Kelsey E Bartiss. Evaluating the Readability of Online Consumer Health Information Regarding Macular Degeneration. A Master's Paper for the M.S. in I.S. degree. April, 2013. 33 pages. Advisor: Claudia Gollop

As consumers search for an increasing amount of health information online, it is important for the information that they find to not only be accurate, but written in an appropriate and accessible level of readability. Eight consumer health information websites were selected and a portion of text from each on the topic of macular degeneration, an eye disease that affects many older Americans and can result in the loss of central vision, was evaluated. The readability of the text was calculated using two tests: the Flesch-Kincaid Grade Level Index and the Flesch Reading Ease test. These calculations confirmed expectations that online consumer health information for macular degeneration is incomprehensible for a sizeable segment of the American population. According to the results, this information is written on average at a reading level of nearly the eleventh grade.

Headings:

Readability - - Evaluation

Consumer health information

Macular degeneration

EVALUATING THE READABILITY OF ONLINE CONSUMER HEALTH INFORMATION REGARDING MACULAR DEGENERATION

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A Master's paper submitted to the faculty of the School of Information and Library Science of the University of North Carolina at Chapel Hill in partial fulfillment of the requirements for the degree of Master of Science in Information Science.

Chapel Hill, North Carolina April 2013

Approved by		
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I. Introduction

As consumers search for an increasing amount of health information online, it is important for the information that they find to not only be accurate, but written in an appropriate and accessible level of readability. According to the National Adult Literacy Survey, the average American adult reads at the seventh grade level, but more than half of the population of the country reads below the sixth grade level (DuBay 1). Experts have recommended that information about health should be written at a fifth grade level (DuBay 1). But is this the case with online consumer health information?

For this study, eight consumer health information websites were selected and a portion of text from each on the topic of macular degeneration, an eye disease that affects many older Americans, was evaluated. The readability of the text was calculated using two tests: the Flesch-Kincaid Grade Level Index and the Flesch Reading Ease test. The Flesch-Kincaid Grade Level Index test calculates the American grade level of written material (DuBay 26). It is one of the most popular reading ability calculators used today and is currently used by the Department of Defense, the Social Services Administration, and the Internal Revenue Service to calculate the readability of their published materials (DuBay 31, 54). The Flesch Reading Ease Score calculates the difficulty of reading material on a scale of one to one hundred, with a score of one hundred indicating a very easy level of readability, scores between sixty and seventy to be a "standard" reading

level, and scores between zero and thirty to be at a college graduate level (DuBay 21-22). The goal of this research was to find answers to the following research questions:

- 1. What is the recommended reading level for consumer health information?
- 2. Is the reading level for macular degeneration information above, at, or below this level?
- 3. If the reading level of this information is above the recommended level, by how much is it above?

The objective of this study was to answer these questions in order to gain a better understanding of the accessibility of consumer health information online and see what changes would perhaps need to be made in regards to ease of understanding of the material.

II. Literature Review

Macular degeneration is a condition of the eyes, which results in a partial or complete loss of central vision. This area of vision is damaged as significant amounts of drusen develop under the retinal pigment epithelium and neurosensory retina within the eye (Coleman et al. 1835). Drusen are composites consisting of protein, lipids, and cells (Stone 479). Age-related macular degeneration, or macular degeneration, is an umbrella term that actually consists of different forms of the disease that can be attributed to several different causes (Stone 478).

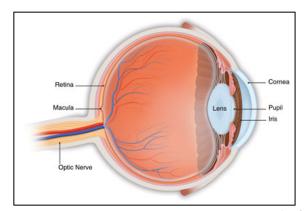


Figure 1 – Anatomy of the Human Eye (unknown)

In the past, it was believed that one single root cause of macular degeneration could be determined. However, this is not the case (Stone 479). Macular degeneration can be attributed to a number of various causes, or in some cases, a combination of them.

Patients can live for years without adverse symptoms as the disease develops (Coleman et al. 1835).

