write the site? Has anyone else said the same things anywhere else? Is there any way of checking this out? If the information is new, is there any proof?

**6. When was the site produced?**

Is it up to date? Can you check to see if the information is up to date and not just the site?

**7. Is the information biased in any way?**

Has the site got a particular reason for wanting you to think in a particular way? Is it a balanced view or does it only give one opinion?

**8. Does the site tell you about choices open to you?**

Does the site give you advice? Does it tell you about other ideas?

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## 5. Can the information be checked?



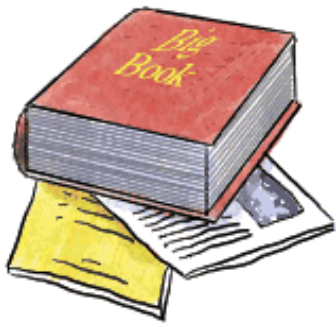
When you look at a web site it is very easy to believe that because there is lots of information and that it sounds or looks good, that it is also correct!



Unfortunately this is not always the case. Unlike TV programmes and magazines, **the Internet does NOT have a group of people to check that the information being provided is correct.**

**So you must do it yourself.**





A web site that aims to give you correct information should always provide you with ways to check this.

The site may list books or magazines that have been written on the subject or it may give you links to other web sites that agree with whatever is being said.

**You must always check:**

1. That the author is who they say they are



2. If anyone else says the same thing



3. If you have all the information



If a web site does not give any links to any other sources of information you should search for information yourself. You can do this on the Internet by using a "search engine" such as:

- <http://www.yahoo.com> or
- <http://www.altavista.co.uk>

You can find details on how to search the web at these sites.

**Back**

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



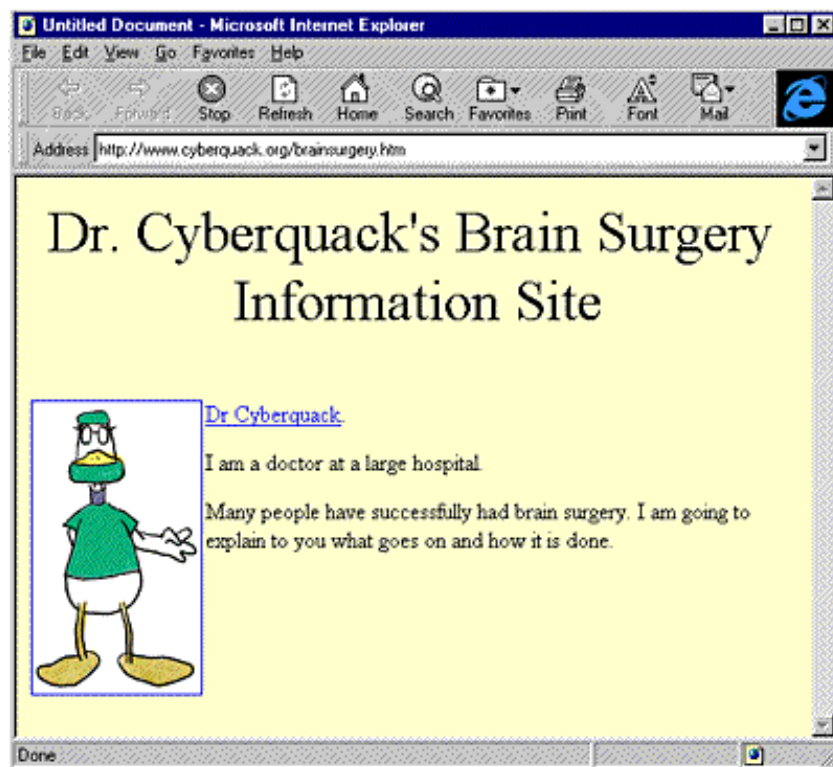
Can the information be checked?

Is the author who they say they are?



Here is a doctor's information page. If you checked to see who he was you would find that he is a doctor at a big hospital. You may think that this is OK.

**But click on his name to see his page on the hospitals main web site.**

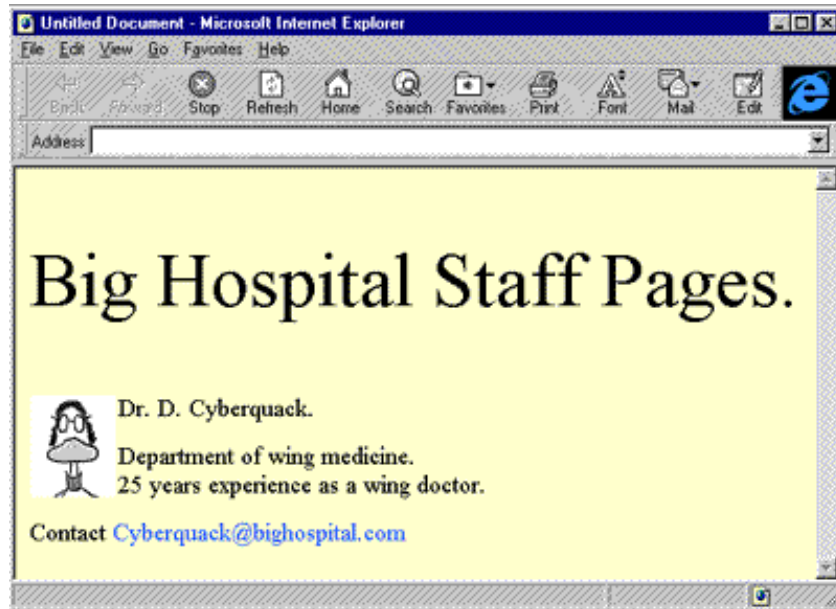


# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



Can the information be checked?



As you can see, Dr. Cyberquack is indeed a doctor and does work at a big hospital. But he specialises in wings and NOT brains! He is not qualified to talk about brain surgery.

**Back**

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



Can the  
information  
be checked?

Does anyone else say the same things?



It is wise to check other sites to see if any one else has said the same things. If more than one site says the same thing, it is more likely to be correct than if just one person says it.



