ETH zürich

ETH Library

Coffee Lectures

# Qualified evaluation of information from the Internet

Beatrice Krause

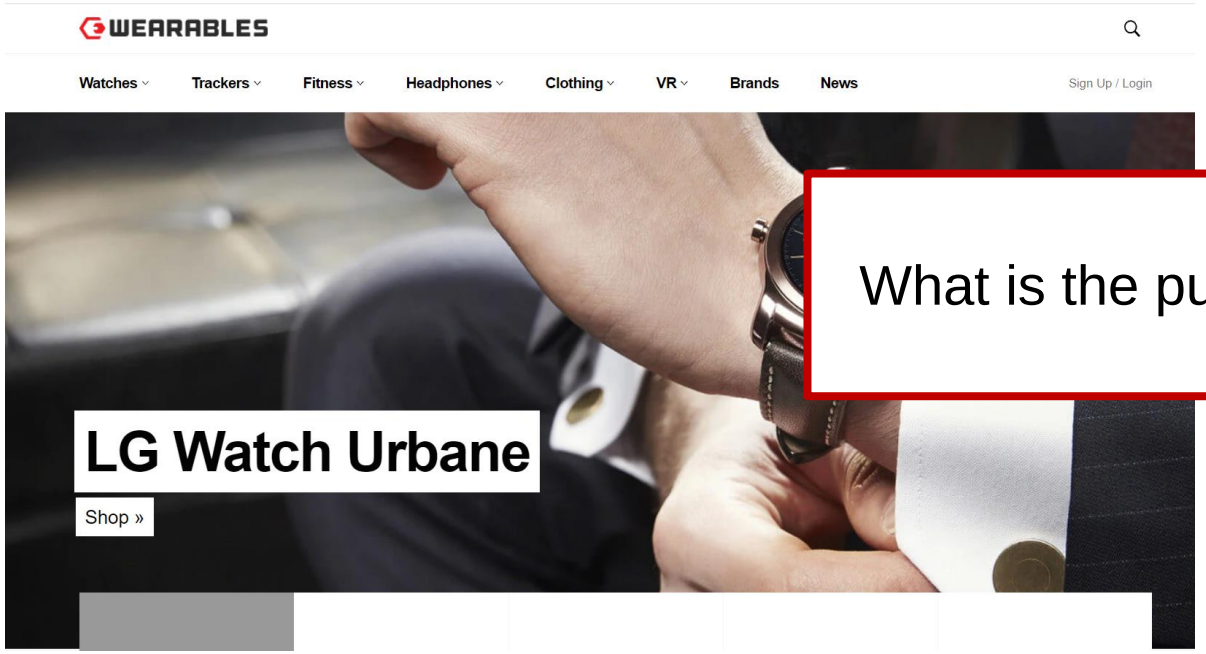
23 February 2022, Webinar via Zoom

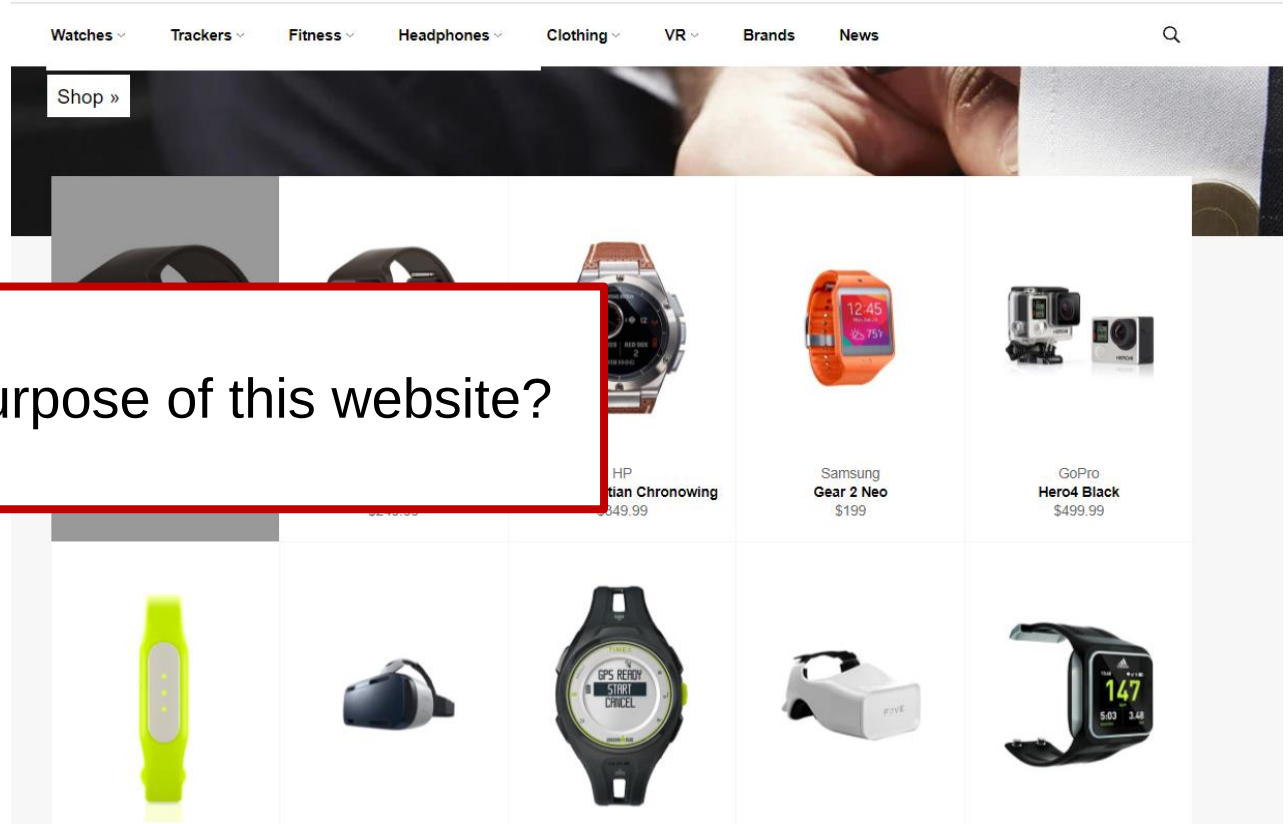
Goal:

Based on two examples, you will find out **which criteria** you should pay attention to in order to be able to **evaluate a website quickly**.

# Example 1: wearables.com

The topic of the Internet search was “wearables – monitoring of body values”.




What is the purpose of this website?

Image Source: www.wearables.com

# Example 1: wearables.com

Explore this website, for example “News”.

The latest news is from 30 September 2017. For a technology-driven topic, that’s too old.