One cause of macular degeneration for which there is no prevention is simply aging (Coleman et al. 1835). For some patients, genetics play a role in developing macular degeneration (Coleman et al. 1835). Genetics have the potential to be a contributing factor to increased risk of macular degeneration, and like aging, cannot be helped. Twin and family studies have been conducted to explore the role of genetics in the development of macular degeneration (Querques et al. 594). Medical science first discovered the link between heredity and macular degeneration in the late nineteenth century, before the term "genetics" was even widely used, as it was found that macular degeneration occurred within families (Stone 480-481). However, there isn't one single gene in particular that increases an individual's risk of developing macular degeneration (Stone 481). Instead, "high-risk alleles" occur across several locations within an individual's DNA (Stone 481). While these genetic combinations do not inherently cause the development of macular degeneration, they do contribute to the likelihood of an individual developing the disease during their lifetime (Stone 481). Overall, genetics are the primary cause of approximately 23% of the cases of advanced macular degeneration (Coleman et al. 1838).

Some causes of macular degeneration are entirely preventable, the most prominent of which is smoking (Coleman et al. 1835). There is a proven direct correlation between the quantity of cigarettes a patient smokes and the likelihood of suffering from advanced macular degeneration (Coleman et al. 1836). For smoker patients who have yet to develop macular degeneration, studies have shown that ceasing smoking can decrease the risk of macular degeneration (Stone 483).

A number of previous studies have supported an association between sun exposure and an increased risk of developing macular degeneration, but other studies have not supported this conclusion (Coleman et al. 1838). The degree to which sun exposure influences the development of macular degeneration remains inconclusive and needs to be explored in further research (Coleman et al. 1838).

The effects of macular degeneration on a patient's vision may vary depending on the type and severity of macular degeneration the patient has developed. Individuals can go years without symptoms, until they begin to complain of a combination of general vision loss, central vision loss, changes in color perception, and seeing grids of straight lines that appear wavy (Querques et al. 593). There are three stages of macular degeneration: early, intermediate, and advanced (Coleman et al. 1836).

With early macular degeneration, drusen that have developed within the eye are small to medium sized, and the patient most likely has no noticeable symptoms (Coleman et al. 1836). Once macular degeneration advances to the intermediate level, drusen have become medium to large in size, and it is still possible that the patient hasn't noticed any adverse symptoms of macular degeneration, such as vision loss (Coleman et al. 1836).

During the advanced stages of macular degeneration, the condition can be characterized as one of two forms of the disease: as geographic, called "dry," macular degeneration, or as neovascular, called "wet," macular degeneration (Coleman et al. 1836). With dry macular degeneration, areas of the retina have slowly lost their pigmentation and small blood vessels, resulting in the loss of central vision (Coleman et al. 1836). When a patient suffers from wet macular degeneration, fluids and blood leak as the sensory retina or retinal pigment epithelium detach (Coleman et al. 1836). Wet

macular degeneration is the most common form of macular degeneration (Coleman et al. 1836).

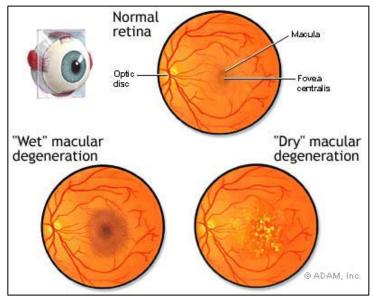


Figure 2 – Macular Degeneration (ADAM)

Macular degeneration is currently the most common cause of blindness in the developed world for individuals over fifty-five years of age of European descent (Coleman et al. 1835). Members of other racial and ethnic groups who are older than fifty-five do develop drusen in their lifetimes, but these individuals have a smaller chance of developing macular degeration than Caucasians (Coleman et al. 1836). Wet, or neovascular, macular degeneration is the most common cause of severe central vision loss among adults of this age group (Coleman et al. 1836). Smokers in general have a higher risk of developing macular degeneration than non-smokers regardless of race or ethnicity (Stone 478). In total, 10 - 15% of people with macular degeneration experience severe central vision loss (Querques et al. 593).

