

New Tools for Web Credibility

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(with Mike Eisenberg)

The Information School of the University of Washington

Credibility Commons

- Goal: to increase access to credible information on the Internet
- Multi-disciplinary, multi-institutional
 - University of Washington iSchool, CSE
 - Syracuse University, School of Information Studies
- Funded by the MacArthur Foundation

Our mission

- Promote access to high-quality, reliable and trustworthy information
- Develop tools and strategies for handling “bad” information
- Support a community of credibility researchers and Internet users

What do we mean when we talk about credibility?

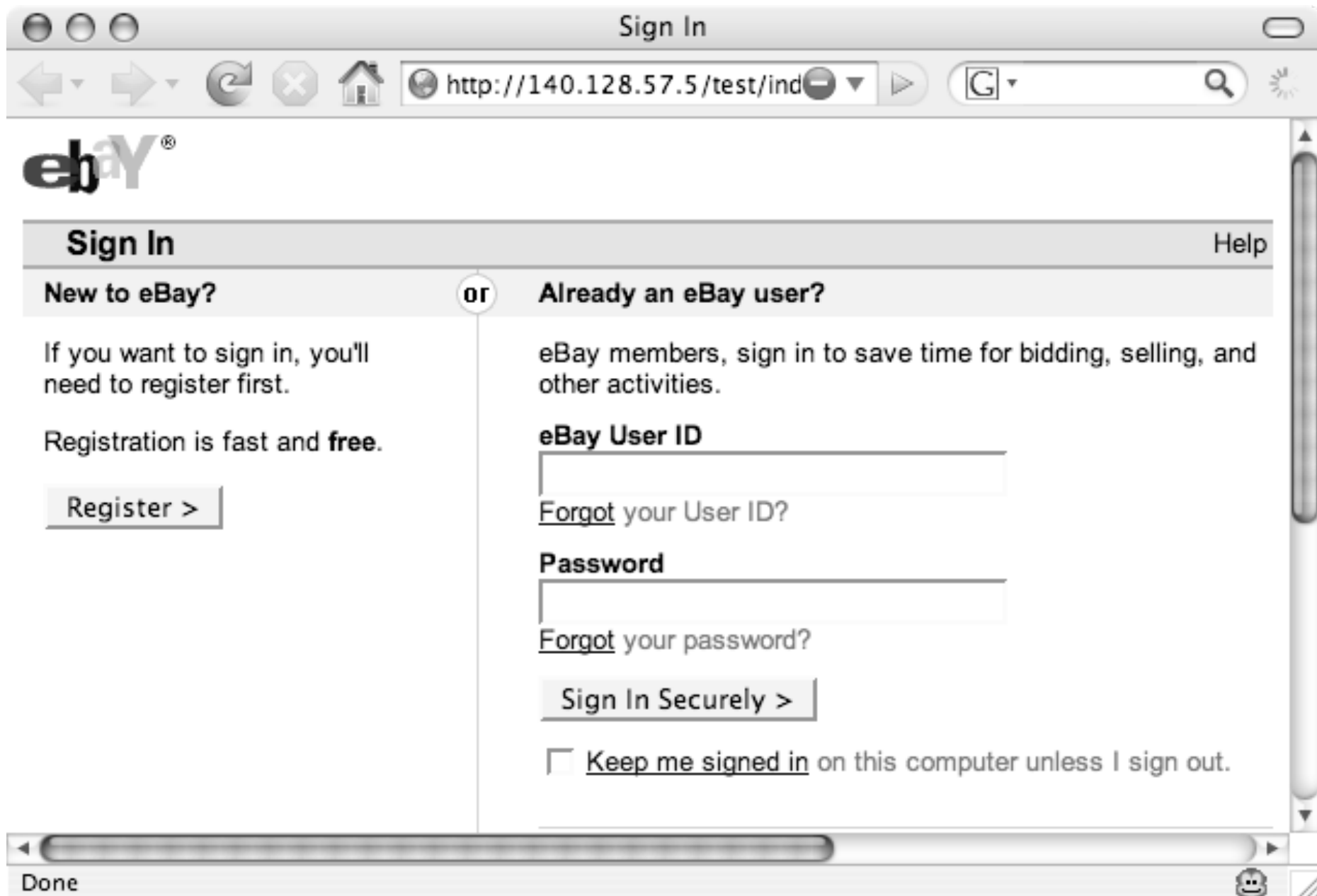
- Simple answer: give users “good” information and filter out the “bad” stuff