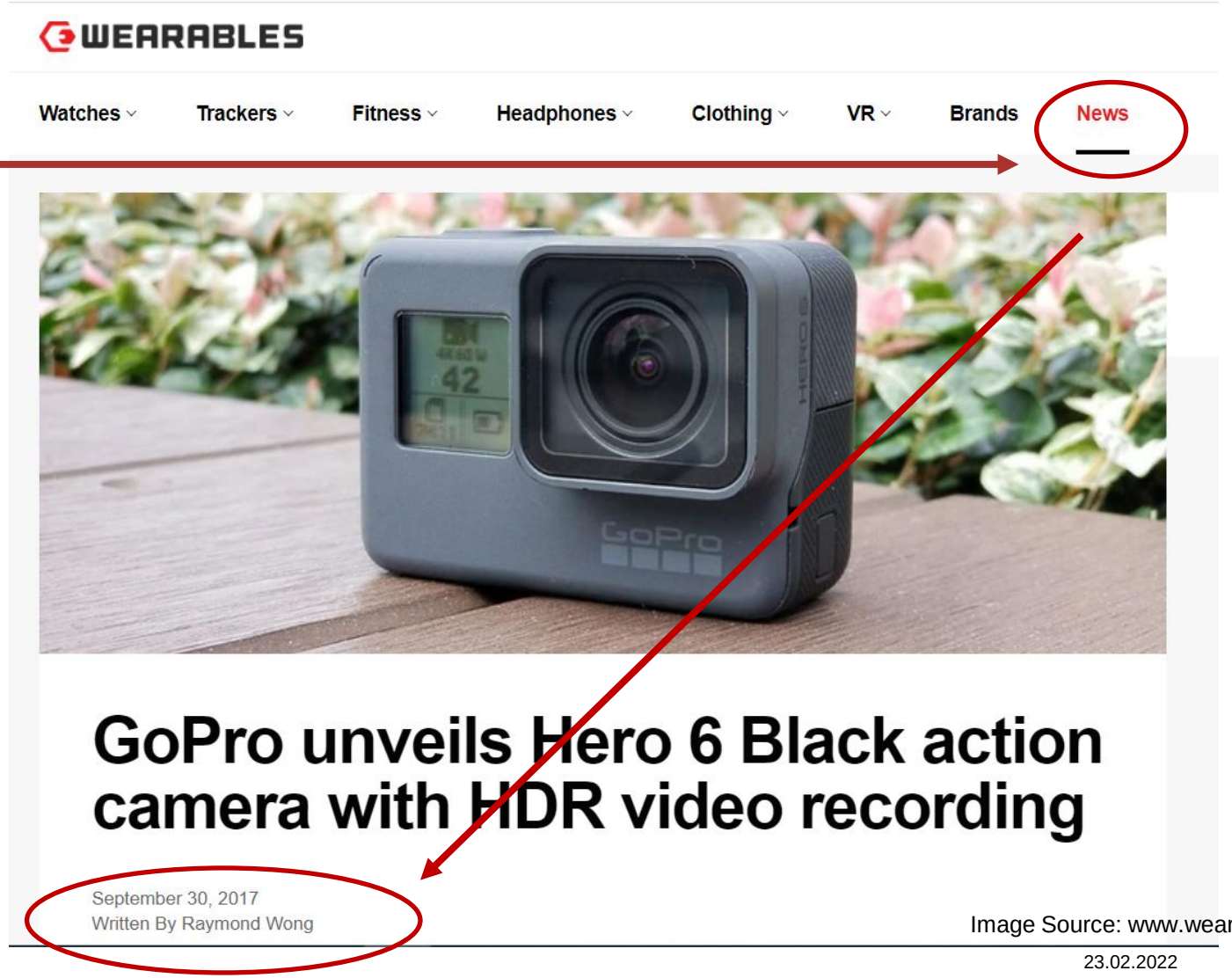
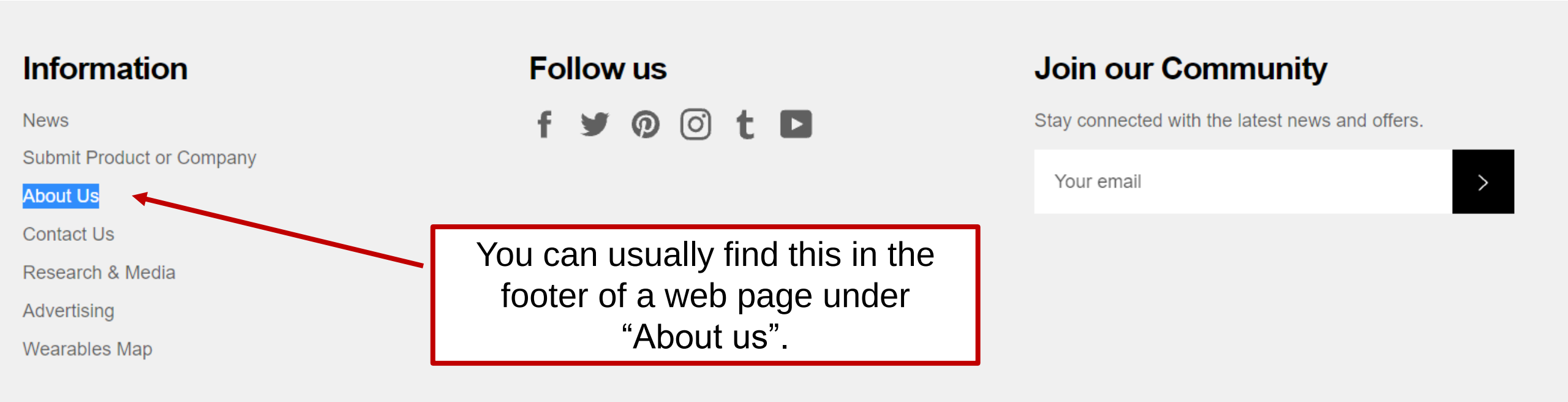



Image Source: www.wearables.com

# Example 1: the first question to ask about this website is: Who owns this website?




You can usually find this in the footer of a web page under “About us”.

# About us

Watches Trackers Fitness Headphones Clothing VR Brands News

**Find what works for you!**

Wearables.com helps consumers stay up-to-date on the latest industry news, product releases, and upcoming events for the rapidly evolving wearable electronics space. We are constantly working on ways to make it easier for consumers to find the right information to inform their interactions with wearables, from purchases to downloads to reviews!

Wearables.com is the thought leader for wearables and emerging technology. Our CEO, Luis Rincon, has appeared on several national TV programs. Journalists enjoy his practical, insightful, outspoken perspective on technology. Contact us today to schedule an interview or discuss our insights further: Press@Wearables.com.