Unfortunately, a cure for macular degeneration has yet to be discovered. This being the case, prevention and patient education are key to lessening the impact of macular degeneration on the adult population (Coleman et al. 1840). It is important to

empower patients to control what factors they can in lessening their risk of developing the disease, such as keeping a healthy body mass index and smoking cessation (Coleman et al. 1840). Previous studies have shown that these preventative measures taken by patients could reduce their chances of developing macular degeneration by half (Coleman et al. 1840).

However, once a patient has developed macular degeneration, there are some treatments currently available to lessen the impact and progression of the disease. For patients at moderate risk of developing macular degeneration and who already have drusen developed within their eyes, taking regular supplements of zinc and antioxidant vitamins can reduce their risk of progressing into advanced macular degeneration by around 25% (Coleman et al. 1835). Taking supplements will not help all patients reduce their risk of developing advanced macular degeneration. It is important to note that this treatment should not be recommended to patients that smoke, as it will increase their risk of lung cancer (Coleman et al. 1840).

Another form of treatment for macular degeneration involves a series of ranibizuamb injections into the affected eyes to slow and stop further vision loss (Coleman et al. 1835). For this treatment, the patient has injections on a monthly basis over a period of three months (Querques et al. 595). Ranibizuamb injections prevent further blood vessel growth as well as blood vessel leaks within the eye ("Ranibizumab Injection."). Because these injections work to counteract the leaking of blood vessels, they can only be used to treat wet macular degeneration and not dry macular degeneration. Current studies with this form of treatment suggest that it is a safe and effective way to improve and stabilize the vision of the patient (Querques et al. 594-595).

Patients undergoing this treatment will need to continue to visit their doctor for follow-up visits after they finish the series of ranibizuamb injections to ensure their vision is remaining stable and not worsening (Querques et al. 595). These injections are intended to stop further vision loss once a patient has already developed wet macular degeneration and are not a preventative treatment.

An additional treatment for patients who have yet to develop advanced macular degeneration involves removing drusen within the eye with a special laser (Coleman et al. 1841). Like ranibizuamb injections, this laser treatment is a management, not preventative, strategy for macular degeneration. Not all treatments are effective on all patients. Further research into treatments and cures for macular degeneration are currently underway.

III. Methods

For this research, eight consumer health information websites were chosen. These websites were selected based on a Google search and meeting a basic set of criteria. The Google search was for the term "macular degeneration." Google was chosen as the search engine because it was the most frequently used search engine available (S. Kalarani and G. V. Uma 135). The search was performed and the list of results returned by Google was reviewed. The websites were required to meet three basic criteria: the owners of the websites must be based in the United States, the website's primary audience was intended to be consumers, and the website must be credible.

For the purposes of this research, a website would be deemed credible based on Metzger's basic definition of credibility: "credibility is a multifaceted concept with two primary dimensions: expertise and trustworthiness" (Metzger 2079). Each website within the study group of eight websites was required to be credible and display a high degree of expertise and trustworthiness.

After scrolling through the Google search results, exploring the websites it presented, and evaluating their credibility, eight websites were selected for this study. These websites were:

- AARP's Health page
- BrightFocus Foundation
- American Academy of Ophthalmology (eyeSmart)

- John Hopkins
- Mayo Clinic
- Medline Plus
- National Eye Institute
- WebMD¹

Several of these websites are HONcode certified.

The HONcode is a certification system run by the HON Foundation for online consumer health information. It was the first established ethical evaluation system for websites providing health information to the public through the Internet ("HONcode: the commitment to reliable health and medical information on the internet."). Websites apply for certification and are evaluated based on a rigorous set of criteria outlined in eight principles: describing the credentials of content authors, a commitment to adding to instead of replacing visits to a qualified healthcare practitioner, confidentiality of website users, accurate citations, objectivity, transparency, financial disclosure, and clear advertising policies ("HONcode: the commitment to reliable health and medical information on the internet."). Once a website is certified to be HONcode compliant, it is periodically reviewed to ensure continued adherence to these eight principles ("HONcode: the commitment to reliable health and medical information on the internet.").

