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6 WAYS TO EVALUATE INFORMATION

E

EVIDENCE

DO THE FACTS HOLD UP?

Look for information you can verify.

- Names
- Numbers
- Places
- Documents

S

SOURCE

WHO MADE THIS, AND CAN I TRUST THEM?

Trace who has touched the story.

- Authors
- Publishers
- Funders
- Aggregators
- Social media users

C

CONTEXT

WHAT'S THE BIG PICTURE?

Consider if this is the whole story and weigh other forces surrounding it.

- Current events
- Cultural trends
- Political goals
- Financial pressures

A

AUDIENCE

WHO IS THE INTENDED AUDIENCE?

Look for attempts to appeal to specific groups or types of people.

- Image choices
- Presentation techniques
- Language
- Content

P

PURPOSE

WHY WAS THIS MADE?

Look for clues to the motivation.

- The publisher's mission
- Persuasive language or images
- Moneymaking tactics
- Stated or unstated agendas
- Calls to action

E

EXECUTION

HOW IS THIS INFORMATION PRESENTED?

Consider how the way it's made affects the impact.

- Style
- Grammar
- Tone
- Image choices
- Placement and layout

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