Source Educational Evaluation Rubric (SEER)

Download the full study at http://pages.turnitin.com/evaluating_sources.html

	Highly Credible		Credible		Discreditable
	4	3	2	1	0
AUTHORITATIVE Criteria Weight 20%	Highly-regarded site that is referenced and linked to by others. Information is well-referenced, cited, and written by authors with expertise in the content area	Well-regarded site that is well known in its category. Information is referenced and cited, with experts generating content	Regarded site that has reputable information that is referenced and cited	Site is slightly regarded--does not necessarily have information that is researched, referenced, or cited	Site is not regarded--information or resources provided are not researched, referenced, or cited
EDUCATIONAL VALUE Criteria Weight 20%	Site is a leading source of content that exceeds instructional goals	Site is a regarded source of content that meets instructional goals	Site content meets instructional goals	Site content does not meet instructional goals	Site content is inappropriate or actively subverts instructional goals
INTENT Criteria Weight 20%	Site is a highly-respected source of content provided to inform users	Site is a well-regarded source of information whose job is to inform	Site provides content to inform users	Site promotes content; the goal of the site is not to "inform" users	Site actively sells content
ORIGINALITY Criteria Weight 20%	Site is a primary source of original content and viewpoints	Site offers original content and viewpoints	Site offers some original content, combining it with repurposed content	Site aggregates or repurposes content	Site aggregates or repurposes content without appropriate citation or references
QUALITY Criteria Weight 20%	Site content is high quality (vetted, researched, and informed) and enough content is provided to establish good coverage	Site content is of good quality and there is good content area coverage	Site content is of quality and there is some broader content coverage	Site content quality is lacking and good content is in limited quantity	Quality of content is questionable. Lack of quality information available.

Rubric Score 0.0 **Rubric Percentage** 0%

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Based on a work at http://pages.turnitin.com/seer_rubric.html.

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Examples

Below are three examples of SEER in practice. We evaluated three popular sites that appear in both secondary and higher education papers. A total of 300 sites were reviewed as part of this study. Included in the analysis is the ranking by criterion, the number of matches this site produced against Turnitin's index of the Web, and the overall score of the site based on SEER.

HIGHLY CREDIBLE

The New York Times

http://www.nytimes.com

# of Matches in Student Papers: 768,584

Total SEER Score: 3.6

AUTHORITATIVE

4.0 Highly-regarded site that is referenced and linked to by others. Information is well-referenced, cited, and written by authors with expertise in the content area

EDUCATIONAL VALUE

3.8 Site is a leading source of content that exceeds instructional goals

INTENT

3.3 Site is a highly-regarded source of information whose job is to inform

ORIGINALITY

3.5 Site is a primary source of original content and viewpoints

QUALITY

3.5 Site content is of good quality and there is a good content area coverage

The New York Times has an industry-leading reputation for accurate, timely, and unbiased reporting.

CREDIBLE

eNotes

http://www.enotes.com/

# of Matches in Student Papers: 1,440,129

Total SEER Score: 2.20

AUTHORITATIVE

2.0 Regarded site that has reputable information that is referenced and cited

EDUCATIONAL VALUE

3.0 Site is a regarded source of content that meets instructional goals

INTENT

1.3 Site promotes content; the goal of the site is not to "inform" users

ORIGINALITY

2.5 Site offers original content and viewpoints

QUALITY

2.3 Site content is of quality and there is some broader content coverage

eNotes is a subscription-based site that offers authored content: literature study guides, lessons plans, literary criticism, and discussions for users. The content is original, authored and published by eNotes.

DISCREDITABLE

123HelpMe.com

http://123helpme.com

# of Matches in Student Papers: 2,370,843

Total SEER Score: 0.46

AUTHORITATIVE

0.5 Site is slightly regarded--does not necessarily have information that is researched, referenced, or cited

EDUCATIONAL VALUE

0.8 Site content does not meet instructional goals

INTENT

0 Site actively sells content

ORIGINALITY

0.8 Site aggregates or repurposes content

QUALITY

0.3 Quality of content is questionable. Lack of quality information available.

The intent of 123HelpMe.com is clearly to share and sell essays for student use. Because of the lack of author information or essay/article bylines, the quality of the content is questionable.

*Examples from secondary instructor SEER reviews of sources.

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