

# The Internet

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# Goal

- Enhance students' awareness of Internet resources and content.
- Improve students' ability to perform research effectively on the Internet.

# Objectives

- Students will:
  - Expand their knowledge of the information types available on the Internet.
  - Recognize the differences between licensed library resources and information found freely on the Internet.
  - Learn how to critically evaluate websites for quality.

# Search Engines & Web Portals

- Allow users to insert words or subject topics into a search box.
- Search through a web index which contains millions of [web pages](#) for requested terms.
- Offer advanced techniques to conduct web searches, such as [Boolean operators](#).
- [Web portals](#) can best be described as the one-stop-shop. These portal sites contain email, chat services, and retail accessibility among other points of interest.



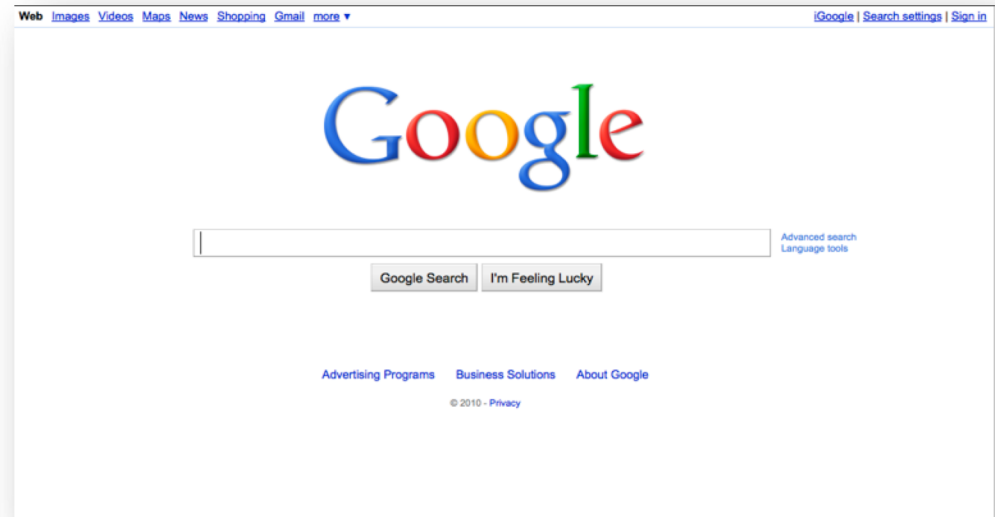
# Search Engines continued

- [Search engines](#) offer the web user the opportunity to conduct a more comprehensive search as it uses more than one index to find the terms.
- Search engines and [mega search](#) engines each provide results based on relevancy rankings.
- Web portals are doorways to sites with lots of organized information. An example of a web portal is: [USA.gov](#).

