

Website Motivational Analysis Checklist

WebMAC Middle[®] (v.2.0)

WebMAC Middle is not a test. *There are no wrong answers.* It is a way of finding out what is good about this Web site and what needs to be improved. You are the judge. After reading each statement, circle the face that best describes how you would rate this Web site.

Before using *WebMAC Middle*, it's a good idea to spend at least 20-30 minutes exploring the Web site to be evaluated in order to have some familiarity with its content and structure. You may need to go through the Web site at least once more to complete this checklist.

Rate your level of agreement with each of the 24 statements by placing the appropriate number value on the line in front of each item. If you are not sure about any item, select the best response you can give.

3 = I definitely agree.

2 = I mostly agree.

1 = I somewhat agree.

0 = I do NOT agree

Example of completed item:

-3- 0. This Web site makes me happy.

Read each question carefully. Think about your experience with this Web site before answering each question. If you need more help understanding how to use *WebMAC Middle*, ask your teacher for help.

Copyright © 1999 by Ruth V. Small and Marilyn P. Arnone

All rights reserved. No part of the material protected by this copyright notice may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the permission of the copyright owner.

Name _____ URL _____

WebMAC Middle (2.0)

3 = I definitely agree.

2 = I mostly agree.

1 = I somewhat agree.

0 = I do NOT agree.

- ___ 1. I like the colors and backgrounds used at this Web site.
- ___ 2. This Web site is well-organized.
- ___ 3. The information at this Web site is accurate and unbiased.
- ___ 4. All the buttons and other mechanisms for moving around in this Web site work the way they should.
- ___ 5. Something (such as a picture or title) on the home page of this Web site caught my attention.
- ___ 6. I can read and understand most or all of the words at this Web site.
- ___ 7. This Web site has connections (links) to other interesting or useful Web sites.
- ___ 8. If I get lost or need help at this Web site, there are ways of getting help.
- ___ 9. This Web site is fun and interesting to explore.
- ___ 10. There is a menu or site map that helps me understand how much and what kinds of information I will find there.
- ___ 11. All information at this Web site is related to the main topic.
- ___ 12. I can control how fast I move through this Web site at all times.

CONTINUED →

WebMAC Middle (2.0)

3 = I definitely agree.

2 = I mostly agree.

1 = I somewhat agree.

0 = I do NOT agree.

- ___ 13. There are surprising or unusual things at this Web site.
- ___ 14. The purpose of this Web site is clear to me.
- ___ 15. I find the information contained in this Web site to be current and up-to-date.
- ___ 16. I do not need any special skills or experience to use this Web site.
- ___ 17. The variety of formats (e.g. text, images, sound) keeps my attention.
- ___ 18. No matter where I am at this Web site I can return to the home page or exit.
- ___ 19. The information at this Web site is useful to me.
- ___ 20. All of the Web site's links work the way they should.
- ___ 21. This Web site has unusual or unique features that make it more interesting.
- ___ 22. There is enough of what I am interested in (or looking for) on this Web site.
- ___ 23. There was a way to communicate with the author of this Web site.
- ___ 24. At all times, I can control what information at this Web site I wish to see.

Now, you are ready to answer the final questions

WebMAC Middle (2.0)

This is a Web site I would like to visit again at another time. YES NO

This is a Web site that friends my age would like to visit. YES NO

Based on your experience with this Web site, please write below what you think are the best things about this Web site. Then, write what you think could be improved about this Web site.

"Best Things About This Web site"

a.) _____

b.) _____

c.) _____

"Things That Need Improvement"

a.) _____

b.) _____

c.) _____

Overall, would you give this Web site a *thumbs up* or a *thumbs down*? Circle your answer. (If you just can't make up your mind, then circle the person who is scratching his head.)



Gets my vote!



Undecided



Needs lots of improvement!

Wait for instructions from your teacher or library media specialist before scoring.

Scoring WebMAC Middle (2.0)

Place your score for each question next to the number of that question. Notice that odd-numbered questions are under column A and even-numbered questions are under column B.

A

B

1. ____

2. ____

3. ____

4. ____

5. ____

6. ____

7. ____

8. ____

9. ____

10. ____

11. ____

12. ____

13. ____

14. ____

15. ____

16. ____

17. ____

18. ____

19. ____

20. ____

21. ____

22. ____

23. ____

24. ____

TOTAL A Scores ____ TOTAL B Scores ____

Understanding Your Scores

The "A" score represents how interesting or useful you feel this Web site is. A low score indicates that you don't feel it has much to offer to you personally.

The "B" score refers to how well the Web site works. This covers things like how easy or difficult it was to find your way around, how well the designer did his or her job of making sure everything works correctly, and how clear and organized the information was. A low score here, for example, means that you did not feel confident that you could easily find your way around or get the information you needed.

Once you have scored WebMAC Middle, you can refer to the score key below to see how well the Web site rated. A Web site that gets high scores in both A and B is an *Awesome Website!*

SCORE KEY

A (How Interesting)

0 - 9	Poor
10 - 17	Below Average
18 - 24	Average
25 - 30	Good
31 - 36	Outstanding

B (How Well It Works)

0 - 9	Poor
10 - 17	Below Average
18 - 24	Average
25 - 30	Good
31 - 36	Outstanding

Outstanding **A** + Outstanding **B** = *Awesome Website!*