**Back**

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The **Q**uality **I**nformation **C**heck**L**ist

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menu

Can the  
information  
be checked?

Do you have all the information?



If the information is backed up by a list of books and magazines, then you will need to check them.

You will be able to get help with this at a library. You need to make a note of:

- who the article is written by
- the title
- who has published it
- the date when it was published

The librarian will need this information to help find you the correct book or magazine.

This is the name of the author.    This is the title of the book.    This is when it was published.  
**Baxter, Nicola. Body maintenance. 1994.**  
**London: Health Education Authority.**  
This is where it was published.    This is who published it.

If the information is in the form of links to other web sites, you should follow them and check carefully the information on these sites too.

**Is the same information really provided? Or are the writers just trying to impress you by linking to an organisation you are more likely to have heard of?**

## 5. Can the information be checked?

Anybody can set up a site and say anything. So, the information may not always be correct.

You must always check:

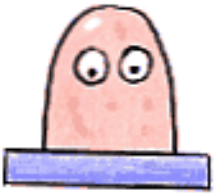
1. Who has written the information
2. Does anyone else say the same thing?
3. Links to other web sites
4. Other places where the information can be checked
5. Is it really saying something new?



There are many places where you can check this information. Match the place with the sort of information you might find there:

<b>Doctors &amp; Hospital</b>	Information about almost any subject
<b>Supermarket</b>	Books, magazines and leaflets on lots of different subjects
<b>Childline</b>	A leaflet about drugs

<b>Disco or Club</b>	Information about how to grow rhubarb
<b>Library</b>	Help and advice about young peoples concerns
<b>The Rhubarb Society</b>	Posters and advice about illness and health
<b>The Internet</b>	Leaflets about diet and healthy eating



Never follow advice from the Internet unless you are sure it is correct. In particular do not follow any advice that goes against what your own doctor has said.

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

## 6. When was the site produced?

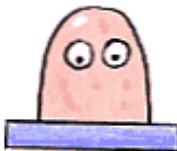


If you open a book or magazine, it will tell you somewhere, usually near the front or the back, when it was published.



Because books are updated only once in a while and magazines come out at regular intervals, it is fairly easy to see how old a piece of information is. You can then work out how up-to-date the information is.

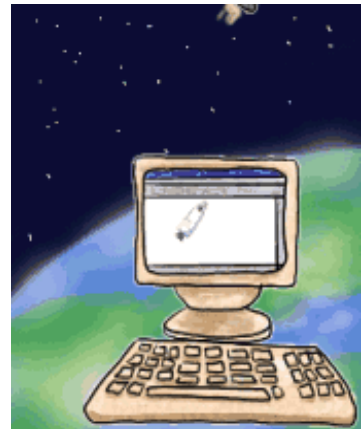
In general, the older a piece of information, the less up-to-date it is and the less useful it will be.



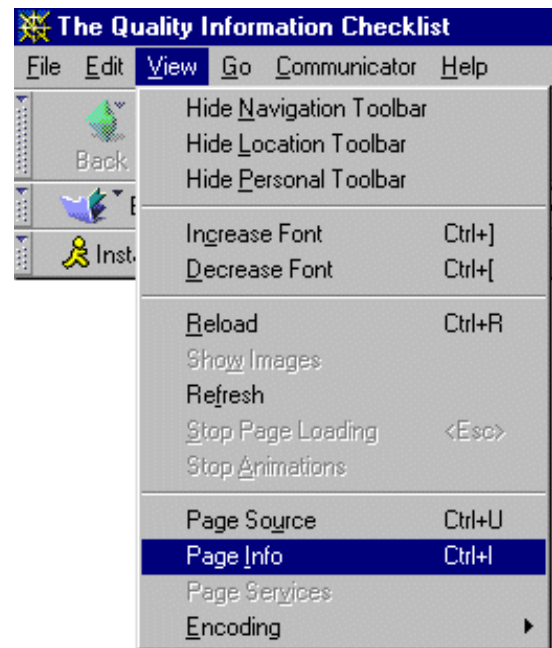
So if a page was created recently it must be OK, yes?

**The Internet is a good way of providing information because it can be updated very quickly.**

This means it should be a very good place for finding up-to-date information. If the information you are looking for changes often this could be very important to you.



if you are using Netscape,  
look at Page Info in the View menu.



Netscape

From these you can see when a page was created and when it was last modified.

**Back**

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**To check how up-to-date the page is, you need to check the date that it was created or updated.**

This is usually at the very bottom of the page. Remember, a page that claims to have the most up-to-date information, should have a recent date.

If the information you are interested in is less likely to change very often then the date may be less important, but you should still check it.

What if I can't find a date at all



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# QUICK

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When was the site produced?



So if a page was created recently it must be OK?

**A web site may say that it has been updated recently, but this doesn't necessarily mean that the information itself is up-to-date.**

The person who updated it may have just fixed a spelling mistake or moved a picture. They may not have done anything with the information at all.

**You still need to make further checks.** (See checkpoint 5)



Show me what you mean.

In the end, it may be difficult to find out just how old the **INFORMATION** is. What you can do is find out as many clues as possible.



# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



When was the  
site produced?

Look at this sample web page.

It was created in 1998, so it would seem that the information is up to date...

A screenshot of a web page with a yellow background. On the left side, there are four blue underlined links: "Home", "Other Conditions", "Search", and "Contact Us". The main content area contains two paragraphs of text. The first paragraph describes the preparation and use of iron pieces for a medical procedure. The second paragraph describes how to hold the patient during the procedure. Below the text is a blue underlined link "Next Page". At the bottom right, there is a text box that says "This page last updated August 1998".



...but in fact this information was written in ancient Greece by Hippocrates nearly 2500 years ago!

You will need to check something much more recent to see if the information is still OK.