# Examples of Search & Mega Search Engines

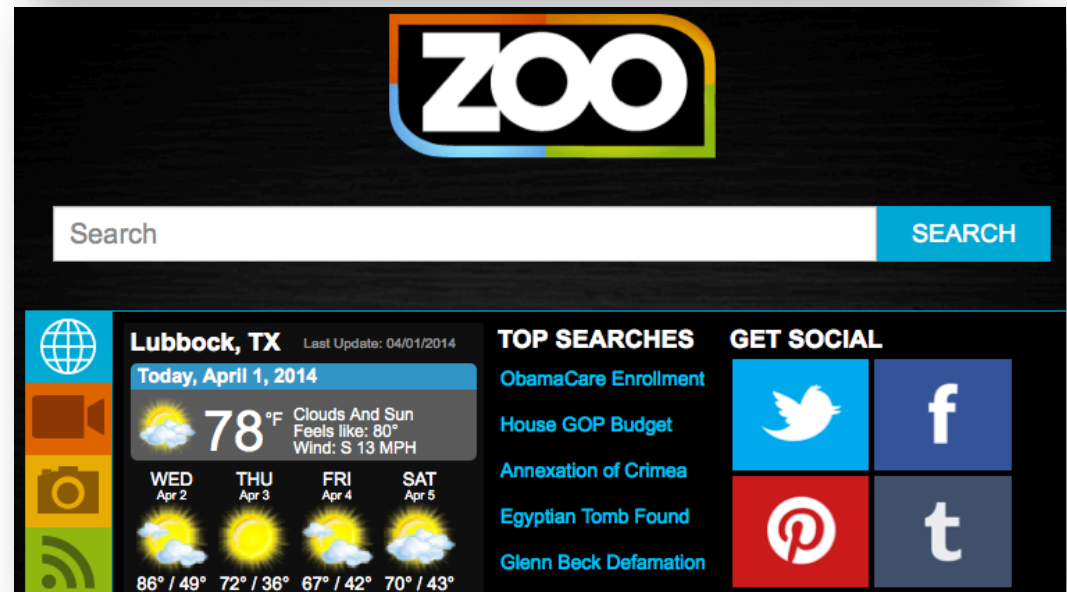
## Search Engines

- [www.google.com](http://www.google.com)
- [www.bing.com](http://www.bing.com)
- [www.yahoo.com](http://www.yahoo.com)



## Mega Search Engines

- [www.dogpile.com](http://www.dogpile.com)
- [www.mamma.com](http://www.mamma.com)
- [www.zoo.com](http://www.zoo.com)



# Review Point

- Performing a search on a search engine will typically result in a limited number of hits with highly relevant content.
  - True or False?

# Answer

- False
  - With the vast amount of content online, web searches typically retrieve millions of results.
  - However, only some of the results may be relevant. The user must determine value by evaluating and analyzing the information.

# Internet Pros & Cons

The Internet is an avenue by which all types of information can be expressed, found, and shared.

- Pros

- Freedom of expression
- Starting point to search for ideas
- Ideas contributed and information exchanged

- Cons

- Copyright issues: i.e.;  
Content may not be in the public domain
- No guarantee of authority
- No guarantee of privacy
- May contain malicious websites

# Internet vs. Library Resources

- Internet

- A good starting place to find background information.
- No quality control exists for information on the Internet.
- Individual is responsible for judging value and reliability.
- Many full-text journal articles and eBooks are not accessible free-of-charge.

# Internet vs. Library Resources

- Library resources
  - Screened for quality and value to faculty and students.
  - Scholarly in nature.
  - Relevant to the knowledge domains of the institution.
  - Licensing fees paid by the library give patrons access to thousands of full-text resources.

# Review Point

- Rigorous quality control for Internet information and resources exists.
  - True or False?



# Answer

- False
  - Anyone can post information online.  
The individual user is responsible for determining reliability and usefulness.
  - However, library resources are screened by information professionals for quality and relevance to the institution.

# Evaluating Internet Resources – AVOCADO\*

- Criteria for evaluating websites:
  - Accuracy
  - Value
  - Organization
  - Coverage
  - Authority
  - Date
  - Objectivity

\*University of South Alabama Biomedical Library. (2009). "Evaluating Information from the Internet – AVOCADO." Retrieved from <http://biomedicallibrary.southalabama.edu/library/?q=websites>

# Accuracy

- Is the author an expert in the field?
- Can the information on the site be verified by other credible sources?
- Is there a reference page or bibliography?
- Are there any obvious errors:
  - Content?
  - Grammar?
  - Typographical errors?

# Accuracy Examples

**National Guideline Clearinghouse**

Help | RSS | Subscribe to weekly e-mail | Site map | Contact us | For web developers

Search [ ] Search Tips Advanced Search About Search

Home

**Guidelines**

Browse

- By Topic
- By Organization
- Guidelines in Progress
- Guideline Index
- Guideline Archive
- Related NQMC Measures

Expert Commentaries

Guideline Syntheses

Guideline Resources

Annotated Bibliographies

Compare Guidelines

FAQ

Submit Guidelines

About

**Guideline Summary**

Print Download as: PDF (Adobe Acrobat) Word

**Guideline Title**

**Immunizations.**

**Bibliographic Source(s)**

Institute for Clinical Systems Improvement (ICSI). Immunizations. Bloomington (MN): Institute for Clinical Systems Improvement (ICSI); 2010 Mar. 80 p. [87 references]

**Guideline Status**

This is the current release of the guideline.

