WEBSITE EVALUATION

REPORT

Submitted to:

Dr. Moon-Heum Cho

Submitted by:

Raenalyn Maralit

SCHOOL OF EDUCATION
SYRACUSE UNIVERSITY
FALL 2022

OCTOBER 2, 2022
IDE 611
Technology for Instructional Settings

Website title: San Pablo Colleges

Website URL: https://sanpablocolleges.edu.ph/about/

Website Contact:

Email: spc.admin@sanpablocolleges.edu.ph

Project Goal

The main goal of this project is to enhance the performance of the website based on evaluator's overall judgement guided by chosen evaluation tools.

Learning Objectives

At the end of this assignment, the evaluators will be able:

- To assess the usability, credibility, and content validity of the website.
- To identify factors that may help improve the onsite user experience of the website.
- To recommend strategies on how the site can be improved in order to effectively get its message across the intended audience.

Overview

Purpose

The purpose of the website is to inform students, parents, employees, and individuals, who would want to join San Pablo Colleges, about the school contact details such as phone number, email, news and announcements, and courses and programs offered.

Intended Audience of Site

It serves as the main website for K-12 education, undergraduate, graduate, and international students. The target audience of the website are current students, parents, employees and prospective students as well as their parents.

Content

San **P**ablo **C**olleges (SPC) website has the following structure:

- o **Home**

  This page shows a photo that contains a link that will redirect you to the school's Facebook page. It follows by more photos that contain links are provided about some ongoing events and YouTube videos of the facilities and organizations. As you scroll

down, you will find news and announcements and a message from the School's President. There are also few blogs from the student council, a list of programs offered, a map that shows the location of the school, a survey form and contact information with an option to fill out a form for general inquiries.

o **Admissions**

This page shows the enrollment procedures for Grade School, Junior/Senior High School, Undergraduate/Graduate School and how to apply for Scholarships and Student Visa.

o **SPC Community**

This page shows the extra-curricular activities offered and information of administrators, department heads, and faculty.

o **Academics**

This page shows more information about each department.

o **About SPC**

This page shows the message of the President, the history of SPC, its mission and vision, and its core values.

There are NO special or unique features. However, such techniques employed in the website is using five-color palette which are green and yellow (used for coloring blocks and layout), white (used as the background color, text color, and is used for hyperlinks), and black and blue (used on some of the text color).

Methods

For the purposes of establishing a more objective approach in this report, three people independently applied Web MAC and CVS for San Pablo Colleges website. The following two evaluation tools reflect each evaluator's subjective responses.

The website evaluation tools that were used to holistically evaluate the website regarding content, graphic components, credibility, validity, and usability.

- Arnone and Small's Content Validity Scale

- Small and Arnone's Website Motivational Analysis Checklist (Web MAC) Professional©

Description of Instruments Used

Content Validity Scale © (CVS)

It is a scale of 10 questions that asks evaluator(s) to assess websites' appropriateness and authenticity on the scale of 1 (strongly disagree) through 5 (strongly agree).

Web MAC Professional v. 2.0

It is an instrument that is designed by Small and Arnone in 1999. This method involves some arithmetic on the part of evaluator(s). This assessment sheet asks 32 questions about how the website falls into four categories: *stimulating (S), meaningful (M), organized (O), and user-friendly (E—for "easy-to-use")*. For each question, the evaluator answers with a number: *O (strongly disagree), 1—somewhat disagree, 2—somewhat agree, 1—strongly agree*. If "*N/A*" variable is applicable to any of the 32 questions, then the evaluator is asked to see to provide a numeric comment to it: 0 (the website would benefit if the element were there), 1 (the website does not this this element), 2 (the website should better not include that element). These numbers are arranged further to get accumulative results for four categories (S, M, O, E) and placed on a graph that shows if the website needs improvement. After some calculations, the numbers for stimulating and meaningful aspects are added to get a Value dimension and the numbers for organized and easy-to-use elements are added to get an Expectation for Success dimension. These numbers are then placed on a graph that demonstrates how the website in question deviates from the ideal website parameters. It asks whether evaluator(s) would want to return to the website again and whether they would recommend the website to a colleague or friend. It also asks what the evaluator thinks the weaknesses and strengths of the website are.

