

| Evaluation Criteria   | Questions To Ask Yourself   |
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| <p><b>Authority of Researchers</b></p> <p><b>Authors</b></p> <p><b>Creators</b></p> | <p>Who are the researchers/authors/creators? Who is their intended audience?</p> <p>What are their credentials/qualifications? What else has this author written?</p> <p>Is this research funded? By whom? Who benefits?</p> <p>Who has intellectual ownership of this idea? How do I cite it?</p> <p>Where is this source published? What kind of publication is it?</p> <p><b>Authoritative Sources:</b> written by experts for a specialized audience, published in peer-reviewed journals or by respected publishers, and containing well-supported, evidence-based arguments.</p> <p><b>Popular Sources:</b> written for a general (or possibly niche) public audience, often in an informal or journalistic style, published in newspapers, magazines, and websites with a purpose of entertaining or promoting a product; evidence is often “soft” rather than hard.</p> |
| <p><b>Content</b></p>   | <p><b>Methodology</b></p> <p>What is the methodology of their study? Or how has evidence been collected?</p> <p>Is the methodology sound? Can you find obvious flaws?</p> <p>What is its scope? Does it apply to your project? How?</p> <p>How recent and relevant is it? What is the publication date or last update?</p> <p><b>Data</b></p> <p>Is there sufficient data here to support their claims or hypotheses?</p> <p>Do they offer quantitative and/or qualitative data?</p> <p>Are visual representations of the data misleading or distorted in some way?</p>   |
| <p><b>Purpose, Intended Use, and Intended Audience</b></p>                          | <p>Why has this author presented this information to this audience?</p> <p>Why am I using this source?</p> <p>Will using this source bolster my credibility or undermine it?</p> <p>Am I “<b>cherry picking</b>” – the use of inadequate or unrepresentative data that only supports my position (and ignores substantial amount of data that contradicts it)?</p> <p>Could “<b>cognitive bias</b>” be at work here? Have I only consulted the kinds of sources I know will support my idea? Have I failed to consider alternative kinds of sources?</p> <p>Am I representing the data I have collected accurately?</p> <p>Are the data statistically relevant or significant?</p>  |