



Checklist: What Is the Quality of the Information You Are Seeing?

1. Who is providing the information?

- ☐ Is it an individual or an organization disseminating the information?
- ☐ How is that individual or organization funded or sponsored?
- ☐ Is the source of content and funding easy to find or identify?
- ☐ What qualifies them to deliver the message?

2. Why are they sharing the information?

- ☐ Who is the intended audience?
- ☐ Is the message framed to inform or persuade?
- ☐ What is the tone of the message?
- ☐ Are pros and cons presented?
- ☐ Is it one-sided?

3. What is the source of the information?

- ☐ Is the information based on a personal experience or a scientific study?
- ☐ If a personal experience:
 - ☐ Is the story supported by facts?
 - ☐ Did the author experience it or are they sharing something they heard elsewhere?
- ☐ If a scientific study:
 - ☐ Does the story provide enough information to accurately assess the study findings?
 - ☐ Does it provide details about how the study was conducted or give enough information for you to find the study and examine its methods?
 - ☐ How was the study conducted (double-blind, randomized, placebo-controlled)?
 - ☐ Are there other studies that found the same thing, or is this a new finding that has yet to be substantiated?

4. Do other sources have similar messages?

- ☐ Are different sources providing similar information on the topic?
- ☐ What were the differences between multiple stories?
- ☐ Are the differences substantive or superficial?
- ☐ Is the information substantiated by a larger body of evidence?
- ☐ Did you review stories from sources with different viewpoints?

5. How well is the information presented?

- ☐ Is the information written and produced well?
- ☐ Is the story grammatically correct? Are words spelled correctly?
- ☐ Is the intended use for the information clear and appropriate?
- ☐ Are the arguments sound or do they have errors in logic?
- ☐ Is the content reviewed and updated regularly? By whom? Can you tell?
- ☐ When was the content published?



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