Description of Evaluators

The evaluators used Web MAC and CVS tools for this chosen website. They reported that they tried to be as fair as they could in their evaluations. Their evaluations were based on the intrinsic understanding of what an appealing and user-friendly website should look like. None of the evaluators were prepared with the purpose of this assignment nor with any insights about the website. All provided with copies of the used instruments. It took them approximately an hour to finish the entire evaluation.

Evaluator 1 *Raenalyn Maralit* (rcmarali@syr.edu) studies Instructional Design at Syracuse University, School of Education. Raen had taught English in ESL settings online and in-class for 5 years.

Evaluator 2 (culoomista@gmail.com) works as a Radiologic Technologist in VA hospital in Syracuse, New York and had served the army for 8 years in the same field.

Evaluator 3 *Tanner Morrison* (tmorri15@syr.edu) studies Instructional Design at Syracuse University, School of Education. He is a philosophy and history undergraduate.

Evaluation Results

Content Validity Scale (CVS) Results

Statements	Rate
1. The source of information for this Web site is credible.	5
2. There is a way to contact the author of this Web site, if necessary.	5
3. The factual information or content of the Web site seems accurate.	5
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
5. There are no typographical or spelling errors that could potentially cause the information at this Web site to be misunderstood.	5
6. The content is appropriate for the intended audience.	5
7. The links from this site appear to be credible.	5
8. This Web site appears to be free of bias.	4
9. The information at this Web site is current enough for the type of information it includes	4
10. The links from this Web site appear current and unbiased	4

Interpretation

CVS survey showed an average result of **4.6 out of 5,** which indicates that the content part of the website is accurate and unbiased with all working links. The two main considerations regarding content are usefulness and readability. The audience can easily get the message across. The site is easy to navigate, not cluttered with ads, and no visible red flags like poor spelling or inappropriate content. There are no obvious typographical errors or visible grammatical mistakes. The purpose is clear and the content is consistent with what students or parents want or should know about the courses being offered. There is simply no room for doubting the credibility of descriptive text.

Most links are credible in the sense that they all lead to the school's learning platform Brightspace, Facebook page, and YouTube channel. The information displayed on the website seems to be precise and regularly updated. There is credibility to the source of information regardless the users do not know who the author is and how to can be contacted as it is an educational website with .edu as its domain. Another explanation for such high scores may be concise text fragments on each page.

Web MAC Professional v. 2.0 Results

Graphical Display of WebMAC Professional © Attribute Scores:

	STIMULATING	MEANINGFUL	ORGANIZED	EASY-TO-USE	AVERAGE
Evaluator 1	13	19	20	20	72
Evaluator 2	7	17	16	10	40
Evaluator 3	14	15	22	14	65
Average	11.33	17	19.33	14.67	177
Value	**28.33**	Expectation for Success	**34**		

Interpretation

WebMAC Professional Attribute Scores
How Stimulating (S) = 11.33 (needs some improvement range)
How Meaningful (M) = 17 (highly motivating range)
How Organized (O) = 19.33 (highly motivating)
How Easy to Use (E) = 14.67 (needs some improvement range)

The graph indicates that the website is in the average to high range regarding expectations for success (comprised of website organization and usability) and in the average to high range regarding value (comprised of stimulating and motivating factors). The figures are close to the "awesome website" range because it gives value to the user. Next is to analyze all the variables used in WebMAC for the website evaluation.

1. How **stimulating** is the website?

The website needs improvement to become stimulating: It got an average of 11.33 points out of 24. On the main page, the most important or recent news are complemented by a sequence of pictures with the highlights of the story and links to connect to it. Its design make content easy to find amount of information that it contains.

