Web credibility assessment: affecting factors and assessment techniques

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Abstract

Introduction. In the current era of digital communication, users share information they consider important, using wikis, blogs, and social networking Websites. The digital content includes valuable as well as biased, false and demagogic information. The objectives of this review paper are, i) To understand the perceptions of users regarding Web credibility judgment and the problems faced by them, ii) To review and list the factors used in various Web credibility judgment techniques, iii) To suggest a hybrid model that takes advantage of different credibility judgment techniques.

Method. This paper adopted a systematic review methodology based on the guidelines of Kitchenham.

Analysis. Over 100 papers were reviewed to compile the list of factors covered in the approaches. These analyses were summarized in the form of tables featuring the methods, types and categories of approaches as well as the factors covered.

Results. Our findings show that by adopting more than one approach when assessing the credibility of a Web, measuring credibility assessment becomes easier. Therefore, a hybrid approach is presented for the conduct of credibility assessment using the different approaches available to measure accuracy, authority, aesthetics, professionalism, popularity, experience, impressibility, and quality.