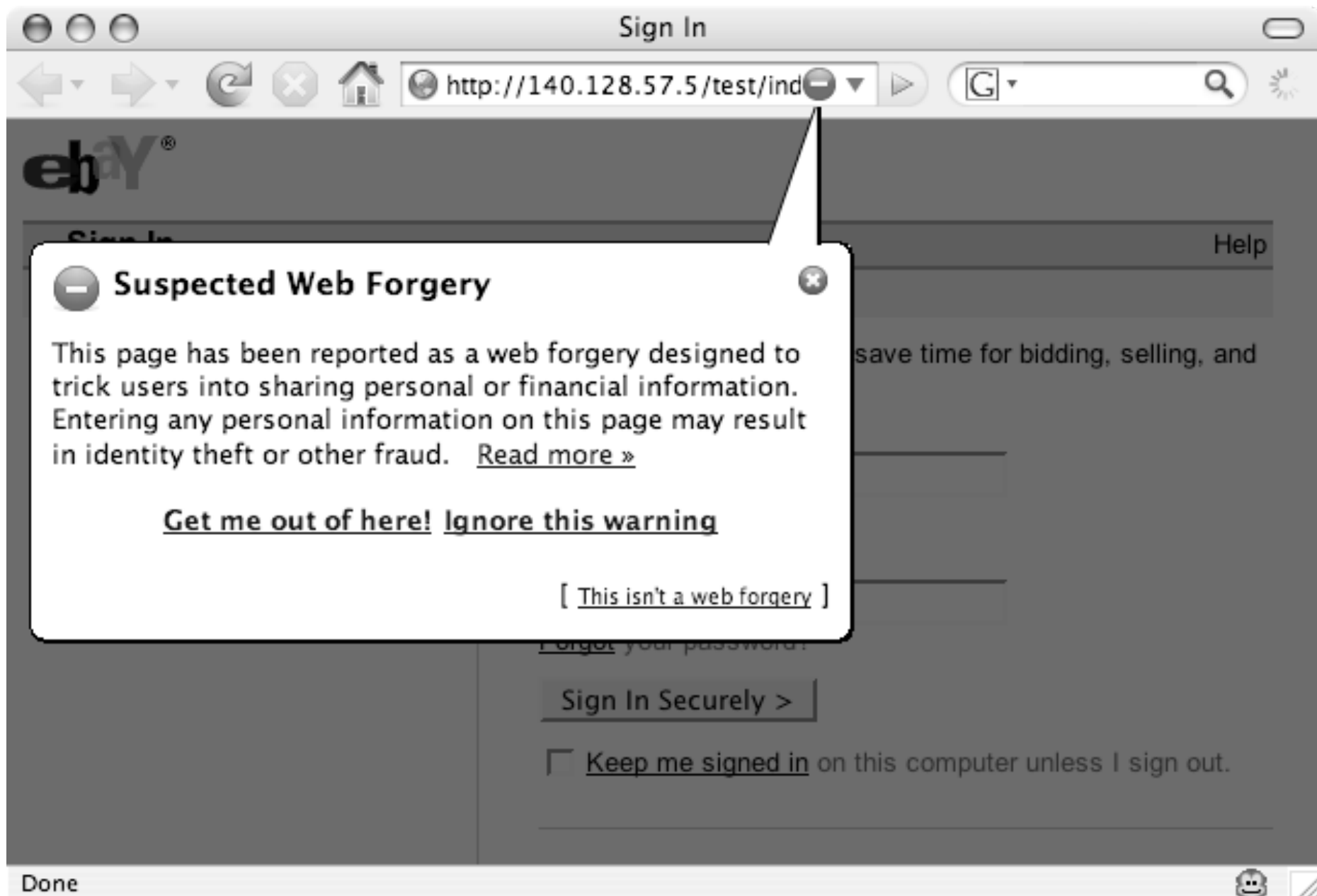
Sources of “bad” information

Omission	Necessary information not included (or can't be found)
Partial knowledge	Author has incorrect, partial, or biased understanding of subject
Deception	Author intentionally produces false or misleading information
Misrepresentation	Author misrepresents their identity (phishing, email scams)

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Regulation

Global Warming: The Origin and Nature of the Alleged Scientific Consensus

Richard S. Lindzen

Richard S. Lindzen is the Alfred P. Sloan Professor of Meteorology at the Massachusetts Institute of Technology.