Although color choices are quite pleasing in the sense that they represent the school's logo, it doesn't stimulate the reader to look for more details, browse longer, and return for more. It contradicts to what all the evaluators said that there is enough at this website to warrant a return to visit. The reason would be because the website caters to the needs of the students enough for other users to trust it for the information it provides.

2. How **meaningful** is the website?

The website is relatively meaningful. It got an average of 17 points out of 24. The Admissions page is the most meaningful part because it has all the information of each department about requirements, enrollment procedures, and scholarships that may be of interest to parents or students. There is a site map on the upper right corner of the website that stays with a user on every page that s/he goes.

The links are valuable as they lead to the specific information that is not displayed on the website. There are many facts on that page, which makes the website seem credible and unbiased. There is no redundant information. However, there is no interactive elements which can maintain audience attention. A downside we found on the website is that the opportunities for interaction are limited, especially for parents.

3. How **well-organized** is the website?

The website is organized in a structured manner. It got an average of 19.33 out of 24. Directions on the website are simple, in many cases plain English, and there are no obvious grammatical mistakes except to those parts where the native language is used (Filipino). The purpose is clear and the content is consistent with what students or parents want or should know about the courses being offered.

The pictures of the school are connected to what the website is trying to communicate. It provides a consistent structure throughout its pages. It contains a clear column structure and color scheme with visuals such as photographs and videos that represent the topics in discussion. In other words, the clarity of the purpose of the website is supported by its organization. All the directions to either navigate through its pages or connecting to others are well structured and clear as well.

4. How **easy-to-use** is the website?

The website is not that complicated to use. It is easy to navigate without having special skills. It got an average of 14.67 out of 24. The home page provides overview of the website, as one would expect. If one wants to know about the facilities or books available in the library, users can click a link and seek for the information on another website that specifically talks about the facilities or resources available in each department. The whole section has news and announcements which users can see in all pages.

This needs a little bit improvement because of an evaluator's experience where graphics took long time to load and are not positioned on inconvenient parts of the articles which makes it easier to focus on the reading. Graphics may not as crisp, but the users have full control over what they want to see at all time. The hyperlinks and all buttons work well.

5. What does **Value** score indicate?

The value score is 28.33 out of 48, which indicates that the value is provided to users in a way that a user should have in order to build trust with them. In other words, users tend not to be disappointed with the website as it gets all the information that the website promises to show. Users may get the stimulus or motivation to use the website in the future. But it doesn't seem to give much positive impressions for visitors and complement the content it's communicating. All the other links act in the way that is expected. The articles have link(s) to other sources or site such as Facebook, YouTube, and BrightSpace which is the school's official learning platform for students. But an evaluator didn't have a nice experience as all links, especially in the home page, weren't working and graphics were not showing up despite refreshing the page multiple times or opening it on another web browser. It seems that the website during that time was under maintenance. Upon checking the next day, all links work and graphics appear on the website.

6. What does **Expectation for Success** score indicate?

The expectation for success score is 34 out of 48, which indicates that the usability of the website may need to be enhanced but doesn't really require it. Users can navigate smoothly on the website and font size and general layout are just right. The website provides a page with the personnel of the school, share teacher's short bios and/or pictures which enlivens the website and makes it more human-oriented. Also, a page that talks about extracurricular activities that students can attend is provided. The website works in different browsers such as Internet Explorer, Safari, and Chrome and works well on mobile devices. Audience can use the contact information to send an email or submit a form directly using their email or call using the telephone number listed on the website. They can also submit a survey on how satisfied they are during their visit of the website. They included images of the facilities with descriptions that provide an overview of each department which satisfy the curiosity of the users.

