CAPOW Video Script

Here are 5 easy steps for Sask Polytech students to determine what is a good website.

As a student at Sask Polytech, you need to do some research for an assignment. You’re thinking you’ll write about something you’re familiar with, how about “caffeine addiction”.

Your instructor wants you to use “good” resources. But what do they mean by that? What is good?

Eventually you’ll go to the library website and search for e-books and articles, but first you decide to take a look around the internet to get you started.

You go to Google and type in “caffeine addiction”.

When your results come up, you remember you need to find “good” resources. So what makes a website good? Watch for these 5 things.

Currency, authority, purpose, objectivity, and writing style.

Now let’s look at all 5 in detail.

Currency refers to the date the website was last updated or the date the website was created.

Make sure that you check for dates and if the date is more than a few years old, you might want to keep looking.

Also, if you find dead links you can pretty much guarantee the page hasn’t been updated in awhile.

Authority refers to the author or the people responsible for the content of the web page.

You want to ask yourself who is the author? And what are their credentials? What makes them an expert on the topic?

Some websites don’t have personal authors, such as the Government of Canada websites. They’re published by associations and organizations so make sure they are reputable.

Purpose refers to the reason why the website exists.

Ask yourself why the information is being provided?

Is it there to inform you,
change your opinion, or sell you something?
If there is more advertising than content, you should assume that the website is there to make money. For example, did you know that every time you click on certain websites they make money?
Objectivity is whether or not the website provides facts, opinions, or even looks at both sides of an issue.
Good websites usually have references and will cite other authors’ work to support their ideas. Think about any reason the author would want to influence your point of view?
Writing style refers to spelling, grammar, and audience. Avoid websites with obvious spelling or grammar errors. And make sure the website is at aimed at the appropriate level. Pick sources that fit the purpose of the class or the assignment.

Now let’s go back and look at your search results. This website looks promising. When you first look at it, it seems well designed, but there’s tons of advertising, you don’t know anything about the author’s credentials but you notice that at the top of the page there’s a link that says “write for NaturalNews”, upon further investigation you find that you don’t have to have any qualifications to write for Natural News, only an interest in the topic. Skip this website.
What about the Wikipedia article? Some Wikipedia articles are very good. They provide references and give you a general overview of a topic. However, you should also take into consideration that anyone can edit these articles and easily introduce bias or mis-information. Use Wikipedia with caution. Let’s keep trying for more trustworthy source.
How about this link. This website looks good. There are no ads, and it looks professional. It’s current enough for your needs, and myHealth Alberta is part of
the Government of Alberta. This is a good resource. You can trust this information.
So you found something that’s good, but how do you remember what to look for?
All you have to do is remember the word “CAPOW”
Currency, authority, purpose, objectivity, and writing style.
CAPOW – exploding fireworks
CAPOW – catfight
CAPOW – chuck Norris roundhouse
What’s a good website? Now you know what to look for... CAPOW.
[credits]