**Old information is not necessarily out of date, but there may be newer information available that makes a difference.**

**Back**

# QUICK

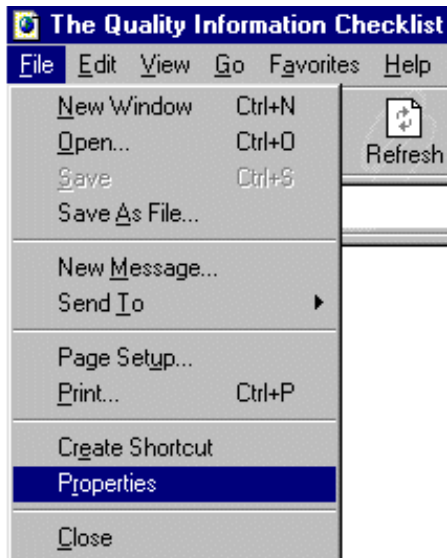
The **Q**uality **I**nformation **C**heck**L**ist



When was the site produced?

**What if I can't find a date at all?**

If the date doesn't appear anywhere on the web site, it is possible to get some idea of when it was last updated by using your browser.



**If you are using Internet Explorer, look at Properties in the File menu,**



**Internet Explorer**

# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

This page is printable. Use your browser's back button to return.

## 6. When was the site produced?

Check to see when the site was produced or updated. If the date is not recent, the information may be out of date.

Remember that the date is usually found in the footer.

Look at these two pages. The first one is the old one, the second one is the updated one. See if you can spot 5 differences.

Teen Troubles - Microsoft Internet Explorer  
File Edit View Go Favorites Help  
Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit  
Address http://www.teen

# Robohelper

PO Box 34  
Anytown  
England

This is the offer of a lifetime. For only **£499**  
you could own our handy Robohelper.

This robot has been by developed by leading  
scientists using state of the art technology. The  
robot can do all of your house work for you leaving  
you free to enjoy more leisure time.

Last updated 6th August 1997

Teen Troubles - Microsoft Internet Explorer  
File Edit View Go Favorites Help  
Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit  
Address http://www.teen

# Robohelper

PO Box 43  
Anytown  
England

This is the offer of a lifetime. For only **£499**  
you could own our fantastic Robohelper.

This robot has been by developed by leading  
scientists using state of the art technology. The  
robot can do all of your house work for you leaving  
you free to enjoy more leisure time.

[Comments from customers](#)

Last updated 4th July 1998

Remember, a web site may say that it has been updated recently, but the information may not actually have changed. To be sure it is correct, check elsewhere.



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# QUICK

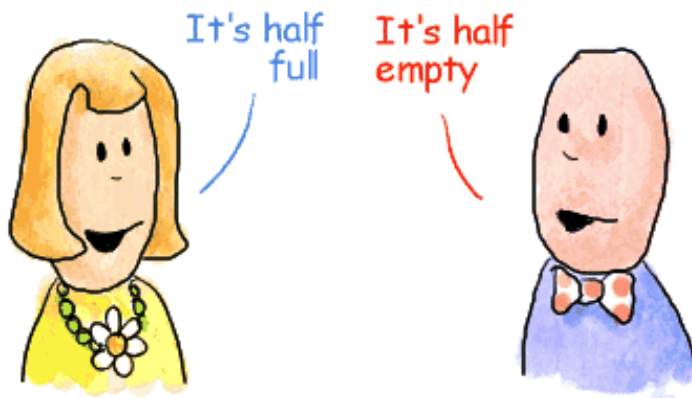
The **Q**uality **I**nformation **C**heck**L**ist

## 7. Is the information biased in any way?

There is often more than one way of looking at a piece of information.

Imagine a glass that has been filled to the half way line.

How would a person describe it?



There are two possible things they could say: it is half full, or it is half empty.

Both are correct, but the way it is said makes you think differently. If someone says it is half full you think of a nice full glass. But if someone says it is half empty you think of an empty glass.

Saying something in a certain way to make you think or believe a particular thing is called **bias**.





## So what is bias?

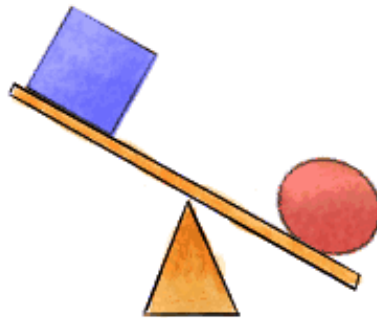
Information that you get from a web site can be biased. You should look at the information and decide if it is biased or unbiased. You need to think about why the author has created the web site.



**Do they want you to think in a certain way or are they giving you lots of information so that you can make up your own mind?**

There are many reasons why a site might give biased information. These include:

1. To advertise a product or service
2. To change how you think



**A site that is unbiased will aim to give you a balanced opinion.**

It will consider many people's opinions or several sets of facts before giving the author's own point of view. In this case, you may also be able to form your own opinions instead of just accepting that one set of information must be the "right one".



Look at this sample web site.



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# QUICK

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Is the information  
biased in any way?

**So what is bias?**

**People are biased when they give one opinion without looking at the other points of view. For something to be unbiased it must give all the points of view so that you can make up your own mind.**



You might be said to be biased if you like one picture best because your best friend painted it! It is very difficult to be completely unbiased, but you must try to think of all the different sides.

**Back**

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



Is the information  
biased in any way?

## To advertise a product or service

If, for instance, a web site belongs to a company that makes something, then they would obviously say that their product was good, even though other people may not think so. They would be unlikely to tell you about other products that are equally as good.

The best widget  
ever



## Back

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



Is the information  
biased in any way?

## To change how you think

Some web sites may give biased information if they are trying to change the way you think or behave. They may do this by giving you information that is true, but not the complete story.



For example, a web site that tells you about a certain environmental issue may only tell you one side of the story and not the point of view of the people they are criticising.

