

## Buy an Ancestor Online Website review

<http://www.fulkerson.org/ancestors/buyanancestor.html>

### CONTENT

Does the site cover the topic comprehensively? Accurately?

The content is covered comprehensively but it any reasonable person with an ounce of common sense would realize that it is a hoax.

Can you understand what is being said? Is it written above or below your level of understanding?

The content is written in a good level of understanding, not too high and not too low.

What is unique about this site? Does it offer something others do not?

The sight offers to fabricate genealogy. So, yes I would say that it is a unique offering.

Are the links well-chosen? sufficient?

The links do not all work correctly. Those that do are sufficient.

Currency: Can you tell: the date the information was created? the publication date? the date the material was last revised? Are these dates meaningful in terms of the subject matter?

The site appears to not be very current. There is a statement to "use before 12-21-12." Which suggests they thought the world would end and there would be no need after December 21, 2012.

Would you get better information in a book? an encyclopedia?

Definitely

Would you include this site in your bibliography?

Never

### AUTHORITY/ CREDIBILITY

Who is responsible for this site? Who sponsors it? Hint: truncate each section of the URL back until you are able to find the sponsor.

The sponsor seems to be Bob Fulkerson who passed away in June of 2012.

What are his/her credentials?

Mr. Fulkerson seems to be an amateur genealogist who was researching his own genealogy.

Have the authors of the site cited their own sources? Are the sources documented appropriately?

No

What is the domain name? Does it end in .com, .gov, .edu, .org, .net? Is it a personal page?

The domain name ends in .org but it appears to be a personal site.

Is that a meaningful clue in evaluating the site? (You can't always judge a web page by its suffix. Some commercial sites provide solid information. Some university sites offer less-than-serious personal pages to graduate students.)

Yep.

Who else links to the site? (You can perform a link check in AltaVista or Google by entering "link:webaddress" in the search box. Is it linked to by reliable sites? What do other sites say about this one?)

There were three links to this site. One was actually reviews on the buy an ancestor website itself and the other two referred to it as "humor".

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### BIAS/PURPOSE

Why was this site created? (to persuade, inform, explain, sell, promote, parody, other?)

It appears that the purpose of the website is to make money for the author of the site. However, there is no place to actually place an order, so I would say the purpose is as a parody or for humor.

Is it a personal, commercial, government or organization site?

It appears to be commercial but the url is .org which would make one assume it is an organization.

Is there any bias? Is only one side of the argument presented? Does it appear that any information is purposely omitted? Is there a hidden message? Is it trying to persuade you or change your opinion? Is the bias useful to you in some way?

I think the message is "Tracing your ancestry is hard.... wouldn't it be nice if there were an easier way?"

Can you distinguish facts from opinions?

Yes

### USABILITY/ DESIGN

Is the site easy to navigate (user-friendly)?

The site is easy to navigate but some of the links do not work.

Is there a well-labeled contents area?

Yes

Do all the design elements (graphics, art, buttons, etc.) enhance the message of the site? Is there consistency in the basic formats of each page?

The design and graphics are harsh and bright. Yes there is consistency. I don't feel that the design matches the content.

Are there any errors in spelling or grammar?

Not that I noticed.

Do the pages appear clean, uncluttered?

There are a lot of ads and it is somewhat cluttered.

Do the links on the site work?

Not all the links work.