ASE Process Model

**Analyze, Search, Evaluate**

1. **What** do you want to find out?
   - **Analyze** need.
   - **Analyze** the kind of information you need.
     - What is the goal?
     - What information helps you reach your goal?

2. **How** do you find the information?
   - **Search** for information.
     - **Search** for information.
       - Keywords
       - Synonyms
       - Truncation
       - Exact phrase

3. **Which** information will you use?
   - **Evaluate** results.
   - **Evaluate** what is the best information to use.
     - Relevant
     - Credible
     - Current
Evaluating Search Results Checklist

**Website Citation:** ______________________________________________________

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<tr>
<th>Evaluation Criteria</th>
<th>Things to Look For</th>
<th>Decision to Use: Check Answer</th>
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<tbody>
<tr>
<td><strong>Relevant</strong></td>
<td></td>
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| Does the information answer your question, help you draw conclusions or make a decision? | The information is off topic, vague, hard to understand, and/or incomplete. | ○ YES – Is relevant  
○ NO – Is not relevant  
○ NOT SURE             |
| **Credible**        |                    |                               |
| 1. What is the source of the information? | No author and/or posting person listed. | ○ YES – Given/appropriate  
○ NO – Not appropriate/missing  
○ NOT SURE             |
| 2. Is the author an expert or authority on the topic? | No evidence for expertise of the author. | ○ YES – Provided  
○ NO – Missing  
○ NOT SURE             |
| 3. Do the author and/or posting person belong to an organization related to the topic? | No reference for organizational affiliation. | ○ YES – Given/appropriate  
○ NO – Missing/not appropriate  
○ NOT SURE             |
| 4. Why is the information posted? | The site is selling a product or service or is simply a personal expression. *(May be appropriate, depending on need.)* | ○ YES – Appropriate  
○ NO – Not appropriate  
○ NOT SURE             |
| 5. Is the topic treated without bias? | Bias is expressed with no contrasting opinions provided. | ○ YES – Is not biased.  
○ NO – Is biased.  
○ NOT SURE             |
| 6. Is the site a personal Web page by an authority? | Personal Web site with no evidence of expertise or affiliation with a credible organization. | ○ YES – Provided/appropriate  
○ NO – Not appropriate/missing  
○ NOT SURE             |
| 7. Is the site suffix appropriate for your need?* | The suffix is not compatible with your needs. | ○ YES – Is appropriate  
○ NO – Is not appropriate  
○ NOT SURE             |
| **Current**         |                    |                               |
| When did the last update occur? | For rapidly changing information, no update in the last six months; otherwise, two years. | ○ YES – Is current  
○ NO – Is not current  
○ NOT SURE             |

* .gov Government agencies  
  .edu Educational institutions  
  .org Organizations (nonprofit)  
  .com Commercial business  
  .net Network organizations  
  .mil Military  
  .int International

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