



***MicroModule: publisher***

**Who is the Publisher?**

**REVIEW Page**

Below is the entire module on one page.

**Why would you want to know who publishes a web site?**

The organization that sponsors a site can sometimes provide clues for further investigation. Educational, non-profit and commercial sites tend to sponsor different kinds of information. However, the sponsoring organization is no guarantee of quality. Does the fact that I trust Education Week mean I have to believe what Jamie Vollmer says in his speech?

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March 6, 2002

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## The Blueberry Story

**By Jamie Robert Vollmer**

'If I ran my business the way you people operate your schools, I wouldn't be in business very long!'

**A business leader learns his lesson.**

I stood before an auditorium filled with outraged teachers who were becoming angrier by the minute. My speech had entirely consumed their precious 90 minutes of in-service training. Their initial icy glares had turned to restless agitation. You could cut the hostility with a knife.

Related stories:

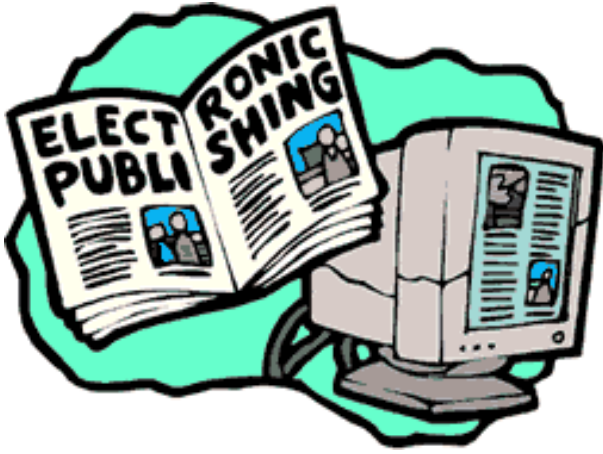
["The Intersection of School and Community,"](#)  
Commentary, July 12, 2000.

["Public Enragement or Public Engagement?,"](#)  
Commentary, March 1, 2000.

A web site publisher's credentials are one of the few things we can check to enable us to trust the authenticity of the information found on a site. However, we mustn't confuse the publisher with the author. Education Week had nothing to do with Mr. Vollmer's speech; they simply made its contents public via the web site they maintain. Does this imply any responsibility?

Publishers establish a reputation for printing specific types of articles, papers, images, sounds, etc. when they build their web site. As they add and change the content, this perspective may stay the same or change, but it usually remains close to the original. Education Week will always print articles about educationally relevant topics, whether their categories remain: Home, Education Week, Teacher Magazine, Daily News, Archives, Special Reports, Issues A-Z, and State Info; or not.

**How can you determine who published a web site?**



The publisher's name is usually prominently displayed at the top or bottom of the web site on each page. If not, it is likely to be on an 'About this Site' page. What does the organization have to say about itself? If you have trouble finding it, look for other pages on the same site. Use the site map to help you find additional pages. If this strategy isn't available, try truncating the URL to find pages residing on the same server. The main home page of the organization is where you might find the most complete publisher information.

### **How can you learn more about the publisher of a web site?**

**RIMSC = Is the site... Reliable, International, Mission stable, Sponsoring, Contactable**

- How reliable is the publisher of the web site?
- Is this a national or international organization?
- What is the mission of the organization?
- Is this site sponsoring the author's page or just providing web space?
- Does the site provide a contact for further information?

### **How reliable is the publisher of the web site?**

Who is the publisher? What is their reputation among the public? Colleagues? What other web based information do they publish? Non-web based? To find the answers to these questions, we suggest you check the same server for other web based publications. Then search for the publisher on the Internet. Then run a search for the publisher on a same-subject database. Check the library for print materials by this publisher as well. Find out what other publishers say about them and who says it. Find out who trusts them and whether you trust their opinions.

## **Is this a national or international organization?**

Do you tend to trust large national and international organizations more than smaller upstarts? How can you tell which is which? What about upstarts by experts in the field? Check the URL. [Www.bigcompany.com.de/sales/ad.htm](http://www.bigcompany.com.de/sales/ad.htm) implies a commercial organization, located in Germany, the sales department, and an advertisement. [Www.notforprofit.org.au/mission/goal.htm](http://www.notforprofit.org.au/mission/goal.htm) implies a small, not for profit organization, located in Australia, the goal page published in the mission section of the web site. [Www.nooneknows.net/~george/mysay.htm](http://www.nooneknows.net/~george/mysay.htm) implies a personally published page in the United States. Now, let's say each of these pages support your research. All claim to be international organizations. An expert in the field backs the ad. An expert in the field proposes the goal. George turns out to be an expert in the field, too. You can only use one of these resources. Which one would you choose? Why?

