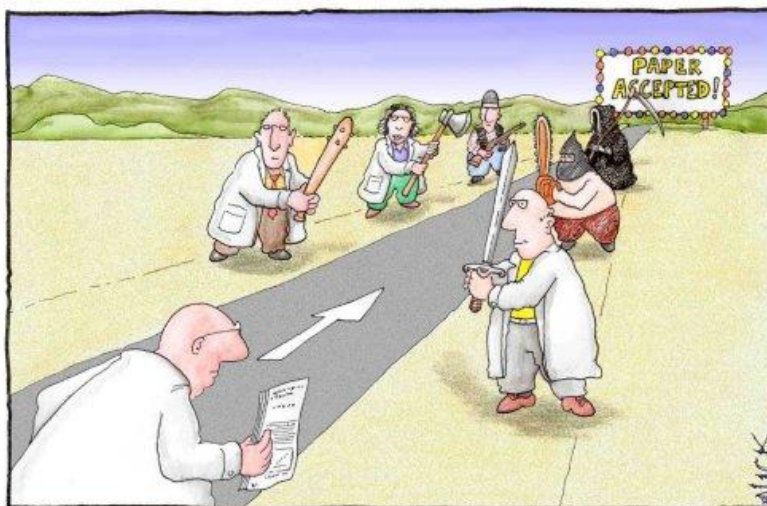


Web Site Peer Review Criteria & Instructions



Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

What not to do in peer review!

(image from <http://community.acs.org/journals/acbcct/cs/Portals/0/wiki/PeerReview.jpg>)

DUE: Written review sent via email to Trish and the team members under review by Monday Nov. 9 at your "bedtime".

Goals for Peer Review

You should emerge from this peer-to-peer process with clearer and concrete ideas about how to target your team web site revisions for Week 9. You will learn about:

- how accessible your language is for your proposed audience
- how strong and compelling your "story" is
- how well your site organization is working to tell a compelling story
- the clarity of your communication with your audience
- how well you have linked the science of abrupt climate change to your specific project content

The items above are the ones your peers will use to constructively critique your web site to help you make it better. In addition, by reviewing someone else's work with these criteria, you will be better able to see your own work through the lens of these criteria. You will also likely gain some specific ideas for how to strengthen your own web site by looking at another one! You will also gain from the varied perspectives of "outsider ideas" who more closely resemble your real audience.

General Tips for Peer Review

Be respectful and kind, remember that you are trying to give the kind of advice that you would also like to hear. In the best Carleton spirit of support, help each other improve the quality of all the work – pull each other up!

Be as specific and concrete as you can. Point to pages, sections, and paragraphs where you have something to say about the criteria noted below.

Make supportive suggestions on how to deal with an issue that needs attention, as much as possible. You may not be able to do this across the entire site, but please do it in areas where you think the work needs the most improvement and you have an idea about how to help.

Review Process & Criteria

This review process is an **individual exercise**. Each student will review an entire web site of another team. Do not engage in this review process with your team. You will receive *individual* course credit and a grade (on outstanding, satisfactory, unsatisfactory scale) for your written review, which you will obviously also share with Trish.

As noted above, the **criteria** you will examine in your review are:

Accessibility. Is the language and tone accessible for a more public audience? Is the use of jargon minimized, or at least explained well in a clear way?

Power of Story. Does the web site pull you into a compelling story? Where is this done well and where does the revision process need to target improvement of the storytelling (be specific)? How might the storytelling be made more compelling, and in what specific ways? Do the *visuals* help support, amplify, and enrich the text and story?

Site organization. Does the site organization help tell a good story? Does the flow through the story and site feel effective? Which aspects of organization are working well, and which aspects

need attention in the revision process (be specific)?

Clarity. Is the language clear at conveying the ideas? Where is the clarity good and where does it need work (point to specific pages and paragraphs). Note specific paragraphs, sections, or pages, that are particularly hard for you to follow.

Science-context linkage. Has the site provided a strong and appropriate link – how this occurs will vary with project context – between the science of abrupt climate change and the project topic and story? Where is this link strong and where might it be further strengthened (be specific)?

How to Access and View Other Web Site

You will be temporarily making your web sites public to the world for the weekend. Be sure to change the sharing of your web site to public status by early Saturday Nov. 7 through early Tuesday Nov. 10. On the morning of Tuesday Nov. 10, I strongly recommend that you change sharing of your web site back to only your team members, Trish, and Adrienne only.

By early on Saturday Nov. 7, you will receive an email from Trish with an embedded link to the web site that you will review, along with a list of emails for the team under review. This will allow you to view another team's site and email your feedback to them.

How to Provide Written Feedback for Peer-Review

- Be sure to view the entire site by the end of your review process
- This is a time-limited activity. Spend no more than 3 hours – and no less than 1 hour - on reading the site and writing up your feedback. Two hours is likely closest to what is required and expected for this task.
- Yes, you will be skimming parts of the site that are working well, and focusing more intensely on parts that need attention and work.

To begin the process, create a Word document and paste in the review criteria above. Spend some time looking over the entire site, to digest the topic and story, before you begin to comment – this will give you an initial sense for the whole.

Then, return to various site pages and starting addressing each criterion above.

The language and format of your writing in this review can be informal, but it needs to be clear.

For each of the 5 review criteria above, write 1-2 paragraphs of feedback. You do NOT need to

apply these criteria to each individual web page. However, you will want to mention specific pages in your review as you talk about what is working and what needs attention.

When you get done, you should have a feedback document in five chunks – one for each criterion above – and 1-2 thoughtful paragraphs on each criterion.

How to Use Peer Review Feedback to Revise Your Web Site

Each team and team member will receive 3-4 individual peer reviews over email in the form of a Word document.

You next must invent a team process to digest the review comments as a team and make decisions together about how to revise the site in response to this feedback. Once you do this, it is appropriate to delegate revisions to individuals and/or groups in your team.

Part of the final project grade will involve how well you revised your web site in response to the most striking trends that emerged from this peer review process.

Any questions, email or talk to Trish.

Ideas and some text in this document borrowed in part from Prof. Susannah Ottaway, Carleton's Department of History.