Most of the literate world today regards "global warming" as both real and dangerous. Indeed, the diplomatic activity concerning warming might lead one to believe that it is the major crisis confronting mankind. The June 1992 Earth Summit in Rio de Janeiro, Brazil, focused on international agreements to deal with that threat, and the heads of state from dozens of countries attended. I must state at the outset, that, as a

Video Highlights



Alan Reynolds discusses the disparity of TV. January 2007



Roger Pilon property is News The Factor. January 2007

Regulation

Origin and Scientific


Global warming is an established fact

The message you are viewing contains unsound scientific reasoning. Global warming is a reality.


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video high



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Providing the right information

- Who was involved with the production of this work?
- What was the critical response to this work?
- Are there any cues in the work that suggest trustworthiness or untrustworthiness?
- What do your peers think about this work?

Today: Two credibility tools

- ACE (Automated Credibility Evaluator)
 - An automated web site evaluator based on established credibility metrics
- CredibilityTalk
 - A social bookmarking site where users can share and discuss site ratings

ACE

file:///Users/skane/Desktop/ace/test.html

Google

ACE BETA

web credibility evaluation from the [Credibility Commons](#)

About **Test Site** Documentation For Developers

Test a Web Site with ACE

Enter the URL of a webpage in the box below, and ACE will return a credibility rating of 0-10 for the page.

Webpage URL:

A software project from the [Credibility Commons](#). Sponsored by the [MacArthur Foundation](#)

Done



Kane, 2007

ACE

file:///Users/skane/Desktop/ace/results.ht Google

ACE BETA web credibility evaluation from the [Credibility Commons](#)

