Old Anima
UNIQUE RESOURCES FOR OLDER ADULTS

The Five Ws/H Test for Valid and Authoritative Websites

All of the links to websites listed within the Old Anima site pass a relatively simple 5Ws/H test, meaning who, what, when, where, why and how.

Here's how the test works:

Who: Surprisingly, many websites fail this relatively simple transparency test and are immediately eliminated from being considered for linkage on the Old Anima site. "Who" simply asks for the identity of the people running the business or organization we have decided to feature on this site. Information provided about team leaders makes a business more credible. If the About Us section only provides generic-like, PR-oriented content about a business's products and services, without bios and/or photos of its team leaders, it does not pass the simple Who test.

What: Are the parameters of the site owner's work clearly spelled out? Can you quickly identify what they do? Do they have a purpose or mission statement? This too is typically presented somewhere within the About Us section of a website. Additionally, does the site have a privacy policy?

When: Can you get a decent sense concerning when the content of a website was created? Is their copyright notice up to date, or is it from years past? How long has the site been around? Is there a history section?

Where: The site owner's location (full address) should also be clearly spelled out and relatively easy to find, typically in the Contact Us section.

Why: What are the motives behind the site owner's content? In other words, what is their Why? Are they trying to sell you something? If they are giving away information for free, can you determine why? Do you get a good sense of the site owner's raison d'etre?

How: In what manner is the site owner presenting content? This takes into consideration the design of a site as well as the way they write their content. What kind of tone is used? Does the overall site have a professional look and feel? Is the navigational structure easy to follow?