Recommendations

The recommendations for the website logically follow from the interpretation of the results presented in the previous section of the report. Therefore, in order to improve the website its authors should:

- The website should provide a school search engine in the upper right corner for the users. If visitors can't find what they are looking for because of poor navigation, they will usually leave.
- There should be a reminder on the homepage about the specific dates when the website will be under maintenance. Evaluator 2 had an experience of the website not showing any graphics, links not working, and pages taking long time to load. If pages take too long to load, both search engines and visitors will easily notice.
- It is easy to navigate, but a little bit looking amateurish. It
- needs a link to the learning platform and a search engine.
- It seems a bit cluttered when browsing using smartphones. There should be an adjusted layout for smaller devices so end users can find it easier to navigate when only checking for news and updates.
- Most of the text are big enough but some are needed to be a little bit bigger.
- Integrate a blog directly on the site as it would be beneficial to the website. In addition to being able to write a personal email to the author, it will be better to have a particular space for parents to connect, raise their concerns, ask questions, read about others' concerns and/or answers, and write about success stories.
- Adding a help button will facilitate users to search for specific help topics, as well as the search button can minimize the search time by filtering the information.
- Create an F.A.Q. page with the most frequent questions the school has received in the past, say at least 10 years.
- Make the website more interactive. For example, create a "thank you" or "like" button at the end of the page which will show how many people found this page useful. This website could provide tools to promote interactivity among students and employees. Live chat can be an essential part of a 'business' website since it persuades people to join. It can help provide excellent customer service, close customers who are on the edge, and learn more about the institution.
- Create a Filipino version of the website as it is highly important in the Philippines, which will allow students and parents who still do not have a good knowledge of English can access the information in their language.
- Each page looks as though the authors tried to put everything they have to say on one page. They did it successfully, but in order for users to access some content, they have to navigate away from the website at times.
- This can also be helpful to explain the educational system in the Philippines in the website, where K-12 education and higher education can be together and called either university or college. It seems that most people overseas, especially in the US, will be confused with this situation just like the evaluators of this report.

Reflection

After carefully reviewing SPC website, I became confident on the results provided by the instruments used. I haven't done any website evaluation, and this was an interesting and useful experience in the field of Instructional Design. It increased my awareness of the need to evaluate information on the internet for credibility. It helped me develop my understanding of the dimensions on which we should evaluate website information. It also helped me to improve my overall judgments about the content validity of a given website. I think that our decisions to accept or reject any piece of information, especially in academic and professional settings, should be based on criteria that can be articulated and refined. . We have to examine a website's URL for clues to context. Making spurious information look professional and accurate is a common tactic on the open web. I believe that no judgement should be a snap judgement when evaluating information sources in scholarly communication

Importance of Evaluating Websites

It is important to know the relevance of the site for the student's purposes and the credibility of the site's information. It is also important to understand the need to evaluate information on the internet for credibility and better able to evaluate the trustworthiness of websites on multiple dimensions. The two main considerations regarding content are usefulness and readability. Usability is all about the practical considerations of what goes into good website design. It includes the speed, user-friendliness, security, and technical details such as sitemaps. While the design of a website does not, in most cases, negatively affect the information it contains, the visual appearance of a website can have a major impact on how it is evaluated. On the other hand, a slick, professional-looking website does not necessarily confer either accuracy, authority, or credible content. Context is critical in evaluating a website or any other information source. A lot of these details aren't visually apparent as you don't see a website's security when you type in its URL. Nonetheless, usability is a make-or-break issue for websites that work.

Alternative Criteria for Evaluating Websites

To evaluate the web's accessibility, I suggest using additional evaluation called WAVE Accessibility Evaluation tool. It is an online service designed to check whether the website meets the standards required for the website to be used by people with disabilities. This tool gives visual representation of the issues that impact end users, facilitate human evaluation, and to educate web accessibility. The issues are categorized as errors, alerts, features, structural elements, contrast errors and marked by a certain color on the webpage. It can be accessed online (http://wave.webaim.org/) or downloaded as an extension in browsers such as Mozilla Firefox or Google Chrome.