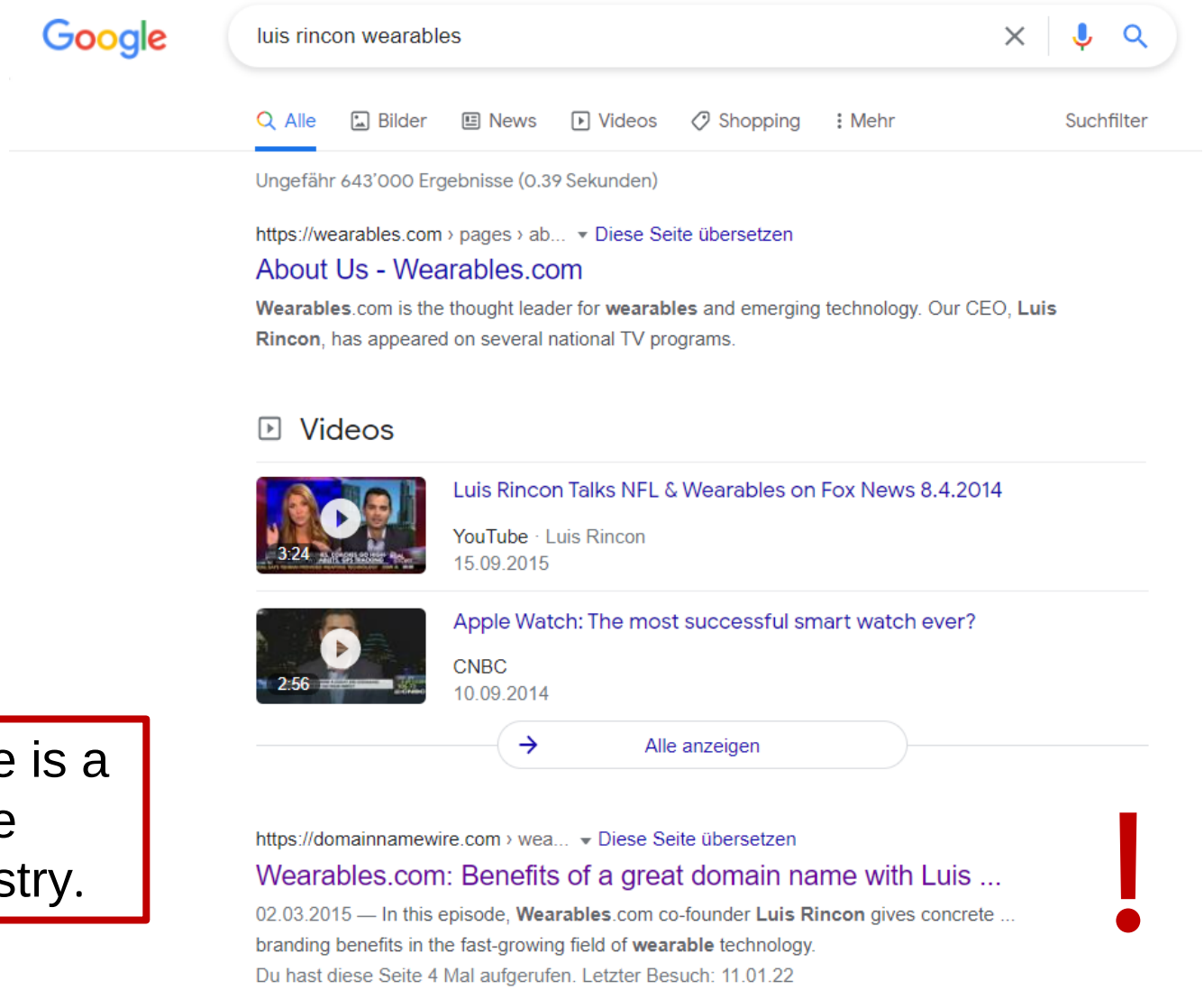
"Journalists enjoy his practical, insightful, outspoken perspective on technology."

?

So let's investigate a bit further and search for the CEO Luis Rincon.

Image Source: www.wearables.com

# A quick Google search for Luis Rincon and “wearables”




Domain Name Wire is a news source for the domain name industry.

