

### **Intended Audience**

- Depth
- Too specialized
- Too general
- Tone

Look at each of the following categories and decide if it fits your intended audience



### **Date**

- Science
- Humanities

An older source may work if your topic is in the humanities. However, if your topic is related to Science, a more recent source is desired.

## **Evaluating Credibility of Sources**

### **Publisher**

- University Press
- Peer reviewed journals
- Newspaper
- Government program
- Well-known media outlet

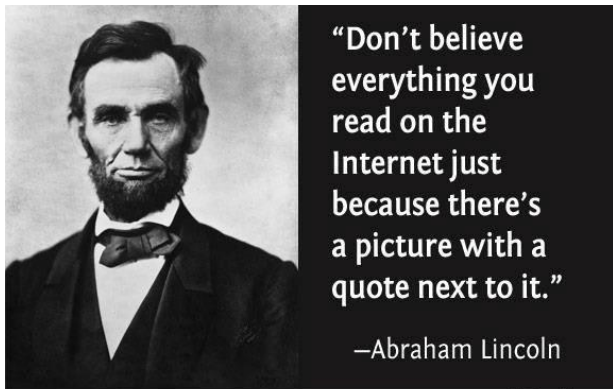
Publications should come from a reputable institution.



### **Author**

- Degree
- College
- Current career
- Past publications
- Bias
- Cited by other authors
- Are the sources that the author used credible?

Determine your author's credentials. If an author cannot be found, check out the publisher for credibility.



## Evaluating the Credibility of Websites

### **Presentation**

- Accurate grammar, spelling, and punctuation
- Structure: organization of information
- Style: font and size
- Design: colors and backgrounds

The website's credibility can be reflected in its easy-to-use design so that users can assess the information with ease.

### **Purpose of Site**

- Public Services
- General Info
- Persuasion
- Personal hobby
- Commercial selling

If the purpose of the site is different than the reason you are using that site, you need to be careful because the information could be slanted/biased based on the intended purpose.

### **Ending of Website Address**

- Gov: government
- Edu: educational
- Com: commercial
- Org: organization
- Net: network
- Mil: military

The website's ending can give you insight as to the purpose the site and indicate a bias about the information and the way it is presented.

### **References**

- Does the information in the website have footnotes, references, and reputable links?

The author should use credible resources that have been properly cited.

### **Verifiable**

- Can the information be verified with other sources (i.e. encyclopedia)?
- Is it as good as a resource in the library?

The information in the website should be confirmed through other reputable sources.