This guideline updates a previous version: Institute for Clinical Systems Improvement (ICSI). Immunization update. Bloomington (MN): Institute for Clinical Systems Improvement (ICSI); 2009 Jan. 68 p. [74 references]

Jump To **Guideline Classification** Related Content

- Regulatory Alert
- Scope
- Methodology
- Recommendations
- Evidence Supporting the Recommendations
- Benefits/Harms of Implementing the Guideline Recommendations
- Contraindications
- Qualifying Statements
- [Implementation of the Guideline](#)
- Institute of Medicine (IOM) National Healthcare Quality Report Categories
- Identifying Information and Availability
- Disclaimer

References provided

Authorities in the field documented

**About Us**

**Site Credits**

Nutrition.gov was created by the National Agricultural Library, U.S. Department of Agriculture (USDA), in partnership with:

**USDA Agricultural Research Service**  
The Agricultural Research Service (ARS) works to ensure that Americans have reliable, adequate supplies of high-quality food and other agricultural products.

**USDA Food and Nutrition Service**  
The Food and Nutrition Service (FNS) increases food security and reduces hunger in partnership with cooperating organizations by providing children and low-income people access to food, a healthful diet, and nutrition education in a manner that supports American agriculture and inspires public confidence.

**HHS Office of Disease Prevention and Health Promotion**  
The Office of Disease Prevention and Health Promotion (ODPHP), Office of Public Health and Science, U.S. Department of Health and Human Services, works to strengthen the disease prevention and health promotion priorities of the Department. Projects include the Dietary Guidelines for Americans, Healthy People 2010, Dietary Reference Intakes, and others.

Nutrition.gov is also supported via a cooperative agreement with the **University of Maryland Department of Nutrition and Food Science.**

# Value

- Does the content of the website meet your information needs?
- Is the information new, unique, timely, and/or appropriate?

# Organization

- Is the website intuitive and easy to navigate?
- Is the information easily understood?
- Is the website design visually appealing?
- Are the images and graphics of high quality?

# Organization Examples

- Compare the organization of the following websites:
  - <http://www.drugs.com/>
  - <http://www.nlm.nih.gov/medlineplus/druginformation.html>
  - <http://druginfo.nlm.nih.gov/drugportal/drugportal.jsp>
- Are the websites easy to read? Can you find information easily? Are they cluttered?

# Coverage

- What is the author's stated purpose?
  - Example: Mission Statement
- What subjects are covered?
  - Example: Inclusion Criteria
- Is this part of a larger work, project, or study?
- Are there any obvious limitations?
- Is the site under construction?



# Coverage Examples

1.



You have either reached a page that is unavailable for viewing or reached your viewing limit for this book.

2.

## News

- Website has been down for several months and is now back up. It will be undergoing major updating and development in the next few months so please come back often  
22 March 2010

3.

### ***Criteria for Inclusion of Clinical Practice Guidelines in NGC***

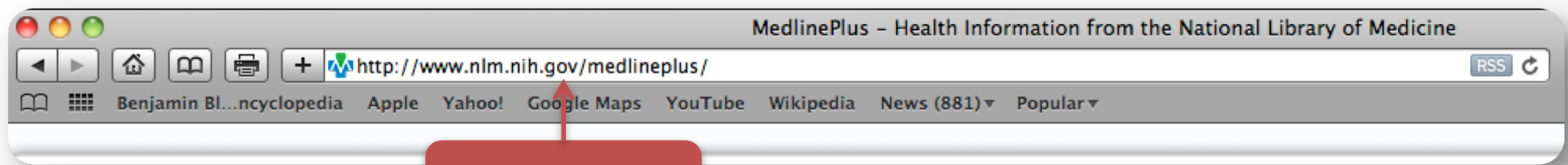
All of the criteria below must be met for a clinical practice guideline to be included in NGC.

1. The clinical practice guideline contains systematically developed statements that include recommendations, strategies, or information that assists physicians and/or other health care practitioners and patients to make decisions about appropriate health care for specific clinical circumstances.
2. The clinical practice guideline was produced under the auspices of medical specialty associations; relevant professional societies, public or private organizations, government agencies at the Federal, State, or local level; or health care organizations or plans. A clinical practice guideline developed and issued by an individual not officially sponsored or supported by one of the above types of organizations does not meet the inclusion criteria for NGC.
3. Corroborating documentation can be produced and verified that a systematic literature search and review of existing scientific evidence published in peer reviewed journals was performed during the guideline development. A guideline is not excluded from NGC if corroborating documentation can be produced and verified detailing specific gaps in scientific evidence for some of the guideline's recommendations.
4. The full text guideline is available upon request in print or electronic format (for free or for a fee), in the English language. The guideline is current and the most recent version produced. Documented evidence can be produced or verified that the guideline was developed, reviewed, or revised within the last five years.