WEBSITE	HONcode Certified	Government Sponsored	Professional Association	Hospital/ Clinic
AARP Health Page	X			
BrightFocus Foundation	X			
eyeSmart			X	
John Hopkins				X
Mayo Clinic	X			X
Medline Plus		X		
National Eye Institute		X		
WebMD	X			

Table 1 – Website Credibility

For the purposes of this study, the text defining the condition of macular degeneration, the description of the disease, and treatment information were all analyzed. Text was taken during late January of 2013. The level of readability was determined using the Flesch-Kincaid Grade Level Index and the Flesch Reading Ease Score. The Flesch-Kincaid Grade Level Index test calculates the American grade level of written material (DuBay 26). It is one of the most popular reading ability calculators used today and is currently used by the Department of Defense, the Social Services Administration, and the Internal Revenue Service to calculate the readability of their published materials (DuBay 31, 54). The formula for calculating the grade level is: (0.39 x average sentence length) + (11.8 x average number of syllables per word) - 15.59, or GL = <math>(0.39 x ASL) + (11.8 x ASW) - 15.59 (DuBay 54).

The Flesch Reading Ease Score calculates the difficulty of reading material on a scale of one to one hundred, with a score of one hundred indicating a very easy level of readability, scores between sixty and seventy to be a "standard" reading level, and scores between zero and thirty to be at a college graduate level (DuBay 21-22). How the Flesch Reading Ease is calculated has changed since the test was invented, as the formula has been refined. The Flesch Reading Ease is currently calculated as: (1.599 x number of

one-syllable words per 100 words) – (1.015 x average sentence length in words) – 31.517 (DuBay 22).

The Flesch-Kincaid Grade Level Index and the Flesch Reading Ease Score were used to analyze the text from the eight websites by pasting the text into Microsoft Word for Mac 2011 and running the tests within the word processing program. Due to the limitations within Microsoft Word, the maximum grade level calculated for the Flesch-Kincaid Grade Level Index is 12.0.

NOTES

See Appendix I for website urls and Appendix II for website screenshots.

IV. Website Information

Each of the eight websites used for this study was reviewed for their consumer health information, specifically regarding macular degeneration definitions and treatment options. The information regarding each website, such as the owner and purpose behind the website, was obtained from the website itself. Some websites contained more of this background information than others.

The Health page of the American Association of Retired Persons, or AARP, is owned and managed by AARP, which is a large nonprofit organization with over thirty-seven million members ("About AARP."). Dr. Ethel Percy Andrus founded AARP in 1958 with the goal to "enhance the quality of life for older persons," a goal to which the Health page contributes ("AARP History."). The health encyclopedia featured on the Health page is powered by Healthline, which is also a HONcode compliant website and is owned by Healthline Networks. Healthline exists to provide consumers with reliable health information for education and also so that patients may better communicate with their doctors ("Healthline.com's Mission Statement.").

The BrightFocus Foundation, which was until very recently known as the American Health Assistance Foundation, was founded in 1973 ("About the BrightFocus Foundation."). As a nonprofit organization, the BrightFocus Foundation promotes research and public education for eye and brain diseases as they work "to save mind and sight" ("About the BrightFocus Foundation."). It is also a HONcode certified website.

eyeSmart is owned and maintained by the American Academy of Ophthalmology (AAO) and is geared towards everyday consumers of health information and promotes general public awareness of eye health and its importance ("About eyeSmart."). The American Academy of Ophthalmology is the largest national association of eye doctors and surgeons in the world ("About eyeSmart."). Through eyeSmart, the AAO educates patients about their personal risk factors for various eye diseases as well as other vision ailments and provides information about prevention, diagnosis, and treatment ("About eyeSmart."). eyeSmart has not been HONcode certified.

Johns Hopkins Medicine is a nonprofit organization and is a system consisting of a hospital, clinics, and a medical school ("About Johns Hopkins Medicine."). Based in Baltimore, Maryland, Johns Hopkins continues to be one of the best hospitals in the country ("Johns Hopkins Medicine Fast Facts."). Their website is not HONcode certified.