References

https://sanpablocolleges.edu.ph/

https://blackboard.syracuse.edu/ultra/courses/_480500_1/cl/outline

https://wave.webaim.org/

Appendix

CVS Results

Evaluator 1   *Evaluator 2*

Content Validity Scale© (Arnone and Small developed)

Instructions: Rate your agreement with the following statements.

1. The source of information for this Web site is credible.
   Strongly Disagree 1   2   3   **4**   5 Strongly Agree

2. There is a way to contact the author of this Web site, if necessary.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

3. The factual information or content of the Web site seems accurate.
   Strongly Disagree 1   2   3   **4**   5 Strongly Agree

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.
   Strongly Disagree 1   2   **3**   4   5 Strongly Agree

5. There are no typographical or spelling errors that could potentially cause the information at this Web site to be misunderstood.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

6. The content is appropriate for the intended audience.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

7. The links from this site appear to be credible.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

8. This Web site appears to be free of bias.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

9. The information at this Web site is current enough for the type of information it includes.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

10. The links from this Web site appear current and unbiased.
   Strongly Disagree 1   2   3   4   **5** Strongly Agree

Content Validity Scale© (Arnone and Small developed)

Instructions: Rate your agreement with the following statements.

1. The source of information for this Web site is credible.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

2. There is a way to contact the author of this Web site, if necessary.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

3. The factual information or content of the Web site seems accurate.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

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.
   Strongly Disagree 1   2   **3**   4   5 Strongly Agree

5. There are no typographical or spelling errors that could potentially cause the information at this Web site to be misunderstood.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

6. The content is appropriate for the intended audience.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

7. The links from this site appear to be credible.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

8. This Web site appears to be free of bias.
   Strongly Disagree 1   2   3   **4**   5 Strongly Agree

9. The information at this Web site is current enough for the type of information it includes.
   Strongly Disagree 1   2   3   4   **5 Strongly Agree**

10. The links from this Web site appear current and unbiased.
   Strongly Disagree 1   2   3   **4**   5 Strongly Agree

Evaluator 3

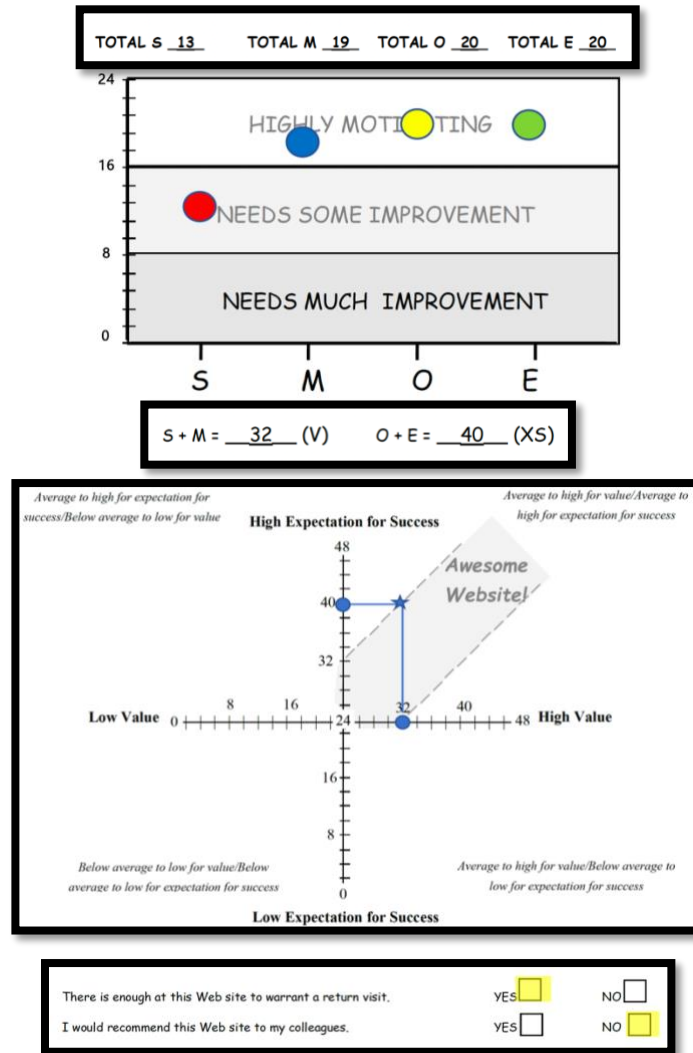**Content Validity Scale©** (Arnone and Small developed)

