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| CATEGORY | **4** | **3** | **2** | **1** |
| **Organization** | Website organization very easy to understand, information flows in a logical order. | Organization is mostly clear and easy to read. | Flow of information is difficult to follow, most of information is present but structure is not readily understandable. | Information is present but completely disorganized. |
| **Media** | Website uses a wide variety of different media to educate visitors. | Some variety of media is used. | Little variety. | Very little to no media is used on website. |
| **Text** | All media is accompanied with understandable text. All sections include introductions of sufficient detail. | Explanation and detail are given for most media. | Some explanation is given. | Little to no explanation of sections or media. |
| **Content** | Information is pertinent and has been examined beyond a surface level. | Information is pertinent and some examination of its significance has been made. | Information is very basic and is analyzed on a surface level. | Very little depth of information, very little discussion beyond surface facts. |

