- Want to sell you something
- Sometimes hard to tell which is the ad and what are the facts

Nickleodeon

- **Persuade**
- **Inform**
- **Entertain**
- **Sell**

- The next time you look at a website, think of the author's purpose and think of **P. I. E. S.** This will help you to evaluate the information and make a better decision about its trustworthiness and validity.

- **Authority** – Who is the author or publisher? Are they an authority or expert on the subject?
- **Accuracy** – Is the information accurate, truthful?
- **Bias** – What is the website's purpose? Are they expressing an opinion? Are both sides of the debate represented?
- **Currency** – Is the information current, up to date? When was the site last updated?

Dog Island
http://www.thedogisland.com/

Mankato, MN
http://descy.50megs.com/mankato/mankato.html

- Who is the Author?
  - Is author’s name on site?
  - Have you heard of organization?
  - Is it Personal page?
  - What is Domain?
    - Government sites gov, .mil, .us
    - Educational sites .edu
    - Nonprofit site .org
    - Commercial site .com

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