Assessment Tool for Scholarly Webtexts
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Assessment Category A: Print-based Conventions

Assesses the extent to which the webtext incorporates traditional, print-based conventions as well as functions of those conventions.

1. Content

a) Clear goals
- o The webtext includes a clear thesis or argumentative claim that identifies and/or addresses an important question in the field.
- o The webtext does not include a clear thesis or argumentative claim that identifies and/or addresses an important question in the field.
- o Other

b) Adequate preparation
- o The webtext exhibits adequate preparation by incorporating relevant scholarly research in the field through an explicit and conventionally organized review of literature.
- o The webtext exhibits adequate preparation by incorporating relevant scholarly research in the field through an implicit and unconventionally organized review of literature.
- o Other

c) Appropriate methods
- o The webtext employs and explicitly describes a research method.
- o The webtext employs but does not explicitly describe a research method.
- o Other

2. Arrangement

- o Content of the webtext is mainly divided into parts of a traditional argument (introduction, narration, partition, concession, refutation, and conclusion) or common segments of a scholarly research article (introduction/summary of the problem, literature review, methodology, findings, and conclusion).
- o The webtext may include an introductory node or overview, but the content is mainly divided thematically/topographically with each node representing a contributing issue toward the main argument.
- o Other

3. Documentation
a) Inclusion of quotation and paraphrase
- o The webtext incorporates others' words and ideas directly and/or indirectly by embedding quoted and/or paraphrased material conventionally (e.g., either as part of the paragraph or indented/set apart depending on length).
- o The webtext incorporates others' words and ideas directly and/or indirectly through both conventional and non-conventional presentations of quoted and/or paraphrased material.
- o Other

b) Style: in-text citation
- o The webtext follows a professional association style (e.g., APA or MLA) consistently for in-text documentation for reference to others' words and ideas.
- o The webtext may or may not follow a professional association style (e.g., APA or MLA) consistently for in-text documentation; it may employ some web-based strategies of citation (e.g., direct links to references node; unique typographic design) to signal references to others' words and ideas.
- o Other

c) Inclusion of references node
- o The webtext includes a references node located at the "end" of the text through (1) a visually-suggestive placement as a final link choice on a matrix, menu or other hierarchical overview device; and/or (2) through a link from a final or conclusion node. (It may also be activated through navigational links from the main text to single citation nodes.)
- o The webtext includes a references node that does not have a specific placement but is activated through navigational links from the main text to single citation nodes.
- o Other

d) Style: references
- o The webtext includes a references node that follows a professional association style (e.g., APA or MLA) consistently.
- o The webtext includes a references node that may follow a professional association style (e.g., APA or MLA) consistently, but that also incorporates a web-based allowance of links to full online sources.
- o Other

4. **Tone**
- o The tone of the webtext is formal (use of field-specific terminology, formal grammar, and other conventions of formal writing).
- o The tone of the webtext is formal but may include some nodes (e.g., links that connect to digressions from the main argument) or segments of nodes containing less formal writing.
- o Other

Assessment Category B: Web-based Conventions

Assesses the extent to which the webtext incorporates allowances of the medium/ emerging conventions of web-based writing.

5. Structural design

a) Structural options
- The webtext includes one prominent structural design/navigation option.
- The webtext incorporates multiple structural design/navigation options.
- Other

b) Type of structural design (select all that apply)
- The structural design of the webtext is linear with few to no navigational choices (print-based).
- The structural design of the webtext is guided (print-like).
- The structural design of the webtext is minimally multilinear based on a visually suggestive sequence (minimally multilinear/web-based).
- The structural design of the webtext is multilinear with multiple non-guided navigational choices (fully multilinear/web-based).
- Other

6. Form/content relationship

a) Form/content fit
- The form of the webtext enacts the content.
- The form of the webtext presents the content.
- Other

b) Rationale for the formal design
- The webtext includes an explicit statement regarding the formal design of the text.
- The webtext does not include an explicit statement regarding the formal design of the text.
- Other

7. Navigation design
a) Overview
- The webtext includes an overview or starting node that contextualizes the main argument.
- The webtext does not include an overview or starting node.
- (3) Other

b) Textual or graphical webviews
- The webtext includes textual or graphical webviews that provide direct link access to main nodes as well as show a fair extent of the web.
- The webtext does not include textual or graphical webviews.
- Other

c) Navigation directions
- o The webtext includes directions for navigating the text.
- o The webtext does not include directions for navigating the text.
- o Other

8. Link strategy

a) Type of link contextualization (*select all that apply*)
- o The webtext includes one or more links to external content (including links to online references from the references node). [ECL – external context links]
- o The webtext includes one or more links from content nodes to the references node. [IRL – internal references links]
- o The webtext includes one or more navigational links from an overview or main menu to separate nodes. [IONL – internal overview navigation links]
- o The webtext includes one or more navigational embedded links between nodes. [IENL – internal embedded navigation links]
- o Other

b) Rhetoric of arrivals and departures
- o A majority of link text follows a rhetoric of arrivals and departures.
- o The webtext includes some blind links that may affect reader navigation.
- o Other

c) Link stability
- o The webtext does not appear to have any broken or dead links.
- o The webtext includes some broken or dead links.
- o Other

d) Link reference
- o The webtext includes an external links page.
- o The webtext does not include an external links page.
- o Other

9. Node strategy

a) Chunked content
- o The text within the webtext is divided into discrete chunks of information within separate nodes.
- o The text within the webtext is divided into larger sections of information in which readers are required to scroll through a majority of the nodes.
- o Other

b) Self-contained content
- o Content within a majority of the nodes is self-contained and contextualized; nodes can be read individually and in almost any order.
- o Content within a majority of the nodes relies on necessary information and transitions from previous nodes.
- o Other

10. Visual design

a) Typographic style
- o The webtext incorporates typographic screen-reading strategies, through a majority of nodes (e.g., bulleted points, pull-outs, bold/highlighted text, or other graphic presentations of text.
- o The webtext does not incorporate typographic screen-reading strategies, but instead follows a more print-based paragraph form.
- o Other

b) Background and font color
- o The webtext is designed with mainly a dark font (e.g., black text) on a light background (e.g., white background).
- o The webtext is designed with a non-conventional color font and background that may or may not change within each node.
- o Other

c) Link feedback
- o The link color shows feedback by changing consistently with link activation.
- o The link color does not show feedback.
- o Other

11. Multimedia incorporation

a) Webtext composition
- o The webtext is comprised mainly of text.
- o The webtext is comprised of text and graphical elements (images, tables, graphs, icons, etc.).
- o The webtext is comprised of text and/or graphical elements with multimedia elements such as video, audio, and animation.
- o Other

b) Semiotic nature
- o The primary means of making meaning within the webtext is textual with or without some graphics that enhance the meaning.
- o The primary means of making meaning within the webtext is textual with multimedia (audio, video, animation) that enhance the meaning.
- o The primary means of making meaning within the webtext is a combination of textual and multimedia (audio, video, animation).
- o Other