Instruction Sheet for E-Mersion Exercise

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Choose five categories that you want to work with.

Visit all 10 sites in each category.

You will visit a total of 50 sites. If you have the time, do more.

You will judge these sites based on these criteria on a score of 1-10 [10=high and 1=low].

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Why does this site exist?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Audience</td>
<td>Who are the audiences?</td>
</tr>
<tr>
<td>Expected Behavior</td>
<td>What is a visitor expected to do?</td>
</tr>
<tr>
<td>Quality of content</td>
<td>Is the information relevant? Is it objective? Is there enough information? Is it well thought out?</td>
</tr>
<tr>
<td>Quality of a web site</td>
<td>Is it well organized? Is it pleasant? Can you navigate easily?</td>
</tr>
</tbody>
</table>

Then, you will provide an overall score of 1-10 for each site.

Your evaluation should be professional. Don't be colloquial in your comments—e.g. that one was like way bad. [This is a caricature- I don't expect any of you to write like this.]

Enter all this information in the spreadsheet provided.

At the end, you will need to pick-

1) the best site in each category you work with [i.e., a total of 5 sites]
2) the best site overall [i.e., one site]

[FOR THOSE WHO WANT TO GO THE EXTRA MILE ONLY]

Pick-
3) the WORST site in each category you work with [i.e., a total of 5 sites]
4) the WORST site overall [i.e., one site]

Post a message to the class listserv today. Indicate your picks and provide a 1-2 paragraph writeup about why you liked [or hated] these sites.