The Mayo Clinic is also a nonprofit organization and comprises a network of clinics located in Minnesota, Florida, and Arizona ("About Mayo Clinic."). The Mayo Clinic began as the practice of one physician, Dr. William Mayo, in 1863 and expanded as his two sons joined him ("History of Mayo Clinic."). Dr. William Mayo then took what was then a revolutionary step of asking researchers and other doctors to join them and thus created the first "private integrated group practice," forever changing the practice of modern medicine ("History of Mayo Clinic."). The Mayo Clinic website is HONcode certified.

MedlinePlus is a government website owned by the US National Institute of
Health and produced by the US National Library of Medicine ("About MedlinePlus.").
This website exists to provide reliable health information to patients and consumers and

is updated on a daily basis by the National Library of Medicine ("About MedlinePlus.").

MedlinePlus is not HONcode certified.

The National Eye Institute is also a government entity and is part of the National Institute of Health ("National Eye Institute Mission Statement."). The National Eye Institute was founded by the government in 1968 with the main purpose of conducting and advancing research of eye diseases and conditions in the United States ("National Eye Institute Mission Statement."). The National Eye Institute website is not HONcode certified.

WebMD is a website owned by an organization of the same name. The goal of WebMD is to provide consumers accurate health information and reference materials as well as access to online health communities ("What We Do For Our Users."). It provides the general public in addition to healthcare professionals with current medical reference material that is accessible without a paid subscription("What We Do For Our Users."). WebMD has been designed to help people find current information on healthy living, diseases and conditions, and personal support("What We Do For Our Users."). The website is HONcode certified.

V. Results

After completing the analysis of the selected text of each website and calculating the Flesch-Kincaid Grade Level Index of each section of every website, the following results were discovered. The formula for calculating the grade level is: (0.39 x average sentence length) + (11.8 x average number of syllables per word) - 15.59 (DuBay 54).

	DEFINITION SECTION	TREATMENT SECTION	SCORE OF SECTIONS TAKEN	TOTAL
WEBSITE	SCORE	SCORE	TOGETHER	WORDS
AARP's Health Page	11.9	11.1	11.5	107
BrightFocus Foundation	12.0	12.0	12.0	350
eyeSmart	12.0	12.0	12.0	1872
Johns Hopkins	9.9	10.2	10.0	363
Mayo Clinic	11.5	12.0	11.7	1092
MedlinePlus	8.1	9.4	9.0	470
National Eye Institute	6.9	7.8	7.5	450
WebMD	10.9	11.6	11.2	735

Table 2 - Flesch-Kincaid Grade Level Index Analysis Results

It was very clear that none of the information on the definition and treatments for macular degeneration for any of these websites was written at or below the recommended fifth grade level for health information or even the commonly recommended seventh grade level for general public information (DuBay 1). The information found on the National Eye Institute's website came the closest to the recommended reading level for health information with a Flesch-Kincaid Grade Level Index of 7.5. The website with the next lowest grade level index was MedlinePlus, whose content scored a 9.0, followed by Johns Hopkins at 10.0. WebMD came next with a score of 11.2, closely followed by AARP's Health page at 11.5 and Mayo Clinic's score of 11.7. The final two websites,

BrightFocus Foundation and eyeSmart, both scored a 12.0 on the Flesch-Kincaid Grade Level Index. Taken as a group, the average Flesch-Kincaid Grade Level Index score for these websites is 10.6, nearly six grade levels above the recommended reading level for the health related material. Word count averaged at 680 words.

In order to gain further understanding of the readability of the material, the Flesch Reading Ease level of the text gathered from each website was also calculated. The Flesch Reading Ease is calculated as: (1.599 x number of one-syllable words per 100 words) – (1.015 x average sentence length in words) – 31.517 (DuBay 22).

WEBSITE	FLESCH READING EASE SCORE
AARP's Health Page	50.7
BrightFocus Foundation	19.5
eyeSmart	40.6
Johns Hopkins	55.5
Mayo Clinic	41.7
MedlinePlus	55.6
National Eye Institute	63.2
WebMD	41.4

Table 3 – Flesch Reading Ease Score Analysis Results

For the chosen websites and selected text on macular degeneration, the calculated range of Flesch Reading Ease scores varied from a low of 19.5 to a high of 63.2. The calculated average Flesch Reading ease score between all of the websites was 46.0. The website with the lowest Flesch Reading Ease score, indicating the most difficult text, was BrightFocus Foundation with a score of 19.5. The National Eye Institute had the simplest text and a score of 63.2. This was the only website that fell within the "standard" reading ease range of between sixty and seventy (DuBay 22). Below is a table which compares the Flesch-Kincaid Grade Level Index score, Flesch Reading Ease score, and total word count for each website.

