DIGITAL DISCERNMENT: AN E-COMMERCE WEB SITE EVALUATION TOOL

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ABSTRACT

With the continued growth of Internet commerce, companies seek candidates with experience and skills in critically assessing Web sites. In this paper, we examine the effectiveness of Digital Discernment, an e-commerce Web site evaluation tool to help students learn how to evaluate Web sites. This tool allows students to examine e-commerce sites, provides a listing of criteria upon which to evaluate these sites, asks them to examine the sites qualitatively and quantitatively, and lets them compare their evaluations with those of others.