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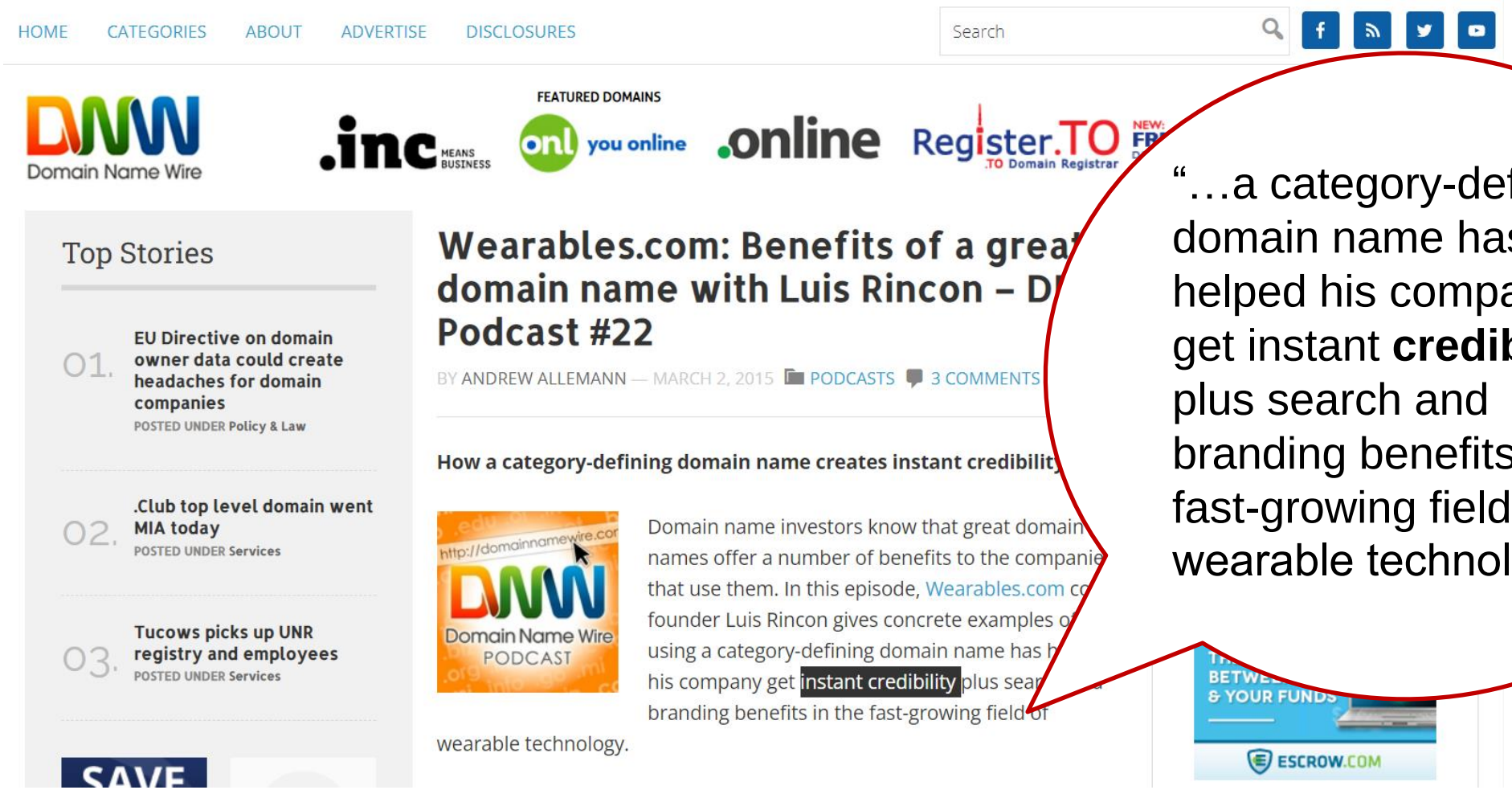



"…a category-defining domain name has helped his company get instant **credibility** plus search and branding benefits in the fast-growing field of wearable technology."

domainnamewire.com/2015/03/02/wearables-com-benefits-of-a-great-domain-name-with-luis-rincon-dnw-podcast-22

Image Source: www.domannamewire.com

# His LinkedIn profile

He works in various fields, such as online courses at Academeum.

At wearables.com he was co-founder until December 2015

Suche

Start | Ihr Netzwerk | Jobs | Nachri

**Luis Felipe Rincon**
Co-Founder & Chief Strategy Officer (CSO) - let's talk edtech!

**COO / CPO**
Vollzeit
Apr. 2020–Dez. 2021 · 1 Jahr 9 Monate
Austin, Texas, United States

Acadeum unlocks high quality online courses across higher education to scale opportunity for students and institutions by powering networks of schools to course-share. Our technology allows colleges and universities to access, discover, and exchange high-quality courses that meet their students' needs.