## **What is the mission of the organization?**

The "About this Site" page may describe the purpose of the site. Organizations often even have a Mission page outlining exactly what their mission is and how they plan to attain their goals. This mission can help you decide questions like the one above. Organizations whose goals match those of your research will fit into your work more easily than those whose goals do not. Opinion pieces of writing will rely particularly on resources with clearly stated missions. Organizations with clearly stated missions can be trusted more than those without; right?

## **Is this site sponsoring the author's page or just providing web space?**

Which site is sponsoring the author's page and which is just providing web space?

## **Site 1: JustGiving**

charity made easy  
**justgiving**

**HOME**  
QUICK DONATE AND MANAGE YOUR ACCOUNT

**DONATE**  
TO A CHARITY OR 2FRIEND OR FRIEND

**RAISE MONEY**  
FOR A CHARITY WITH AN ONLINE FUNDRAISING PAGE

**GET IN TOUCH ABOUT US**

**Tracey S. Rosenberg: trekking across Iceland to help Romanian children**

**Event:** Long Weekend Lava Trek  
**Date:** Thursday, July 17, 2008  
**Participant:** Tracey Rosenberg



**My target: £1,750.00**  
**So far I have raised: £1,316.00**

- [Bookmark this page](#)
- [Tell a friend about this page](#)
- [Page help](#)

[Sponsor me now >](#)

“ I'm raising money to support a care home for HIV-infected children in Tirgu Mures, Romania. Yes, it's a bit weird to go hiking in Iceland to raise money for Romania, but there aren't any Romania treks available....

I lived in Romania as a Fulbright scholar for nearly a year (September 1999-August 2000), and I'm taking this opportunity to try and help some of the most helpless people in their society. Visiting the COCO home page will give you more details (it's found at [www.coco.org.uk](http://www.coco.org.uk)), but the short version is that they've built a care home for abandoned HIV-infected children, and are building a second one. It's impossible to put a price on the quality of life we take entirely for granted - not having lice, getting healthy meals

**My Charity:**

**COCO**  
COCO aims to relieve the suffering and distress of children throughout the world in areas stricken by poverty, natural disaster or war by providing support, facilities, equipment,

**Site 2: AOL@School**

**JustGiving** sponsors Tracy so that she can solicit donations from her friends and relatives around the world. She is walking across Iceland to raise money for Romanian children. ?Justgiving is a private company dedicated to bringing the benefits of new technology to the business of charity fundraising.?

**America Online** only provides space for the **AOL@School** web site. To find out more about the publisher investigate the [AOL@School](#) organization rather than AOL itself.

**Does the site provide a contact for further information?**

Sites that provide names, email addresses, snail mail addresses, phone numbers, and other contact information make it possible to find out the details not published on their web pages. Just the fact that they are willing to be contacted lets us know that they stand behind what they say and encourages us to trust them.

*The above tips are worded as questions because they are not always true. These are general rules that may not work for your situation. Use them when they are applicable; ignore them when they are not.*

### **Who is the publisher of this learning unit?**

The publisher of this learning unit is the [Illinois Mathematics and Science Academy](http://www.imsa.edu). ( <http://www.imsa.edu> ) The .edu in the URL indicates that the publisher is an academy or college web site. [IMSA](http://www.imsa.edu) is a state funded learning enterprise working to liberate the human spirit for the world. The mission of the Illinois Mathematics and Science Academy, a pioneering educational community, is to transform mathematics and science teaching and learning by developing ethical leaders who know the joy of discovering and forging connections within and among mathematics, science, the arts, and the humanities by means of an exemplary laboratory environment characterized by research, innovative teaching, and service. IMSA sponsors the Internet Search Wizard as well as providing web space. Visitors are encouraged to contact the Wizard Team with [feedback and/or questions](#).

[Authored by Lora K. Kaisler 2003](#)



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*End of Micromodule - publisher.*

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