**Back**

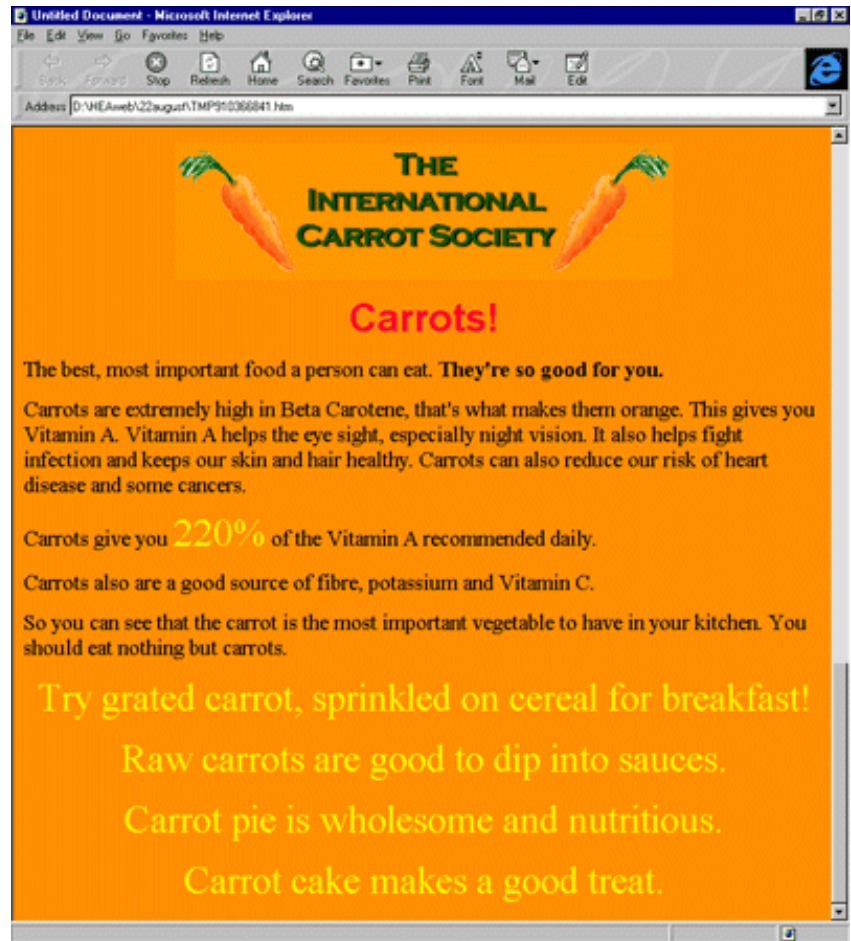
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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



Is the information  
biased in any way?



This web site looks very official, and it is true that carrots are good for you, but other vegetables should be eaten too. Because it is made by the International Carrot Society they are biased towards getting you to eat carrots.



**They have not given you a balanced view on the importance of carrots.**

**Back**

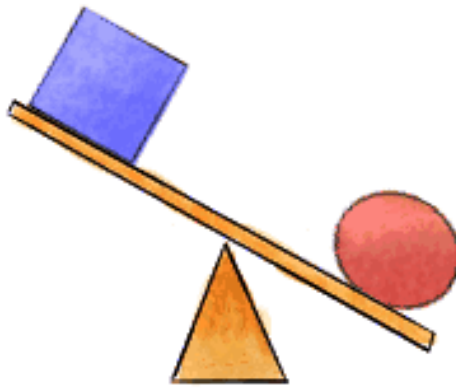
# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

This page is printable. Use your browser's back button to return.

## 7. Is the information biased in any way?

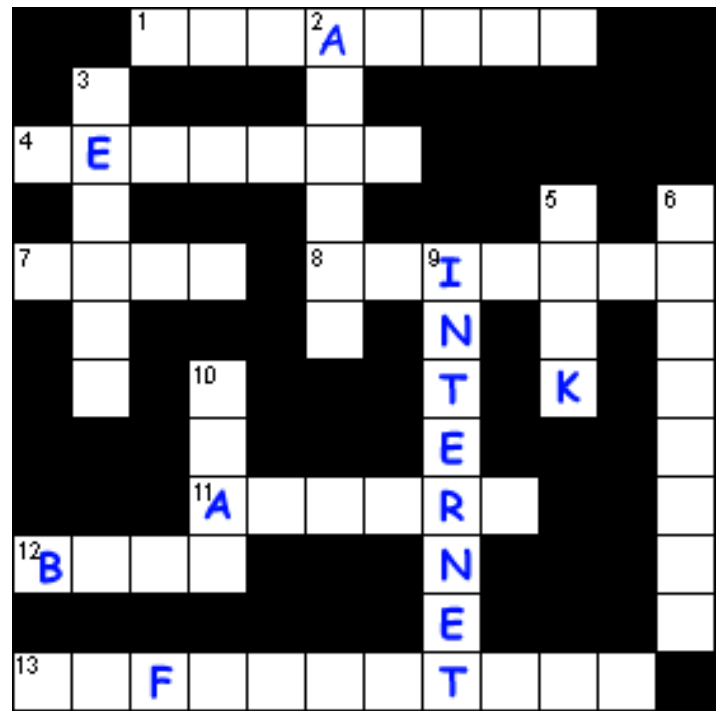
Saying something in a certain way to make you think or believe one particular thing is called **BIAS**.



A site that is unbiased will aim to give you a balanced opinion. It will consider many people's opinions or several sets of facts before giving the authors own point of view. In this case, you may also be able to form your own opinions instead of just accepting that one set of information must be the "right one".

Try this crossword:

Across



- 1. An unbiased web site is this (8)
- 4. A place to visit on the Internet (7)
- 7. Look for one of these to help find more information (4)
- 8. A person's own idea about a subject (7)
- 11. Used to sell you something (6)
- 12. Makes you think in a certain way (4)
- 13. What you try to find on the Internet (11)

Down

- 2. Person who writes (6)
- 3. \_ \_ \_ \_ \_ Education Authority - who made the QUICK web site (6)
- 5. Connection to another web site (4)
- 6. Opposite of 10 down and 12 across (8)
- 9. The Information Superhighway (8)
- 10. Same as 12 across (4)

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

## 8. Does the site tell you about choices open to you?



**Some web sites provide information. Others may try to give you advice.**

For example, a health related web site may talk about different treatments available to you or different ways you can help yourself.

