

The Consumer's Questions

WHO made this?

- Professional journalists?
- Citizen journalists?
- Average Joes?
- Qualified experts?

WHY was this made? What is its purpose?

- To inform?
- To get my attention?
- To make money?
- To persuade/change minds?

HOW is the information sourced?

- Primary or secondary?
- Named and/or anonymous?
- Print, digital or social media?

WHEN was this made?

- Is it current? Does it have any outdated information or links?
- Has enough time passed to verify the facts?

WHAT is this missing?

- Is this the whole story?
- What perspectives aren't represented?
- What questions aren't answered?

WHERE do I go from here?

- How do I get additional information? Verify the facts?
- Where can I find other perspectives on the topic?
- Remember: Many is better than few.