**EIR (Entrepreneur in Residence)**
Socratic Ventures
Jan. 2016–Heute · 6 Jahre 1 Monat
Austin, Texas Area

Socratic Ventures invests in game changing education companies addressing systemic challenges with sustainable solutions. Socratic is focused on exploring new business models in education as well as providing corporate finance and strategy development services to the education industry. Present investments include MeasureOne, Student Loan Genius, Meritize, and College Consortium.

**Co-Founder**
Wearables.com
Dez. 2013–Dez. 2015 · 2 Jahre 1 Monat
Austin, Texas Area

!

**BuildASign.com**
3 Jahre 2 Monate

**Product Manager**
Juni 2012–Juni 2014 · 2 Jahre 1 Monat

# Summary for the website wearables.com with the RADAR-Method

**Rationale**

**Relevance**

**Authority**

**Accuracy**

**Date**

Source: https://libguides.lmu.edu/ld.php?content_id=59083488

# Example 2: Future Proof blog by Futures Platform

futuresplatform.com/**blog**/9-foresight-methodologies-successful-companies-use-stay-ahead

The topic of the Internet search was “horizon scanning in foresight”.

FORESIGHT BEST PRACTICES

## 9 Foresight Methodologies Successful Companies Use to Stay Ahead

And how you can use them, too.

November 17, 2018, Bruno Jacobsen, Irmeli Hirvensalo

There's a few answers successful foresight activities must answer. Three of the most important are: What are the alternative futures the organization faces? How likely are the different futures to unfold? And, given the options, what actions can the organization take to achieve its goals?

## 9 FORESIGHT METHODOLOGIES SUCCESSFUL COMPANIES USE TO STAY AHEAD

Related

August 3, 2021

**Foresight Methods: Introducing Our New Article Series**

Futures Platform's new article series will familiarise you with various foresight methods and walk you through how you can use them.

January 27, 2021

**Horizon Scanning and Vigilance Concerning Changes: Discontinuities, Emerging Issues and Weak Signals**

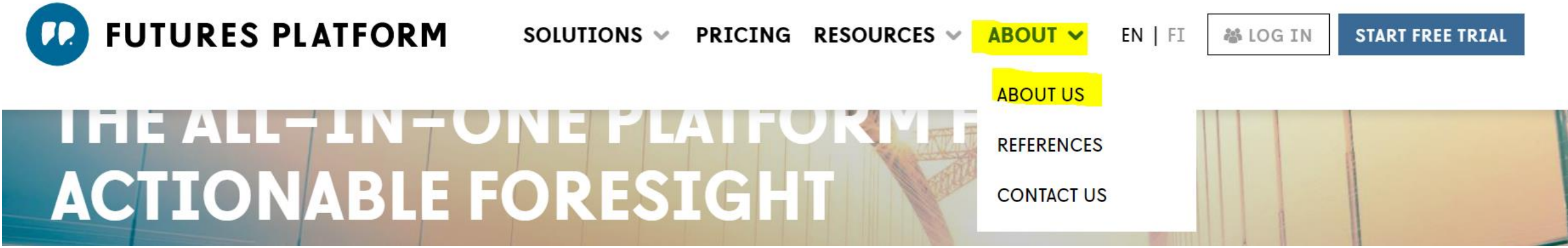
Image Source: www.futuresplaform.com

# Example 2: again, the first question to ask about this website is: Who is responsible for this website?

In this case, you could shorten the Internet link to the root:
futuresplatform.com/blog/9-foresight-methodologies-successful-companies-use-stay-ahead

futuresplatform.com

and go to “About” -> “About us” and read more about the company.



# Example 2: again, the first question to ask about this website is: Who is responsible for this website?

FUTURES PLATFORM

SOLUTIONS PRICING RESOURCES ABOUT EN | FI LOG IN START FREE TRIAL

## WE EMPOWER THE SHAPERS OF THE FUTURE

We are a team of futurists, foresight analysts and experts from Helsinki, Finland.

Our goal at Futures Platform is to make foresight accessible, easy and practical for organisations, and empower teams to work with the future together in a wide range of use cases – from strategic planning to product development, innovation and risk management.