**it's the only choice!**



In this case you need to think about how much it is actually telling you. If it only gives you one option, so that it appears that there are no other choices available to you, it may not be telling you the full story.

**In most cases and situations you will have a choice.**

**A good web site will tell you about all of the options open to you.**

The information should not be biased (See checkpoint 7). If it offers advice, it should also give you some idea of what may happen to you if you follow this advice.





Look at this example



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Does the site tell  
you about choices  
open to you?

OK, so you made your choice, but in this example you only had two choices.

In fact you should have been able to choose from a whole host of other ways such as:

- eating a healthy diet
- cutting out snacks between meals
- exercising more



But because the web site only told you about one way to lose weight, you may not have known about any of these others.

## Back

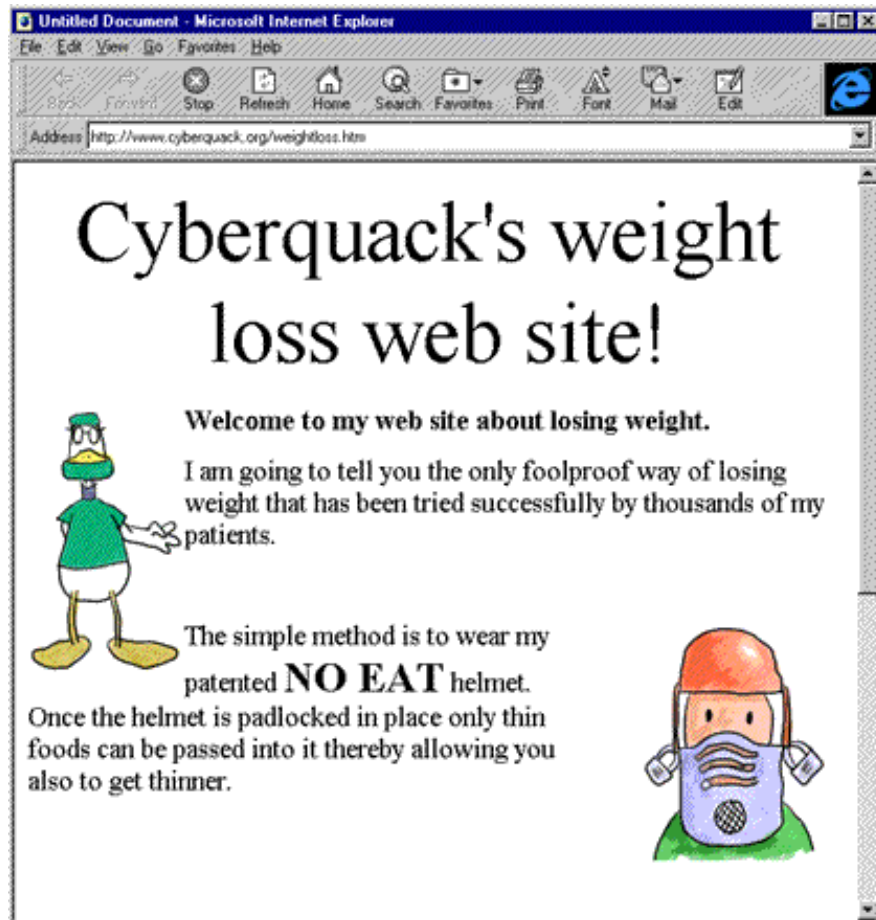
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Does the site tell you about choices open to you?



You have decided you need to lose weight. You have come to this web site to find out how to get thin. After looking at the information it is clear that you can either:

wear the patented NO EAT helmet

or NOT wear the patented NO EAT helmet.

**Choose one.**

# 8. Does the site tell you about choices open to you?

In most cases and situations you have a choice. So, a good web site that is trying to give you advice will tell you all of these choices.

Imagine you had found a web site about getting fit.  
Think of five activities that the web site might tell you about.

1. ....
2. ....
3. ....
4. ....
5. ....

If the web site is going to be useful to you at all, it should tell you about all the choices available to you.

If it gives you advice, it should also give you some idea of what may happen if you follow this advice.



Never follow advice from the Internet without checking it with someone else first.

# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



Are you a qualified Internet explorer?  
Try this quiz to test your knowledge.



Remember, most web sites will not be perfect. They will only help you in some ways. But by using the **QUICK** checklist to check the information, you can ensure that you're not being misled.

Start the



# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

Checkpoint  
1

Back to  
menu

Summary



## Question 1

The screenshot shows a Microsoft Internet Explorer browser window. The address bar displays <http://www.cyberquack.com/flubbleball.html>. The main content of the page is titled "Cyberquack's guide to getting fit". Below the title, there is a cartoon duck character (Cyberquack) and a paragraph of text: "Hi there, this web site will tell you about the importance of being fit and tell you how to do it." Below this, another paragraph reads: "To be fit you do not have to be a muscle monster like Arnie. It is important to live a healthy lifestyle eating the right foods and doing a bit of exercise. To most people the thought of doing exercise is terrible but it doesn't have to be. A simple way of exercising to play the revolutionary new sport of". Below the text is the "flubbleball™" logo, which consists of the word "flubbleball" in a green, stylized font and a blue ball with motion lines. Underneath the logo is the text "FLUBBLEBALL™". At the bottom of the page, there is a paragraph: "This fantastic new sport using the never before seen Flubbleball™ can increase your general fitness levels. You can play it in teams or on your own."

The site has been written by someone called Dr Cyberquack. No one you know has heard of him. What would you do to find out more about him?