# Authority

- What are the author's credentials?
- What is the author's reputation?
- What is the URL ending?
  - .gov, .com, .edu, etc.
- Was the site referred to or linked from a reliable source?
- Is there contact information available?

# Authority Examples



.gov domain

## About the National Library of Medicine

### Overview

The National Library of Medicine (NLM), on the campus of the National Institutes of Health in Bethesda, Maryland, is the world's largest medical library. The Library collects materials and provides information and research services in all areas of biomedicine and health care.

[From the Director](#) | [Frequently Asked Questions \(FAQs\)](#) | [Fact Sheets](#) | [Art, Images and Logos](#) | [Functional Statement](#) | [Congressional Justifications](#)

Author's credentials

Contact  
information

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Page last updated on 19 April 2013 URL for this page: <http://medlineplus.gov>

# Date

- How current is the information on the website?
- Is the “Last updated” date listed on the page?

# Date Examples

## Back Pain

Also called: Backache, Lumbago

If you've ever groaned, "Oh, my aching back!", you are not alone. Back pain is one of the most common medical problems, affecting 8 out of 10 people at some point during their lives. Back pain can range from a dull, constant ache to a sudden, sharp pain. Acute back pain comes on suddenly and usually lasts from a few days to a few weeks. Back pain is called chronic if it lasts for more than three months.

Most back pain goes away on its own, though it may take awhile. Taking over-the-counter pain relievers and resting can help. However, staying in bed for more than 1 or 2 days can make it worse.

If your back pain is severe or doesn't improve after three days, you should call your health care provider. You should also get medical attention if you have back pain following an [injury](#).

*NIH: National Institute of Arthritis and Musculoskeletal and Skin Diseases*

Get Back Pain updates by

email

Enter email address

GO

[What's this?](#)



Print



Email



Share



ADAM

### MEDICAL ENCYCLOPEDIA

[Diskitis](#)

[Low back pain – acute](#)

[Low back pain – chronic](#)

[Lumbar MRI scan](#)

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TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER  
Libraries of the Health Sciences

# Objectivity

- What is the purpose of the page?
- Is there any obvious bias?
- Are all points of view covered?
- Are advertisements present?
  - This may or may not affect the objectivity of the author or the content.
- Is the website trying to “sell something?”

# Objectivity Examples

- Compare the following websites for objectivity:
  - <http://www.webmd.com/>
  - <http://www.healthline.com/>
  - <http://www.mayoclinic.com/>
  - <http://cdc.gov/>

# Final Points

- The Internet is a good place to start research in order to retrieve **background information**.
- The individual user must evaluate websites for reliability and usefulness.
- Resources provided by the library are available for **in-depth research and study**.



# Glossary

- **Accuracy** The extent to which content on a website is supported by references and expertise.
- **Authority** The reliability of information on a website, based on author's expertise and reputation.
- **Boolean Operators** Define the relationship between words or groups of words (AND, OR, NOT).
- **Coverage** The scope of content of a website; includes the subject-matter and topics covered.
- **Date** The currency of a website's content.

# Glossary cont.

- **Objectivity** Neutral point-of-view; information is presented wholly and without bias, prejudice, or favoritism.
- **Organization** The usability of a website based on how information is displayed.

# Glossary cont.

- **Mega Search Engines** Search engines that allow the user to search more than one search engine at once. The Mega search engines browse through several search engines each with its own index of sites and ranking of information.
- **Search Engines** An index of Internet sites that allows the user to conduct a search. The computer browses through this index of sites to locate relevant results.

# Glossary cont.

- **Web Pages** A document written in hypertext language that is recognized by computers.
- **Web Portals** Can best be described as the one-stop-shop.
  - Contain email, chat services, and retail
  - Are designed to keep the user on these sites.
  - Generate a great deal of advertising funds based on the amount of traffic they generate.

# Glossary cont.

- Value The worth or importance of information to users based on their needs.

# For Future Study

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- Schlein, AM. (2006). *Find it online*. Tempe, AZ: Facts on Demand Press.
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