We bring foresight into action with a unique blend of a digital, collaborative foresight solution and continuous support from our foresight

# Summary for the website futuresplatform.com with the RADAR-Method

**Rationale**

**Relevance**

**Authority**

**Accuracy**

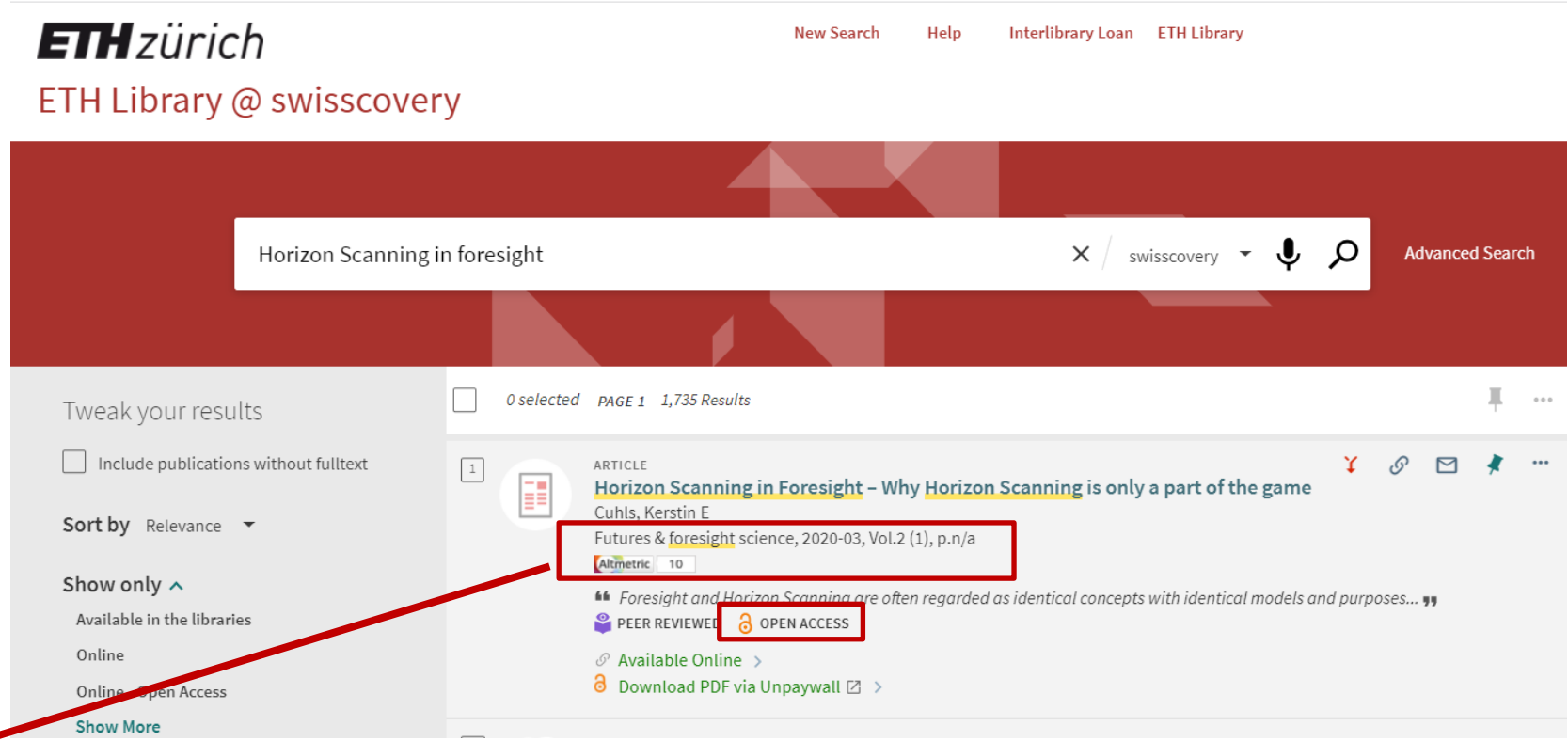
**Date**

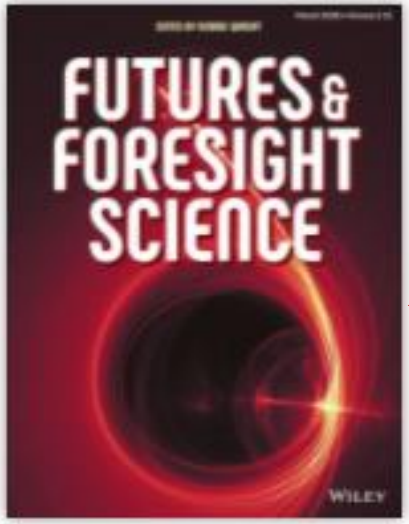
Source: https://libguides.lmu.edu/ld.php?content_id=59083488