- a. Look to see if there is more information about him somewhere else on the site

# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

Checkpoint  
8

Back to  
menu

Summary



## Question 8

The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL <http://www.cyberquack.com/flubbleball.html>. The main content of the page is titled "Cyberquack's guide to getting fit". Below the title, there is a cartoon duck character wearing a green shirt and a green hat. To the right of the duck, the text reads: "Hi there, this web site will tell you about the importance of being fit and tell you how to do it." Below this, another paragraph states: "To be fit you do not have to be a muscle monster like Arnie. It is important to live a healthy lifestyle eating the right foods and doing a bit of exercise. To most people the thought of doing exercise is terrible but it doesn't have to be. A simple way of exercising is play the revolutionary new sport of". Below the text is the "flubbleball™" logo, which consists of the word "flubbleball" in a green, italicized font, with a blue ball with three red spots and motion lines below it. Underneath the logo is the text "FLUBBLEBALL™". At the bottom of the page, there is a paragraph: "This fantastic new sport using the never before seen Flubbleball™ can increase your general fitness levels. You can play it in teams or on your own."

What choices does the site tell you you have?

- a. Flubbleball is the only way of getting fit.
- b. Flubbleball is the main way but there are others, although there is no other information.

c. It tells you about all the options available to you.

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# QUICK

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**a. Flubbleball is the only way of getting fit.**



No. It does at least mention other ways.

**Back**

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**b. Flubbleball is the main way but there are others, although there is no other information.**



Yes. That's right.



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b. Look him up in the library

c. Look in the phone book

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**a. Look to see if there is more information about him somewhere else on the site.**



Yes this would be the most sensible thing to do. He is likely to provide some information about who he is or where he works.

[Go to question 2.](#)

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Checkpoint  
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Summary



## Question 2

The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL <http://www.cyberquack.com/flubbleball.html>. The main content of the page is titled "Cyberquack's guide to getting fit". Below the title, there is a cartoon duck character and a paragraph of text: "Hi there, this web site will tell you about the importance of being fit and tell you how to do it." Another paragraph follows: "To be fit you do not have to be a muscle monster like Arnie. It is important to live a healthy lifestyle eating the right foods and doing a bit of exercise. To most people the thought of doing exercise is terrible but it doesn't have to be. A simple way of exercising is play the revolutionary new sport of". Below this text is the "flubbleball™" logo, which consists of the word "flubbleball" in a green, stylized font and a blue ball with motion lines. Underneath the logo is the text "FLUBBLEBALL™". At the bottom of the page, there is a final paragraph: "This fantastic new sport using the never before seen Flubbleball™ can increase your general fitness levels. You can play it in teams or on your own."

What do you think the real aim of the site is?

- a. To give you information about exercise.
- b. To explain the importance of exercise.

c. To sell you "Flubbleballs".

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**a. To give you information about exercise.**



No. Although he does provide you with some information on exercise, this is not the real aim of the site.

**Back**

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# QUICK

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**b. To explain the importance of exercise.**



No, he does tell you that exercise is important, but that is not the real aim of the site.

**Back**

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The **Q**uality **I**nformation **C**heck**L**ist



**c. To sell you "Flubbleballs".**



Yes. Even though he does give you some medical information, the real aim of the site is to sell "Flubbleballs".

**Go to question 3.**

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The **Q**uality **I**nformation **C**heck**L**ist

Checkpoint  
3

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Summary



## Question 3

The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL <http://www.cyberquack.com/flubbleball.html>. The main content of the page is titled "Cyberquack's guide to getting fit". It features a cartoon duck character and text that reads: "Hi there, this web site will tell you about the importance of being fit and tell you how to do it." Below this, it says: "To be fit you do not have to be a muscle monster like Arnie. It is important to live a healthy lifestyle eating the right foods and doing a bit of exercise. To most people the thought of doing exercise is terrible but it doesn't have to be. A simple way of exercising is play the revolutionary new sport of". The word "flubbleball™" is written in a large, green, stylized font, with a blue ball with motion lines below it. At the bottom, it says "FLUBBLEBALL™" and "This fantastic new sport using the never before seen Flubbleball™ can increase your general fitness levels. You can play it in teams or on your own."

If this web site's aim is to try to sell you "Flubbleballs", do you think it achieves this?

a. Yes.

b. No.

# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



**a. Yes**



If you feel the need to go out and buy a "Flubbleball" then it does achieve its aim.

**Go to question 4.**

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# QUICK

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Checkpoint

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Summary



## Question 4

A screenshot of a Microsoft Internet Explorer browser window. The address bar shows 'http://www.cyberquack.com/flubbleball.html'. The page content includes a title 'Cyberquack's guide to getting fit', a cartoon duck character, and text about the importance of fitness and a new sport called 'Flubbleball'. The browser interface includes a menu bar (File, Edit, View, Go, Favorites, Help) and a toolbar with icons for Back, Forward, Stop, Refresh, Home, Search, Favorites, Print, Font, Mail, and Edit.

Untitled Document - Microsoft Internet Explorer


File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit

Address <http://www.cyberquack.com/flubbleball.html>


## Cyberquack's guide to getting fit

Hi there, this web site will tell you about the importance of being fit and tell you how to do it.



To be fit you do not have to be a muscle monster like Arnie. It is important to live a healthy lifestyle eating the right foods and doing a bit of exercise. To most people the thought of doing exercise is terrible but it doesn't have to be. A simple way of exercising is to play the revolutionary new sport of

### flubbleball™



FLUBBLEBALL™

This fantastic new sport using the never before seen Flubbleball™ can increase your general fitness levels. You can play it in teams or on your own.

If you were searching the Internet for information on how exercise increases fitness would this site be relevant to you?

a. Yes

b. No

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The **Q**uality **I**nformation **C**heck**L**ist



**a. Yes**



No. It would tell you about a new exercise sport but not about general fitness or how exercise increases fitness.

**Back**

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**b. No**



Yes, that's right. You would be better off finding a site that was specifically about exercise, rather than one that is really an advertisement for a new sport.

