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AMA Website Guidelines

Questions to Ask

1. Whose site is it? (affiliations/strategic alliances/investors/copyright ownership)
2. Site Viewing - Does the site provide information about the platform(s) and browser(s) that permit optimal viewing?
3. Is viewer access open to everyone? Members Only? Monthly/annual fee? Is there a Privacy Statement?
4. Who is funding the site? Is the content easily distinguishable from advertising?
5. Does the site provide editorial content in keeping with the AMA Scientific Publications?
6. Does an Editorial Board exist? Who are the Editors?
7. Is the language scientific or for all audiences?
8. When was the site last updated for timeliness of the site's content?
9. Are the names, degrees, affiliations, financial disclosures and reference materials used listed?
10. Are any intra-site and inter-site links easily accomplished?
11. Can you view previously viewed pages? Are you re-directed to another site you did not want to visit?
12. Can you download to a portable document file (.pdf) for later review?
13. Is there a *Site Map* or *Organizational Guide* that shows the entire content of the website?
14. Is there HELP tab? FAQ tab? Feedback tab? "Contact Us" tab?