Instructions: Rate your agreement with the following statements.

1. The source of information for this Web site is credible.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

2. There is a way to contact the author of this Web site, if necessary.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

3. The factual information or content of the Web site seems accurate.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

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.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

5. There are no typographical or spelling errors that could potentially cause the information at this Web site to be misunderstood.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

6. The content is appropriate for the intended audience.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

7. The links from this site appear to be credible.
   Strongly Disagree 1   2   3   4   **|** Strongly Agree

8. This Web site appears to be free of bias.
   Strongly Disagree 1   **|**   3   4   5 Strongly Agree

9. The information at this Web site is current enough for the type of information it includes.
   Strongly Disagree 1   2   **|**   4   5 Strongly Agree

10. The links from this Web site appear current and unbiased.
   Strongly Disagree 1   2   3   **|**   5 Strongly Agree

WebMAC Results

Evaluator 1

TOTAL S _13_   TOTAL M _19_   TOTAL O _20_   TOTAL E _20_

24

HIGHLY MOTIVATING

16

NEEDS SOME IMPROVEMENT

8

NEEDS MUCH IMPROVEMENT

0

S   M   O   E

S + M = __32__ (V)   O + E = __40__ (XS)

Average to high for expectation for success/Below average to low for value

High Expectation for Success

Average to high for value/Average to high for expectation for success

48

Awesome Website!

40

32

Low Value 0 8 16 24 32 40 48 **High Value**

16

8

Below average to low for value/Below average to low for expectation for success

Average to high for value/Below average to low for expectation for success

0

Low Expectation for Success

There is enough at this Web site to warrant a return visit.   YES ☐   NO ☐

I would recommend this Web site to my colleagues.   YES ☐   NO ☐

1. **What is the greatest strength of this Web site?**

   It contains everything the educational institution's students, employees, and any individuals need to know. It uses a calm, reasoned tone to present information in a balanced manner.
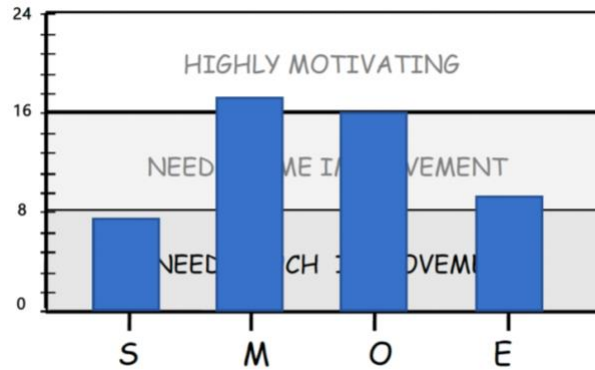
2. **What needs improvement at this Web site?**