[Go to question 5](#)

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The **Q**uality **I**nformation **C**heck**L**ist

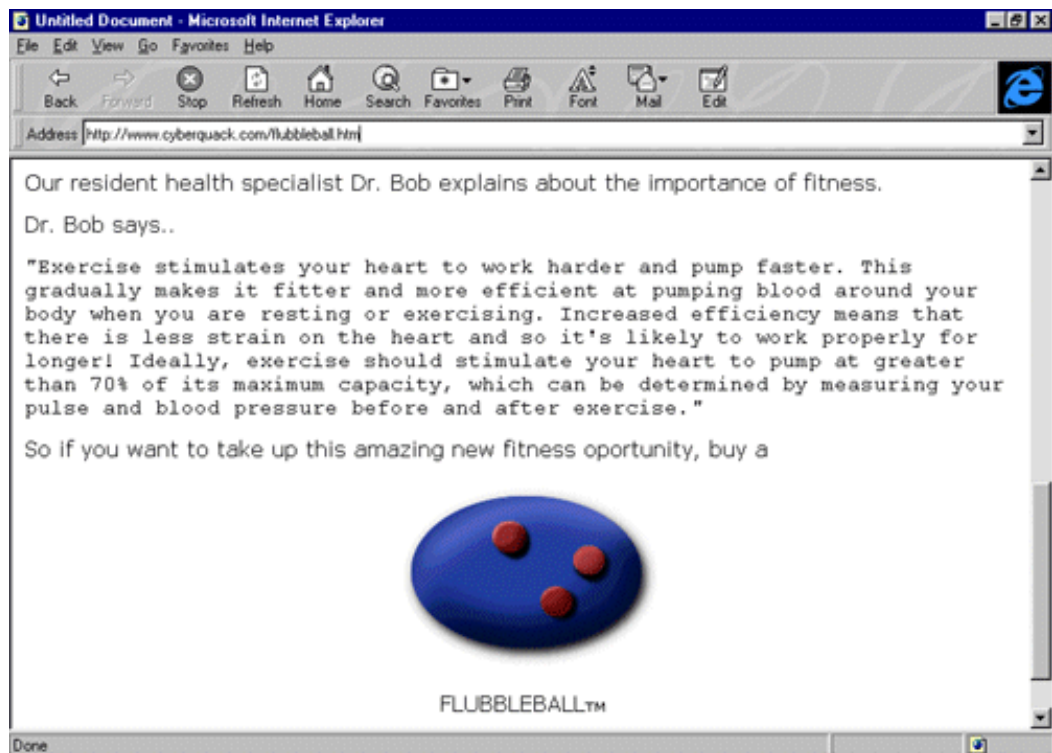
Checkpoint  
5

Back to  
menu

Summary



## Question 5



Dr. Bob gives you some proof that exercise is good for you. How would you go about checking the claims?

- Follow the link to Dr. Bob to see who he was.
- Find out somewhere else about exercise.
- E-mail Cyberquack.
- I wouldn't need to because he's already proved it.

# QUICK

The **Q**uality **I**nformation **C**heck**L**ist



**a. Follow the link to Dr. Bob to see who he was.**



Yes that would be one good thing to do. If Dr. Bob was a reputable doctor, you could be fairly sure that what he was saying was good.

**What else would you try?**

- a. Find out somewhere else about exercise.
- b. E-mail Cyberquack.
- c. I wouldn't need to because he's already proved it.

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**b. Find out somewhere else about exercise.**



Yes. Well done.

If you could find similar information elsewhere you could feel fairly sure that it is correct.

**Continue question 5**

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The **Q**uality **I**nformation **C**heck**L**ist

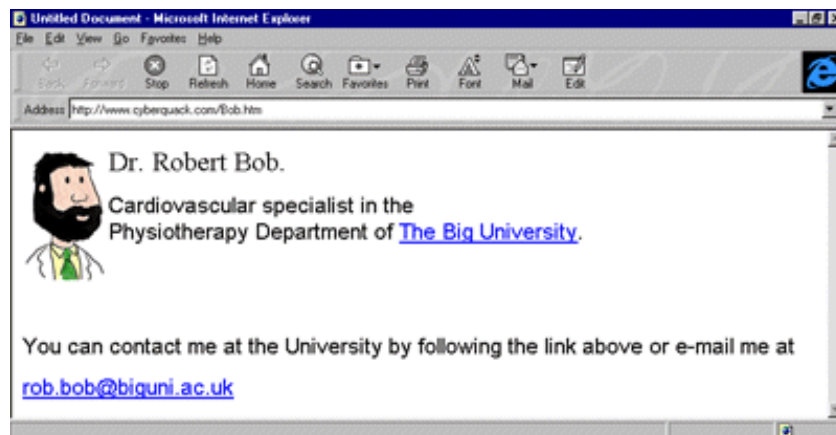
Checkpoint  
5

Back to  
menu

Summary



## Question 5 continued



When you look for details about Dr. Bob you find this information.  
How would you check that he really did work for the Big University?

- Look at the page on the Big University web site to see if he is mentioned there.
- Look at his e-mail address to see if it mentions the Big University or has .ac or .edu in it.
- Just take his word for it that he does.

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a. Look at the page on the Big University web site to see if he is mentioned there.



Yes, that would be a good thing to try. You could also check if his e-mail address has the Big University in it or has .ac or .edu at the end.

[Go to question 6](#)

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## Question 6



FLUBBLEBALL™

Contact [Cyberquack@flubbleball.com](mailto:Cyberquack@flubbleball.com)

Last updated 1 week ago.

You see that the page was last updated just one week ago.  
What does this tell you about the information contained on it?

- a. The information is current.
- b. The information could be old.
- c. The information could be old or current.

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## a. The information is current.



Not necessarily.  
Just because the page was updated recently it doesn't mean that the information was.

**Back**

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**b. The information could be old.**



Yes, that's right.

Just because the page was updated recently it doesn't mean that the information was.

[Go to question 7](#)

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# QUICK

The **Q**uality **I**nformation **C**heck**L**ist

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Summary




## Question 7

The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads 'Untitled Document - Microsoft Internet Explorer'. The address bar contains the URL 'http://www.cyberquack.com/flubbleball.html'. The main content of the page is as follows:


### Cyberquack's guide to getting fit

Hi there, this web site will tell you about the importance of being fit and tell you how to do it.