About Test Site Documentation For Developers

Credibility report for <http://www.nytimes.com>

60% Trustworthy

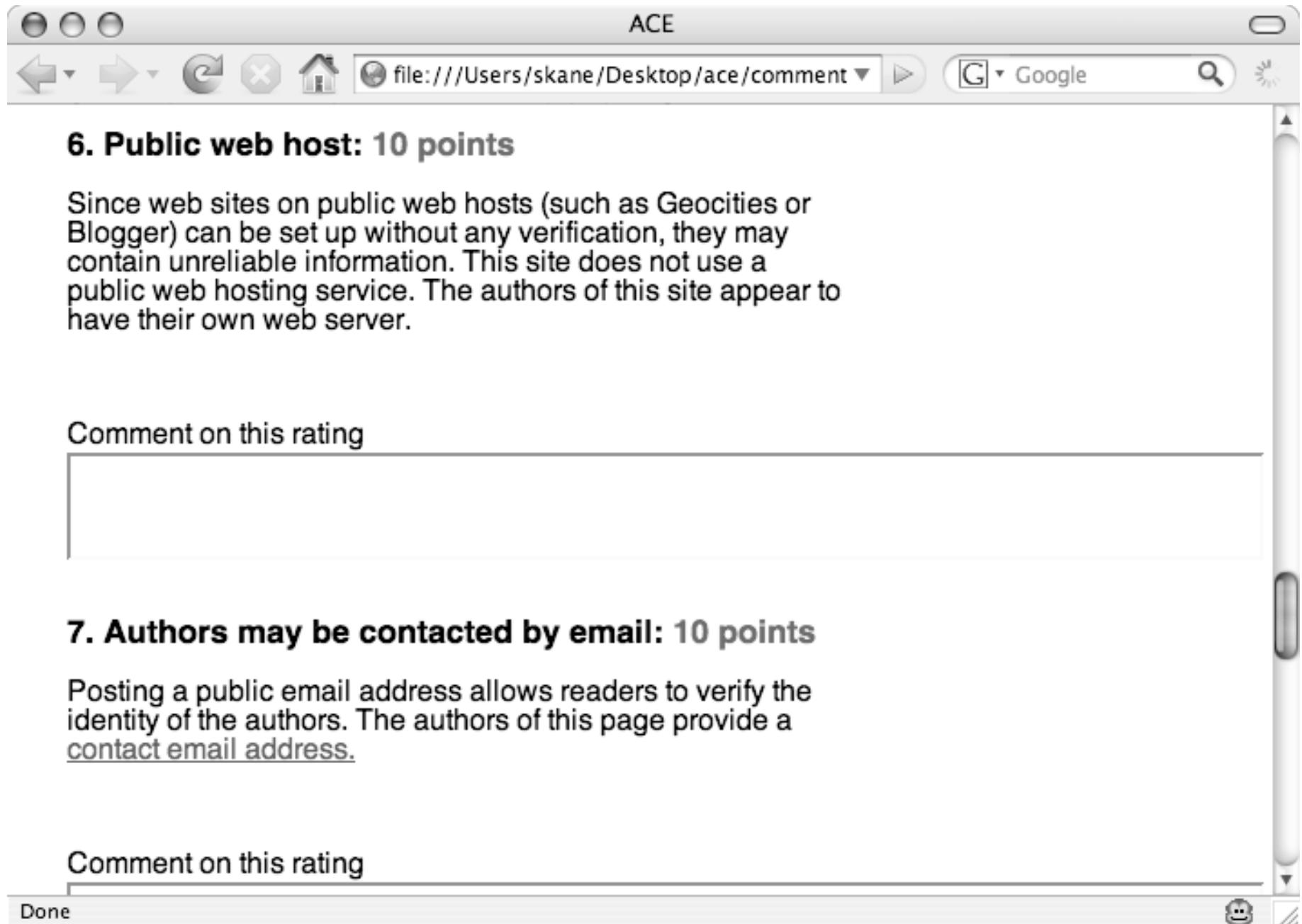
[Comment on these results](#) [How we calculate scores](#) [Test another site](#)

Detailed results

- 1. Alexa ranking: 10 points**

The [Alexa Traffic Ranking](#) for this site is **105**. This rating provides an estimate of the site's popularity.
- 2. CredibilityTalk rating: 8 points**

Done



6. Public web host: 10 points

Since web sites on public web hosts (such as Geocities or Blogger) can be set up without any verification, they may contain unreliable information. This site does not use a public web hosting service. The authors of this site appear to have their own web server.

Comment on this rating

7. Authors may be contacted by email: 10 points

Posting a public email address allows readers to verify the identity of the authors. The authors of this page provide a contact email address.



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Welcome to the Credibility Commons

Welcome to the Credibility Commons web site. Our goal is to improve access to credible information on the Internet. The Commons is operated by the [Information School](#) at the [University of Washington](#) and the [Information Institute of Syracuse University](#). We are currently working on a number of projects related to Internet credibility, including user studies and software tools.

- [Learn more about the Commons](#)
- [See our current software projects](#)
- [Read our publications](#)
- [Find out how you can participate](#)
- [Discuss credibility issues in the forum](#)

News and Stories from our weblog


Done

CredibilityTalk Alpha

http://cows.syr.edu/toolbar/viewAll.php

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 **CredibilityTalk** ALPHA social credibility rating database from the [Credibility Commons](#)

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CredibilityTalk Alpha

http://cows.syr.edu/toolbar/rate.php?url=I Google

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CredibilityTalk ALPHA social credibility rating database from the [Credibility Commons](#)

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Page title

URL

Your rating:

Rate your expertise on this topic (on a scale of 1-5):

Site category:

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Other Projects

- Reference Extract
 - Search engine using a trusted corpus produced by reference librarians
- Face Off
 - Comparative search tool for testing search engine quality
- Comparative search studies

Future Work

- User studies
 - Compare specialized “credible” tools to generic tools
 - Determine factors used by Internet users when judging site credibility
- Further tools and prototypes

Thanks

- Our collaborators
 - Dave Lankes, Scott Nicholson (Syracuse)
 - Sandra B Fan (UW CSE)
- John D and Catherine T MacArthur Foundation

<http://credibilitycommons.org>