

4.0 Source Educational Evaluation Rubric (SEER)

	Highly Credible		Credible		Discreditable
	4	3	2	1	0
AUTHORITATIVE	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	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	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	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	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 a 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.

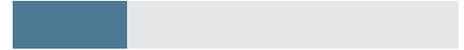
Putting SEER into Practice

Following are three examples of SEER in practice. We evaluated three popular sites that appear in both secondary and higher education papers. 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 web 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



	Highly Credible		Credible		Discreditable
	4	3	2	1	0
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	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 = 3.8	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 = 3.3	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 = 3.5	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 = 3.5	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 a 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.

Description:

The New York Times has an industry-leading reputation for accurate, timely, and unbiased reporting. Stories and content are original and bylined. Opinion-driven pieces are clearly demarcated as such. More significantly, the Times is the publication that other outlets refer to in their own reporting (Authoritative =4). As for "Intent," "Originality," and "Quality," the Times is primarily a vehicle for communicating the news and not a pure source of original content (like an encyclopedia, Britannica for example).

Credible

eNotes

<http://www.enotes.com/>

of Matches in Student Papers: 1,440,129



Total SEER Score: 2.20



	Highly Credible		Credible		Discreditable
	4	3	2	1	0
AUTHORITATIVE = 2.0	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	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 = 3.0	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 = 1.3	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 = 2.5	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 = 2.3	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 a 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.

Description:

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. In addition, there is a vibrant group of "eNotes Educators" (teachers) who contribute to discussions, answer questions, and moderate the site, thus ensuring quality of content and transparency in terms of content sources. Information on the site is also referenced, with instructions on how to properly cite eNotes content also provided. The site is credible in terms of its Authority, "Educational Value," "Originality," and "Quality." As for "Intent," the site clearly positions itself as a promoter of content.

Discreditable

123HelpMe.com

http://123helpme.com

of Matches in Student Papers: 2,370,843

Total SEER Score: 0.46

	Highly Credible		Credible		Discreditable
	4	3	2	1	0
AUTHORITATIVE = 0.5	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 = 0.8	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 = 0	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 = 0.8	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 = 0.3	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 a 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.

Description:

There are a number of telling indicators on the 123HelpMe.com homepage that indicate that the site has questionable intentions. First, there is a call to search their "free directory" of "essays, research papers, term papers, and speeches." There is also the ability to browse papers by content categories. And, to further assist students' search for essays, there is an "Essay Color Key" to help students distinguish between "unrated" to "powerful" essays. A deeper look into the site reveals an archive of papers that may be used for free or for a fee. No author or byline information is provided for these essays, making it impossible to assess their authoritativeness. Because this site is a purveyor of essays, it lacks "Educational Value" and has a discreditable "Intent." In terms of "Originality" and "Quality," the site is wholly unoriginal and promotes the use of unoriginal content. And, again, because of the lack of author information or essay/article bylines, the quality of the content is questionable.

6.0 Appendix: SEER Worksheet

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

Rubric Score 0.0 Rubric Percentage 0%

sales@turnitin.com | [turnitin.com](https://www.turnitin.com)

Examples

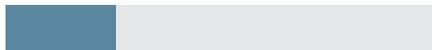
Below are three examples of SEER in practice. We evaluated three popular sites that appear in both secondary and higher education papers. A total of 300 sites were reviewed as part of this study. Included in the analysis is the ranking by criterion, the number of matches this site produced against Turnitin's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

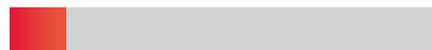
123HelpMe.com

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.