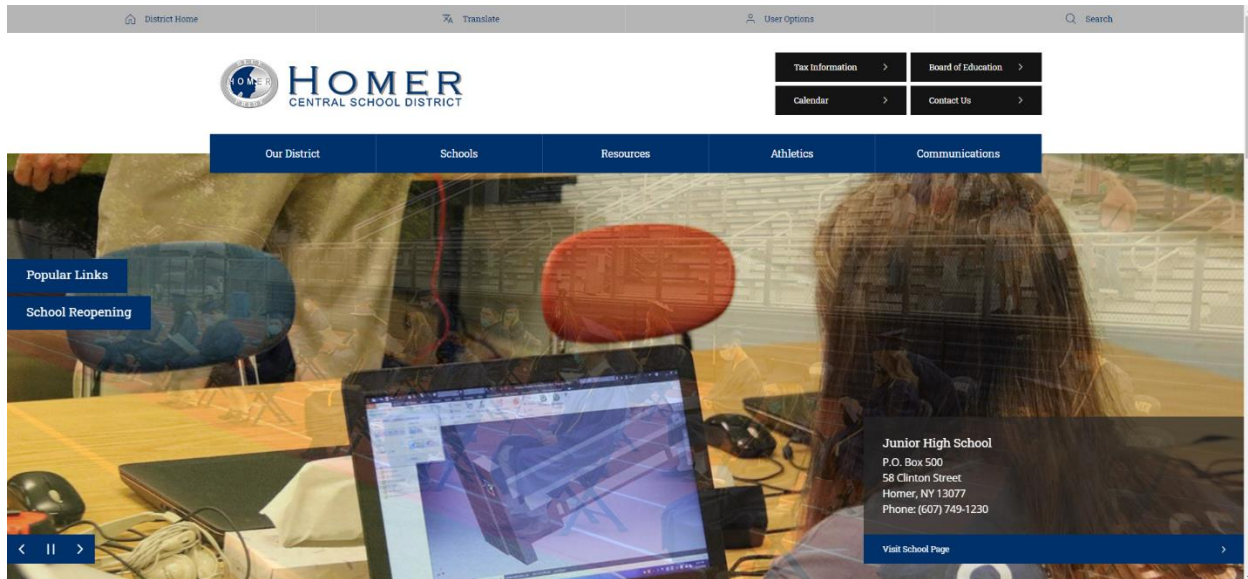


IDD 611- WEBSITE EVALUATION



Site Title: Homer Central School District

Web Pages Created by School District

Site URL: <http://www.homercentral.org/>

Owner: Homer Central School District

Evaluation Contact person: Abdulrahman Algrawi

IDD&E Student, Syracuse University, School of Education

aalgrwi@syr.edu

Goals and Learning Objectives of the Project:

This project is a practical application of a website evaluation method. The customer can benefit from the resulting recommendations in order to improve the quality of the website.

A General Description of the Website:

The purpose of the website

This website is designed to provide useful information, resources, and advice on educational issues. In this portal, you can find information about the school system as well as identify the many

distinguished programs offered. It also provides an open source to get to know the students and staff who teach and learn in these schools.

intended audience

The intended audience are teachers, students, school administrators, community members and anyone else who is interested in learning more about Homer Central School District.

The content of the website contain

The general content of this website

- Home
- District
- Schools
- Resources
- Athletics
- Communications
- Calendar

Slides linked to other sections related to the original site were used. Each Slide expresses separate site for school under the supervision of the main site. Blue and black are the predominant colors of this site. There are also links to some social media sites for content related to this site. It also contains some video clips.

Methods:

Instruments

Three tools was used to evaluate this website:

- 1- Website Motivational Analysis Checklist (WebMAC) Professional Version.
- 2- Content Validity Scale.
- 3- WAVE Accessibility Evaluation Tool

These tools provide multiple feedback mechanisms and based on the stimulus theory. These tools are also used to assess the viability of the content and mechanical functions of the website in addition to its motivational quality. Motivational quality refers to a site's ability to motivate users to visit, interact with, and return to it. The tools were developed by Ruth V. Small, Ph.D.

Associate Professor School of Information Studies, Syracuse University and Marilyn P. Arnone, Ph.D. President, New Product Research and Development, Syracuse University.

Website Motivational Analysis Checklist (WebMAC) Professional Version includes 32 items. Three evaluators must complete this evaluation using this tool. 3 means strongly agree while NA means Not Applicable. On the other hand, Content Validity Scale has only ten questions. The scale has a value from 5 to Zero where 5 means strongly agree while Zero means strongly disagree.

WAVE Accessibility Evaluation Tool

WAVE is a free web accessibility assessment tool provided by WebAIM. It is used to aid the web access assessment process. WAVE displays the original web page with built-in icons and indicators that reveal accessibility.

Website Evaluator:

Homer Central School District website was evaluated by a team contains three participants.