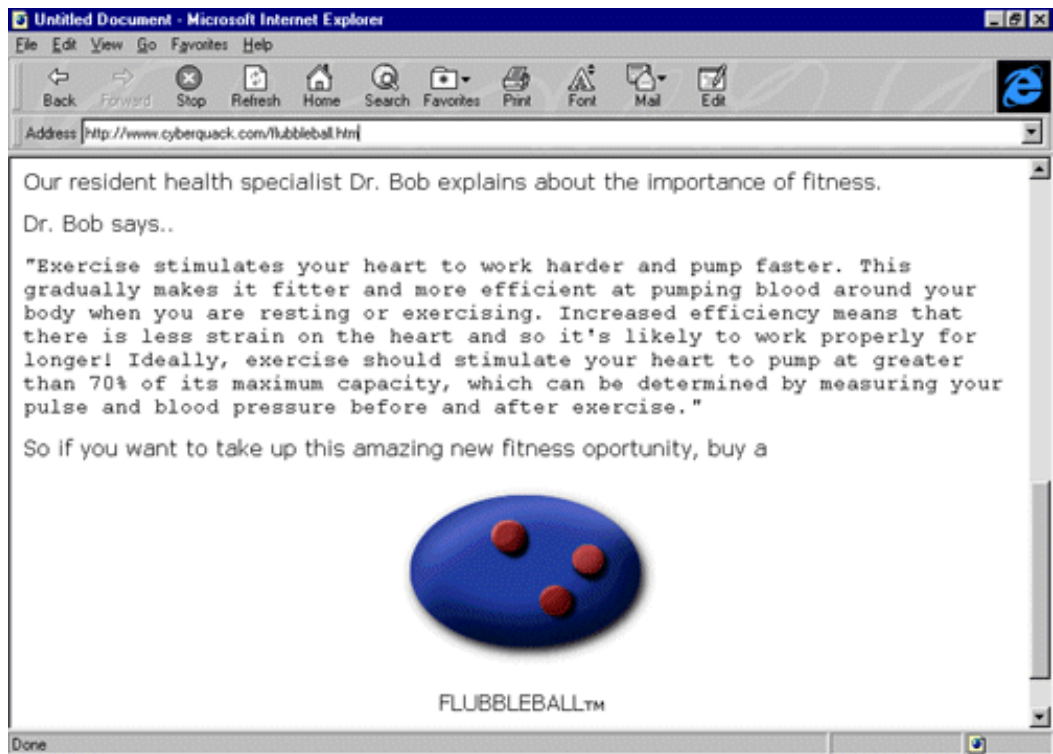
To be fit you do not have to be a muscle monster like Arnie. It is important to live a healthy lifestyle eating the right foods and doing a bit of exercise. To most people the thought of doing exercise is terrible but it doesn't have to be. A simple way of exercising is to play the revolutionary new sport of

## flubbleball™



FLUBBLEBALL™

This fantastic new sport using the never before seen Flubbleball™ can increase your general fitness levels. You can play it in teams or on your own.



Which of these statements best describes the site?

- a. The site is completely biased. It only tells you one side of the story.
- b. The site is biased, but it does provide some balanced information as well.
- c. The site is unbiased. It just happens to be an advertisement as well.
- d. The site is well balanced and unbiased.

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**a. The site is completely biased. It only tells you one side of the story.**



No. This is a bit harsh.

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**b. The site is biased, but it does provide some balanced information as well.**



Yes, that's right.

The medical information is good, but it is given to make the advertisement for "Flubbleball" sound better.

[Go to question 8](#)

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**c. The site is unbiased. It just happens to be an advertisement as well.**



No. By being an advertisement it automatically has some bias. It is very difficult to provide completely unbiased information.

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**d. The site is well balanced and unbiased.**



No. As an advertisement it is unavoidably biased.

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The **Q**uality **I**nformation **C**heck**L**ist



**c. The information could be old or current.**



Yes, that's right.

Just because the page was updated recently it doesn't mean that the information was.

[Go to question 7](#)

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The **Q**uality **I**nformation **C**heck**L**ist



**b. Look at his e-mail address to see if it mentions the Big University or has .ac or .edu in it.**



That's one thing to try, but he could be just a student. You should first visit the web site for the Big University and see if you can find his name there.

[Go to question 6](#)

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**c. Just take his word for it that he does.**



You should never "just take someone's word" on the Internet without checking things out first.

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## c. E-mail Cyberquack.



No, this wouldn't help.

If Dr. Cyberquack were making it up he would hardly be likely to tell you.

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The **Q**uality **I**nformation **C**heck**L**ist



**d. I wouldn't need to because he's already proved it.**



No, he hasn't proved it.  
For all you know he could have made it all up.

**Back**

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The **Q**uality **I**nformation **C**heck**L**ist



**b. Find out somewhere else about exercise.**



Yes that would be one good thing to do. If you could find similar information elsewhere you could feel fairly sure that it is correct.

**What else would you try?**

- a. Follow the link to Dr. Bob to see who he was.
- b. E-mail Cyberquack.
- c. I wouldn't need to because he's already proved it.

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**a. Follow the link to Dr. Bob to see who he was.**



Yes. Well done.

If Dr. Bob was a reputable doctor, you could be fairly sure that what he was saying was good.

**[Continue question 5](#)**

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**b. No**



Although it tried to persuade you to buy a "Flubbleball" you obviously weren't tempted, so it didn't achieve its aim.

**Go to question 4.**

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The **Q**uality **I**nformation **C**heck**L**ist



**b. Look him up in the library.**



You could try this, but unless he has written lots of books, you probably won't be able to find him.

**Back**

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The **Q**uality **I**nformation **C**heck**L**ist



**c. Look in the phone book.**



The Internet is world wide. It is unlikely that he lives in the same area as you, so you probably won't find him this way!

**Back**

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**Congratulations!**



If you answered all 8 questions correctly you are now a fully fledged Internet explorer.

[Now go to the Summary.](#)

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**c. It tells you about all the options available to you.**



No. It only really tells you about "Flubbleball".

**Back**

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