

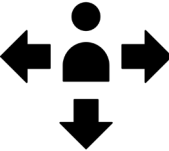



Evaluating Source Credibility: THE “BEST” TEST

CRITERIA	QUESTIONS TO ASK
 BIAS	<ul style="list-style-type: none"> • Is the purpose of this source to inform you or persuade you? Do they explain why they are writing the article and/or why they care about the issue? • Do the headlines seem to be “click-bait” (designed to grab your attention rather than being accurate/ trying to educate)? Click-bait stories are less reliable.
 EVIDENCE	<ul style="list-style-type: none"> • Who is the author? Google them and make a judgment: are they an expert? Do they have a way to contact them? • If this is a news source: do most stories on the site appear to be “hard news” (primarily serious issues like business, politics, international affairs, etc..) or “soft news” (primarily opinion, entertainment, celebrity, lifestyle stories)? Do most articles lay out the facts before they provide opinion? • If this is not a typical news source: Is the site produced by an expert, a government agency, a non-profit that works on the issue, a foundation, a college or university or a researcher you can find information on elsewhere? • Does the website have a modern and professional looking design? • Are there syntax errors in the writing (often tips to foreign influence)? Is the writing full of errors?
 SOURCES	<ul style="list-style-type: none"> • Copy and paste a sentence into Google. Does it come from elsewhere? Is it plagiarized? • Does the article/site reference where the information came from? Can you click through to see if it is credible? (Remember: unnamed sources are less reliable.)
 TIMELINESS	<ul style="list-style-type: none"> • Is the site updated frequently? Do dates indicate that it has been updated recently? Is the information current?