	FLESCH-KINCAID		
	GRADE LEVEL	FLESCH READING	TOTAL
WEBSITE	INDEX	EASE SCORE	WORDS
AARP's Health Page	11.5	50.7	107
BrightFocus Foundation	12.0	19.5	350
eyeSmart	12.0	40.6	1872
Johns Hopkins	10.0	55.5	363
Mayo Clinic	11.7	41.7	1092
MedlinePlus	9.0	55.6	470
National Eye Institute	7.5	63.2	450
WebMD	11.2	41.4	735

Table 4 – Flesch-Kincaid Grade Level Index and Flesch Reading Ease Score Results

As may be seen in the table above, websites with higher Flesch-Kincaid Grade
Level scores have lower Flesch Reading Ease scores, indicating a lower level of
readability due to more difficult text. Websites with lower Flesch-Kincaid Grade Level
scores have higher Flesch Reading ease scores, indicating that the text is easier to read. It
is interesting to note that both the BrightFocus Foundation and eyeSmart earned a score
of 12.0 on the Flesch-Kincaid Grade Level index, but their Flesch Reading Ease scores
differed by 21.1 points, eyeSmart had a much higher word count, but still earned a higher
Flesch Reading Ease score, this indicating that eyeSmart's information on macular
degeneration is more difficult for readers to understand than BrightFocus Foundation's
text. Taking this information into account, it is very likely that both BrightFocus
Foundation and eyeSmart scored the same 12.0 on the Flesch-Kincaid Grade Level Index
and earned vastly different Flesch Reading Ease scores because the maximum score
calculated for the Flesch-Kincaid Grade Level Index within Microsoft Word is 12.0.

VI. Limitations

This study was conducted under a limited timeframe and without any additional monetary resources. All information was collected and analyzed within a three-month period due to the one semester length of the master's paper course for which this paper was written. Had more time been allotted, the study could have included more websites for analysis.

The Flesch-Kincaid Grade Level Index and the Flesch Reading Ease tests were chosen to evaluate the readability of the selected health information not only because they are widely used, but because they come included as a tool within Microsoft Word for Mac 2011 which had already been purchased. Free online readability calculators are available for a select few other tests, but the validity of the tools could not be determined. Software packages that can calculate the readability of text are commercially available but were deemed too costly.

VII. Conclusion

Calculations using both the Flesch-Kincaid Grade Level Index and the Flesch Reading Ease confirmed expectations that online consumer health information for macular degeneration is written at a reading level that makes it incomprehensible for a sizeable portion of the American population. According to the National Adult Literacy Survey, nearly half of Americans have a reading comprehension level below the sixth grade (DuBay 1). It is recommended that consumer health information maintain a reading level at or below the fifth grade, yet the lowest calculated Flesch-Kincaid Grade Level Index score for these eight websites' information on macular degeneration was 7.5, a full two and a half grades above the recommended level for the material.

Websites and their owners need to be made aware that their consumer health information is difficult for many of their users to understand. It is recommended that content be rewritten in order to reach a broader audience. As an increasing number of Americans phase into the age demographic most affected by macular degeneration, it is critically important to ensure that as many people as possible can easily read and understand the information they find about the disease on reliable Internet websites.

Further research on this topic employing a larger sample of websites and analyzing the content written for diseases other than macular degeneration may be a useful addition to the consumer health information literature. Additional research could also use other readability evaluations in addition to the Flesch-Kincaid Grade Level Index

and the Flesch Reading Ease Score in order to compare the results of different readability evaluation methods.

