

**Bad**

Title implies bias

Website lacks depth:  
- no Internal Links leading to information about the purpose of the responsible organization  
- not searchable  
- no External Links

Questionable URL / domain:  
- .com indicates commercial domain  
- responsible organization not clearly identified elsewhere on website  
- further research into responsible entity indicates hoax website

"Recent" news is outdated

Photo-shopped images

Atypical web colours (black background, red and yellow fonts = evidence of hype / trash)

No copyright / publication date or contact information for responsible organization

The screenshot shows a website titled "THE JACKALOPE CONSPIRACY" with the tagline "know the truth... live with the fear...". The URL is www.sudftw.com/jackcon.htm. The page features several sections: "Recent Evidence" with a list of sightings from 1947 to 1998; "Read what other visitors have said in:"; "True Stories"; "Other Evidence" including "Ancient jewelry", "Medieval paintings", etc.; "The Shocking New Evidence" featuring a photograph of a jackalope; "Interview With an Insider" with a link to an "exclusive interview"; "Jackalopes In Art" with a "Visit the gallery" link; and "Get your very own Jackalope Hunting License". The page also includes advertisements for Everest College and a Little Dip will do ya. The footer contains a copyright notice for SUDftw.com.

Questionable content / links / authority

Advertisements reinforce commercial nature of website

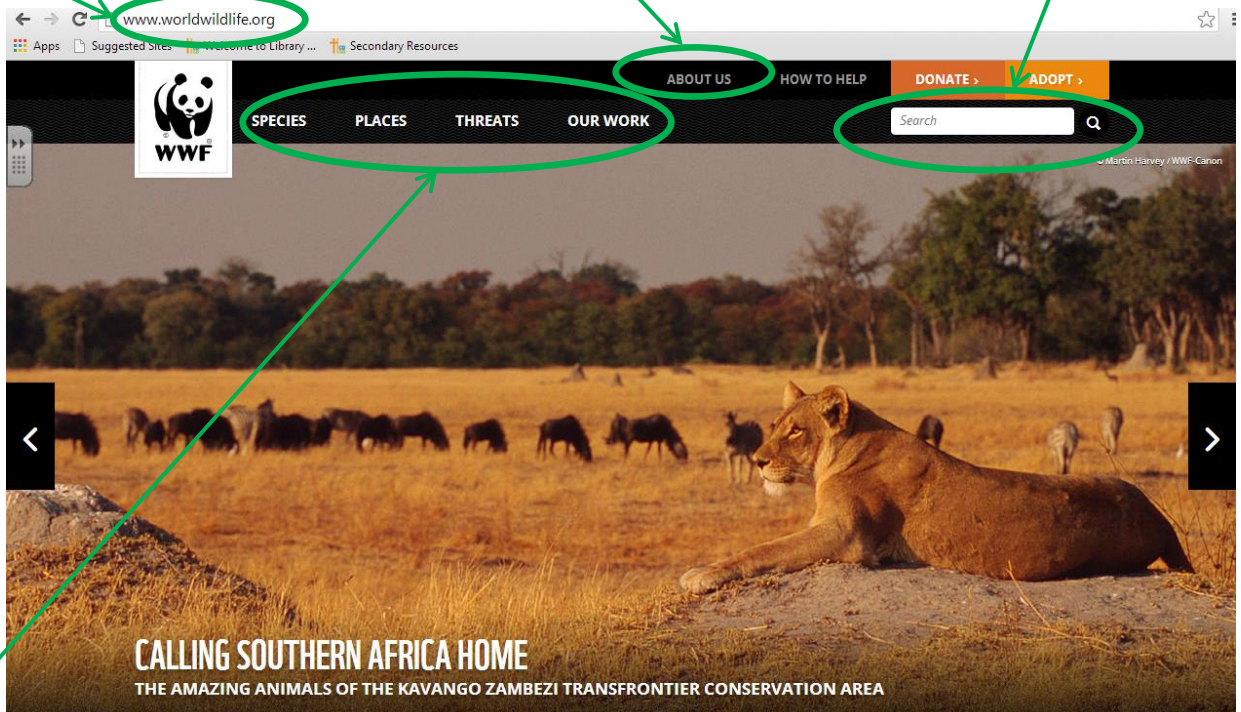


Able to check the purpose of the organization and website

Searchable website (shows depth)

Reliable URL / domain:

- .org indicates non-profit organization
- clearly indicates publishing entity and corresponds with name of responsible org. as identified elsewhere on website



Internal Links:

- lead to more information and support purpose of website

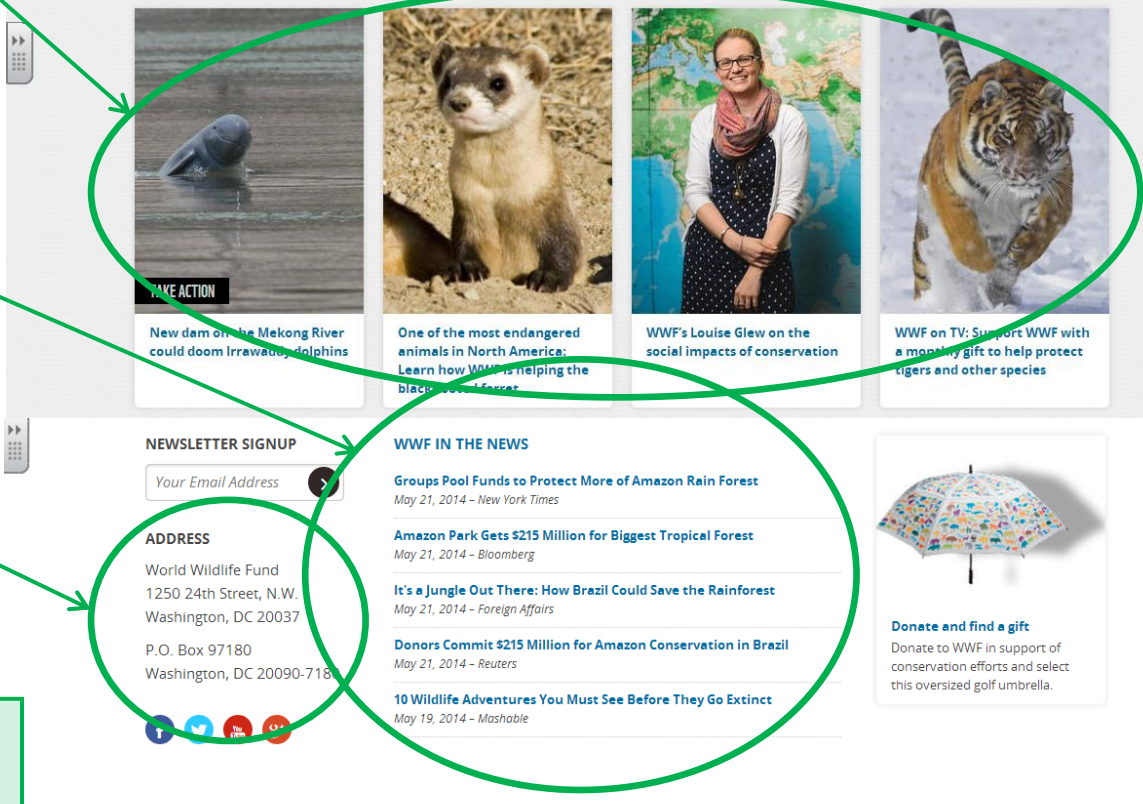
External Links:

- current news and articles from reputable sources

Prominent contact information

Current date:  
- maintained and updated recently

Author is an organization that has known credibility with regard to subject matter



Social media icons indicate currency and transparency

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