   This website could provide tools to promote interactivity among students and employees. Live chat is an essential part of a 'business' website since it persuades people to join. It can help provide excellent customer service, close customers who are on the edge, and learn more about the institution.
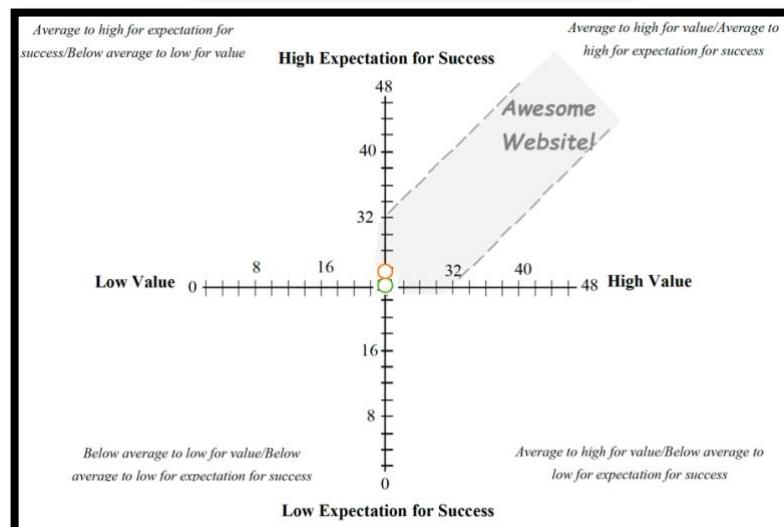
Evaluator 2

TOTAL S 7   TOTAL M 17   TOTAL O 16   TOTAL E 10

HIGHLY MOTIVATING

NEED... ME I... VEMENT

NEED... CH... OVEM...

S   M   O   E

S + M = __24__ (V)   O + E = __26__ (XS)

Average to high for expectation for success/Below average to low for value

High Expectation for Success

Average to high for value/Average to high for expectation for success

Awesome Website!

Low Value ... **High Value**

Below average to low for value/Below average to low for expectation for success

Average to high for value/Below average to low for expectation for success

Low Expectation for Success

There is enough at this Web site to warrant a return visit.   YES ☑   NO ☐

I would recommend this Web site to my colleagues.   YES ☐   NO ☑

1. **What is the greatest strength of this Web site?**

No comment.

2. **What needs improvement at this Web site?**

The content is not loading. It needs a link to the learning platform and a search engine.
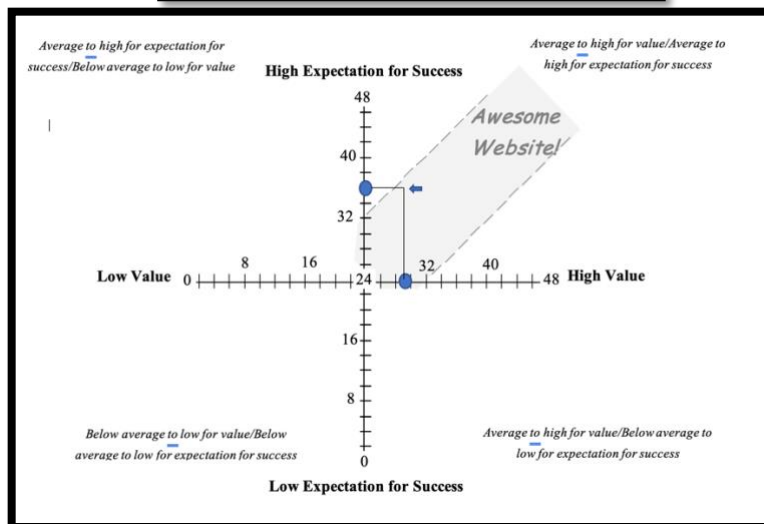
Evaluator 3

TOTAL S 14   TOTAL M 15   TOTAL O 22   TOTAL E 14

S + M = ___29___ (V)   O + E = ___36___ (XS)

There is enough at this Web site to warrant a return visit.   YES ☐   NO ☐

I would recommend this Web site to my colleagues.   YES ☐   NO ☐

1. **What is the greatest strength of this Web site?** It is very organized and has a lot of social media links.
2. **What needs improvement at this Web site?** I was a little confused as I thought it was a college website, but it talked about high school and middle school students. A quick scan of the website cleared the confusion, but I think they could have done a better job.