

Evaluation of Websites for the World WTSP Catalogs: Delicate but Necessary for Creating the Values of the Catalogs

Multiple Criteria of Evaluation:

- Quality** (reliable, correct, novel, original, comprehensible, up-to-date, ...)
- Usefulness** (resourceful, reference, handy, practical, ...)
- Attractiveness** (interesting, easy-to-understand, illustrative, ...)
- Accessibility** (open access, free/low charge, used by many, ...)
- Scope** (scope of the theme/field, scope of activities, comprehensive, ...)



Grading into 5 Levels with symbol marks.

- ◎ **Most important** (about top 30) in World Catalogs
- **Important** (about next 100) in World Catalogs
- **Worthy** in World Catalogs,
- △ **Worthy** in Country Catalogs,
- **Insignificant / irrelevant.**



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One delicate issue is the Evaluation of websites in our World WTSP Catalogs.

Users/readers of any Catalogs want the Catalogs to show selected good items. This is obvious when we think of Michelin Catalogs of excellent restaurants, Catalogs of World Heritages, etc. Such famous Catalogs have already established their status after a lot of efforts by many people in their history. And many restaurants, historical sites, etc. make much effort for being registered in the Catalogs

(1) In the case of our WTSP Catalogs, however, owners of TRIZ websites are often not active to contribute their site introductions to the Catalogs. They say "We have already built our website with much effort in a clear, useful, and attractive way; we are too busy to write an extra introduction for the WTSP Catalog which is not yet widely known; we do not like our websites evaluated by others, especially by our competitors". This may be a typical response by people to any promotion/publishing media at their initial stage. **==> This loses the opportunity of the Value Creation by the site owners.**



(2) Another difficulty exists on the side of (Country/Global) Editors who are responsible for publishing the Catalogs after evaluating many websites. They need to understand the contents of a number of websites, evaluate them with some Evaluation criteria, and publish the results openly. This is a heavy burden for the Editors. Thus many leaders and professionals, who are very busy in their official jobs and business, would not like to take the responsibility as Country/Global Editors of the WTSP Catalogs. Thus, even though almost all TRIZ leaders/professionals support the vision of WTSP, we have active WTSP Editors in only a few countries. **==> This causes a big loss of opportunities for the entire community** of TRIZ leaders/professionals to create the Values of World WTSP Catalogs.

We must be aware of three fundamental Points:

(1) The First Requirement for any Catalog is "To collect good items broadly, select them with evaluation, and show them in categories." Thus, the quality of Evaluation directly relates to the Values of the Catalogs.

(2) WTSP Catalogs provide website owners the Value of opportunities to make their websites publicly known widely and in full length, and at the same time, **the site owners can create Values of the WTSP Catalogs** for all the readers/users (including other site owners, TRIZ professionals/practitioners, etc.) with their useful and attractive site introductions.

(3) The Values of WTSP Catalogs are primarily based on the fair and proper Evaluation (and selection) of individual websites, and **such Values are created by the editorial work**, with proper Evaluation criteria and their application. Thus the Evaluation of websites is the core of Value Creation in the World WTSP Catalogs.

Our basic policy of Website Evaluation is shown in the Top Figure, and also in [Call for Contributions](#) , and in [the Guidelines](#) .

[1] We use the **Multi-aspect Evaluation Criteria** as shown in the Top Figure. They are qualitative and open-ended at first glance, but they can give a clear image of the criteria to a majority of people in the TRIZ community. The criteria do not have commercially oriented aspects, for example. **We accept a diversity of websites**, which have various strengths and weaknesses. We evaluate websites highly mainly at their strong aspects, unless they are too poor or incorrect in other aspects.

[2] We decide our evaluation as the 5-level grading (with marks ◎○□△—) as shown in the Top Figure. The levels are defined qualitatively, relying on more-or-less common understanding in the TRIZ community. Websites at the △ level are typically addressed to the people inside the country, written in the national (English or non- English) language, and have contents not so new in the world standard. If the contents are new and original, the websites written in a national (non-English) language and addressed to the people in the country should be graded as □ or higher. The levels ○ and ◎ mention the numbers of websites as a rough measure. Since we already have assigned many websites at these levels, new websites can be graded or not in comparison with such samples. **Please note that we never try Ranking.**

[3] Here we write some **practical considerations** to reduce the difficulties mentioned earlier.

(a) At the initial stage of surveying for TRIZ websites, the surveyor (or recommender) should evaluate every site even tentatively for practical reasons. We may express the **uncertainty of our evaluation** in two ways: **adding the "?" mark** (such as ?, □?, ○?) and **using double marks** (such as □△ meaning □ or △).

(b) It is a good idea for **the WTSP Team to discuss the evaluation/grading** of each website before fixing it in the Manuscript. It is much desirable that the WTSP Team in each country has multiple (3 to 5) members to discuss the editorial work and share the burdens.

(c) **Site owners may propose the grades** of their own websites. All the site owners should be able to see the grading of their own websites in the draft of the Country Part Catalog and talk with the Country Editor. Some reasonable expression of the grade may be set (See (a)).

(d) **Grades of websites may be revised according to the suggestions by Global Editors (especially Project Leader)** as a result of comparisons with many other websites. The revision history is recorded in the World WTSP Catalogs. Please understand that revisions/readjustments are the results of efforts to improve/update the Catalogs.

(e) We will never take a policy of making Lists of Websites (instead of Catalogs of Websites) to reduce the burdens of the editorial work. **Values of Lists are much less than the Values of Catalogs.**

(f) We note that various negative responses by site owners and TRIZ professionals mentioned earlier are rather typical at the early stages of any project and that **such responses and attitudes will be overcome** step by step with our activities and outputs of World WTSP Catalogs of TRIZ Sites.

Let's work Together ! Connected !!

to make the World WTSP Catalogs "Useful and Attractive" !!!