The first evaluator was a first-year master's student within the IDD&E department in the School of Education at Syracuse University. This is my first time to evaluate a website or using these tools.

The second evaluator was a PHD student within the Educational Studies department in Ohio University.

The third evaluator was a first-year master's student within the IDD&E department in the School of Education at Syracuse University.

How was the data analyzed

We collected and analyzed the data generated from the WEBMAC Professional and Content Validity Scale tools by averaging the scores of all evaluators. After that, the final result was added to present the final report.

Result:

The following ten statements were rated on a: 1 to 5 scale where 1 means “Strongly Disagree” and 5 means “Strongly Agree.”

NO	Statement	Scores on a scale 1 to 5
1	The source of information for this Web site is credible.	4.6 combined score
2	There is a way to contact the author of this Web site, if necessary.	4.3 combined score
3	The factual information or content of the Web site seems accurate.	4.6 combined score
4	. If the Web site presents concepts or principles in its domain (e.g. science, art), they are appropriately presented without confusing or missing information.	4.3 combined score
5	There are no typographical or spelling errors that could potentially cause the information at this Web site to be misunderstood.	4.6 combined score
6	The content is appropriate for the intended audience.	4.0 combined score
7	The links from this site appear to be credible.	4.6 combined score
8	This Web site appears to be free of bias.	4.0 combined score
9	The information at this Web site is current enough for the type of information it includes.	4.6 combined score
10	The links from this Web site appear current and unbiased.	4.3 combined score

WEBMAC Professional score

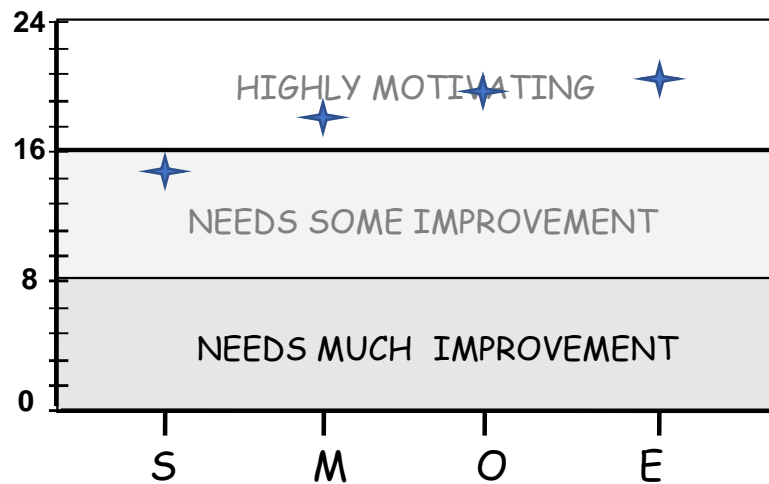
How Stimulating (S) = 13 (needs some improvement range)

How Meaningful (M) = 18 (highly motivating)

How Organized (O) = 20 (highly motivating)

How Easy to Use (E) = 21 (highly motivating)

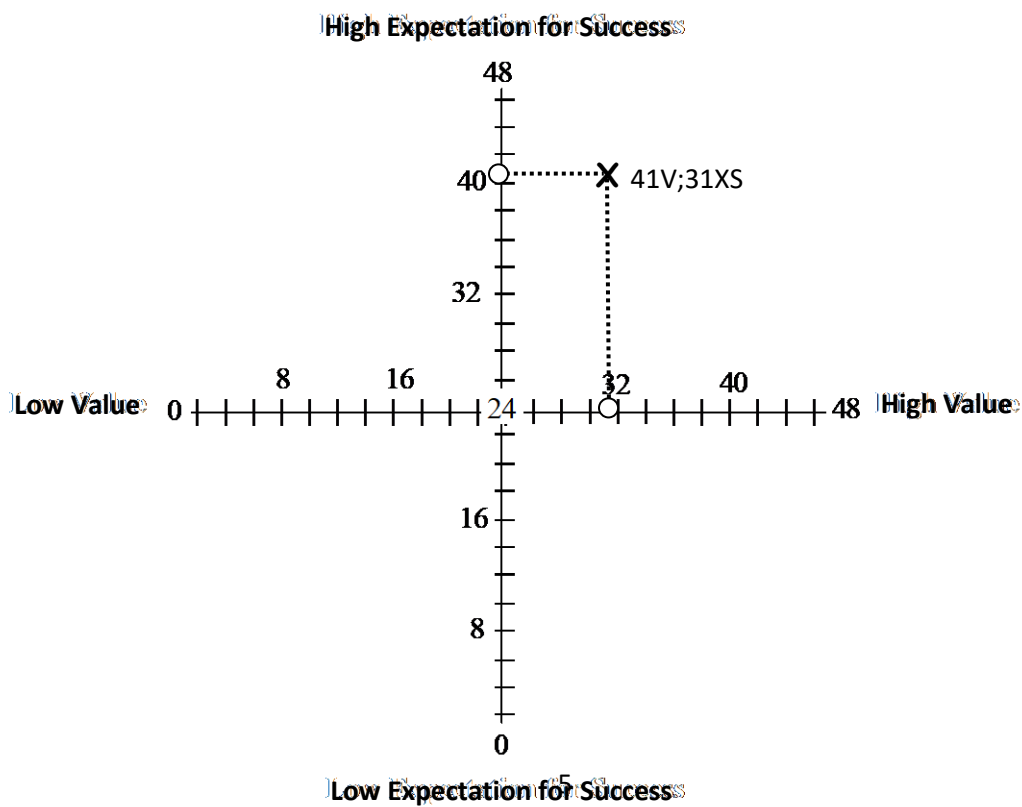
Graphical Display of WebMAC Professional © Attribute Scores:



WebMAC Professional © Total and Value (V) & Expectancy for Success (XS) Subscale Scores:

Value Score = 31

Expectancy for Success = 41



Interpretation and Synthesis of Overall Findings

Content Validity Scale

The website's information is credible since it comes from the school, making it have a score of 4.6. All the information regarding the school map location, health services, various types of education offered in the school, jobs available, and the school management are updated.

The author of the website has provided a link on the bottom part of the website, therefore justifying the score of 4.3. Through the link, it is possible to make contact with the company. The author has also provided the terms on how the website should be used. The visitors of the website who cannot navigate the website can visit the link for guidance.

The factual information provided on the website is correct and well updated for the score of 4.6. The phone number has been provided and the exact map location. The website has also provided its recent tax information on the website. The inclusion of picture slides about various school activities will make most of the website's information be factual.

The use of the Google Maps excerpt showing the exact school location makes the information be presented accurately, leading to a score of 4.3. The contact information is also accurately given on the website. Communication is mainly done through the school newsletter produced every month.

The score of 4.6 on the spelling and typological errors was due to the lack of such errors on the website. The font size is used large enough for the visitors not to struggle while reading. The website has also used italics on various parts of information to aid the visitors in understanding the information better.

The content is intended for the right audience, and thus it has a score of 4.0. It gives all the information the person may need to know about the school. However, it does not give the information on the young visitors who may be interested in the information related to the course and subject topics.

The links on the website are all credible; thus, they have a score of 4.6. For example, the junior school link leads directly to another website, which has different information. The website is also free from bias, and it has a score of 4.0. This is mainly due to only giving information about the

school and not its student's performance. The information provided on the website is current and well updated, thus the score of 4.6. The bottom part of the website gives 2020 as the time when the information was updated. Lastly, the links on the website are current and unbiased, thus the score of 4.3. The links mainly lead to other services offered by Homer Central School District.

WEBMAC professional score

The stimulation level of the website needs some improvement, thus the score of 13. The color used on the website is not stimulating, and it needs much improvement to appeal to the visitors and make them visit again. The website is very meaningful since it gives all the content related to school and education; thus, a motivating score of 18. It gives information on curricular and co-curricular activities within the school. The organization of the website has a score of 20. The website is well layered with distinct information on resources, athletics, and communication put separately. This layering makes the website very easy to use with a score of 21. These layers make the website easy to navigate.

Recommendations

Few things can be put on the website, such as the color, to make it more attractive. It should also have more pictures indicating different schools' levels, i.e, junior, intermediate, and elementary schools.

Lastly, they can reduce the number of layers and make the website easy to navigate. All related information should be condensed in single layers for easy navigation by visitors.

Reflection

One of the challenges that I faced was analyzing all the factors that give the correct score. I feel that the website evaluation should also consider the type of audience it is intended to more than the content. The content may vary depending on the audience and the organization. The experience of evaluating a website is highly beneficial to me. I will be able to identify bias in websites and when the information was updated. Also, I will appropriately identify when the information was updated and whether it suits its intended audience.

Importance of evaluating websites

Evaluation of websites important since it equips people with skills to know the quality of the information on websites. It helps identify how the organization is open to visitors and how it's improving its online presence.

The suggestions I have concerning the evaluation of websites is that it should take into account the number of daily visitors and their feedback. The website may appear less attractive, but it has high traffic more than those that look attractive.

Instruments used in this Web site Evaluation

- Small and Arnone's Website Motivational Analysis Checklist (WebMAC) – Professional
- Version • Arnone and Small's Content Validity Scale
- WAVE Accessibility Evaluation Tool

References and Resources

"Homer Central School District / Homepage". *Homercentral.Org*, 2020,
<https://www.homercentral.org/ny50000631>.

Keskin, Bülent, and Esra Özey Köse. "Teaching and Learning on the World Wide Web: Biological Evolution." *E-International Journal of Educational Research* 7.1 (2016).

Rahamat, Rashidah, et al. "Teachers Evaluation on the Motivational Aspects of a Web-based Resource." *Procedia-Social and Behavioral Sciences* 118 (2014): 404-411.

(n.d.). Retrieved September 15, 2020, from <https://wave.webaim.org/>