# Alternative sources

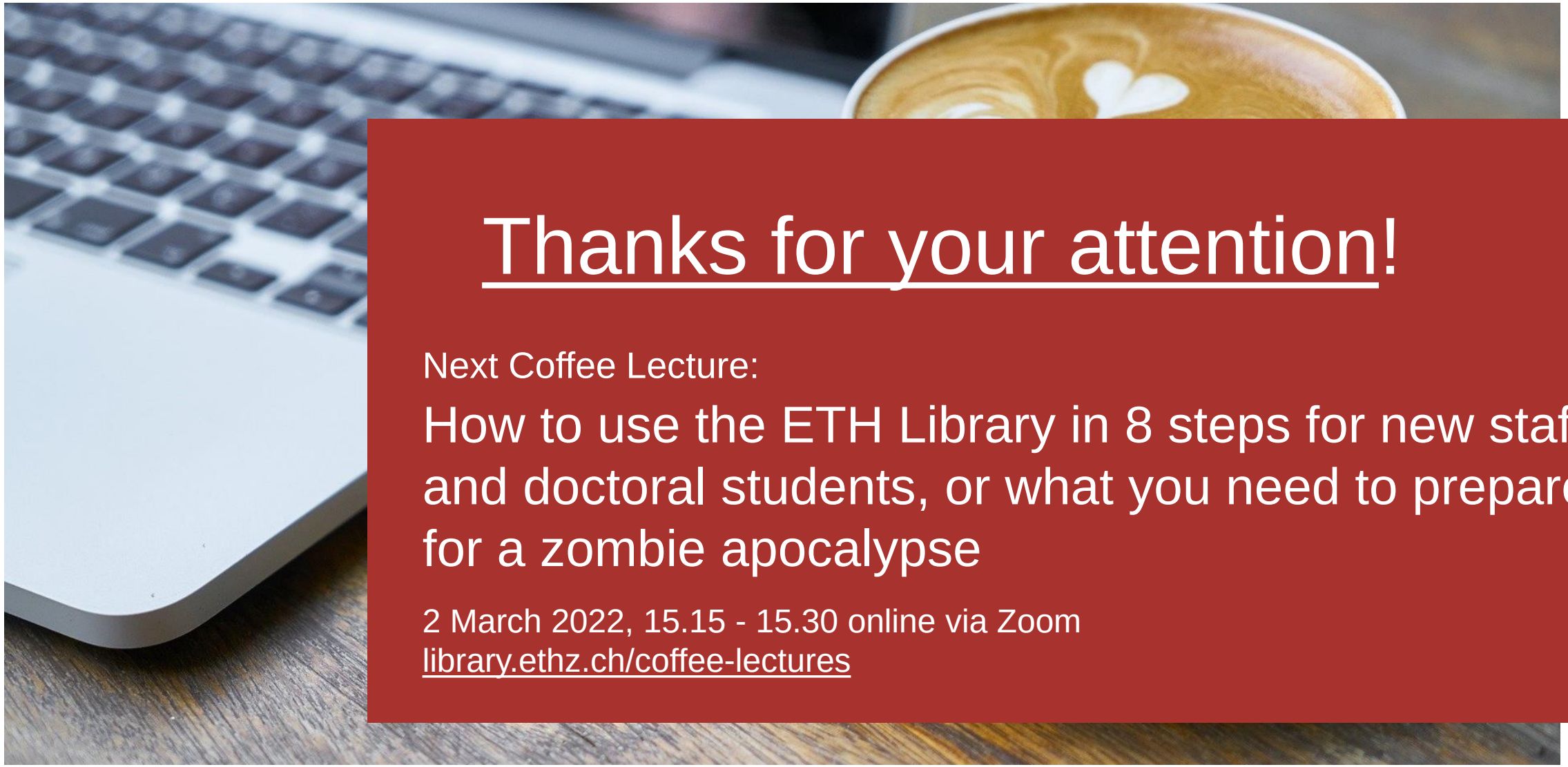
**Horizon scanning in foresight**

Use
ETH Library @ *swisscovery*
for books, articles, etc.
(with the ***swisscovery*** index search profile)




And in this case, you will even find a special journal on this topic called *Futures & Foresight Science*. Free to use with Open Access



# Thanks for your attention!

Next Coffee Lecture:

## How to use the ETH Library in 8 steps for new staff and doctoral students, or what you need to prepare for a zombie apocalypse

2 March 2022, 15.15 - 15.30 online via Zoom
library.ethz.ch/coffee-lectures

Next online course:

**Internetquellen evaluieren: Rasch und sicher mit der RADAR-Methode (in German)**

5 April 2022, 17.15 -18.15 online via Zoom
library.ethz.ch/aktuell/kurse/alle-kurse-und-webinare/details.7704o.html

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