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Appendix I

Website Links

AARP's Health Page www.aarp.org/health

BrightFocus Foundation www.brightfocus.org

eyeSmart www.geteyesmart.org

JohnsHopkins www.hopkinsmedicine.org/

Mayo Clinic www.mayoclinic.com

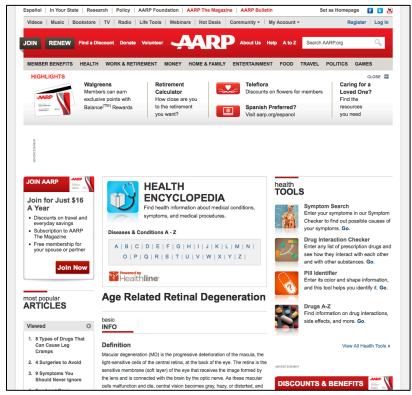
MedlinePlus www.nlm.nih.gov/medlineplus

National Eye Institute www.nei.nih.gov

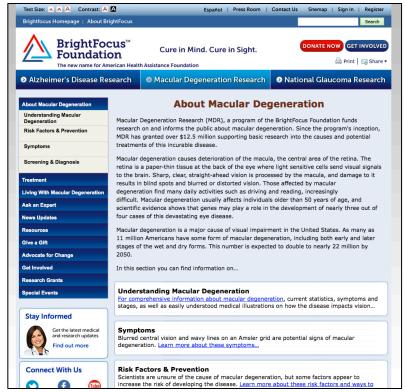
WebMD http://www.webmd.com

Appendix II

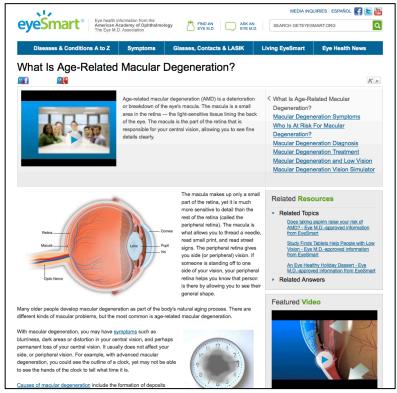
Website Screenshots



AARP's Health page



Bright Foucs Foundation



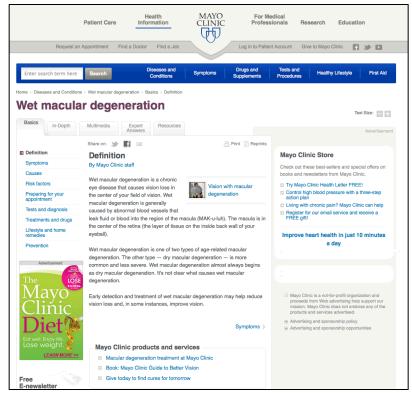
eyeSmart



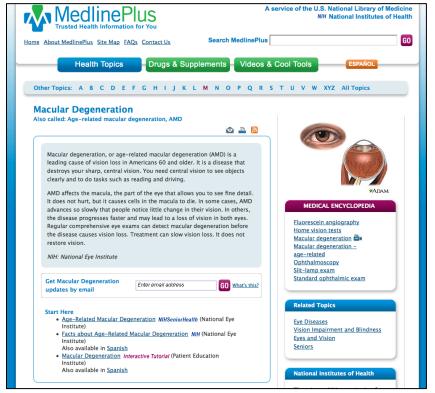
Johns Hopkins



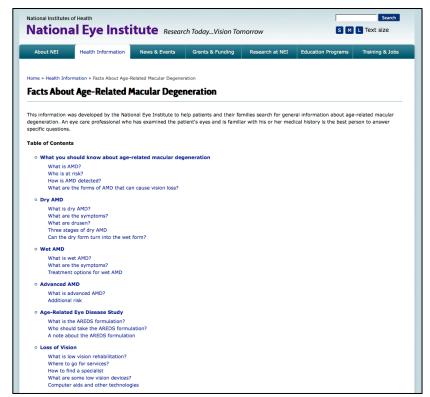
Mayo Clinic - Dry Macular Degeneration



Mayo Clinic - Wet Macular Degeneration



MedlinePlus



National Eye Institute



WebMD