

| ASPECT                                    | MOST RELIABLE<br>**** | *** | ** | LEAST RELIABLE<br>* |
|-------------------------------------------|-----------------------|-----|----|---------------------|
| Who did the research?                     |                       |     |    |                     |
| What organization?                        |                       |     |    |                     |
| Where was it published?                   |                       |     |    |                     |
| Editing/Review?                           |                       |     |    |                     |
| Controlled Experiment with Data Included? |                       |     |    |                     |
| Type of Language Used?                    |                       |     |    |                     |

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|-------------------------------------------|----------------------------------------------------------|-------------------------------------------------|-------------------------------------------|-------------------------|
| Who did the research?                     | Teams of researchers from different places               | One team from one place                         | Individual scientist                      | Individual              |
| What organization?                        | University with public funding of the research           | University with private funding of the research | Industry or private company               | Individual              |
| Where was it published?                   | In a scientific journal                                  | In a scientific magazine or textbook            | In a reputable newspaper                  | Blog post               |
| Editing/Review?                           | Peer reviewed and edited                                 | Edited without peer review                      | Some quality control                      | No checks on accuracy   |
| Controlled Experiment with Data Included? | Yes, with lots of clear data that is publicly accessible | Yes, with data available upon request           | Yes, but detail of data are not available | No                      |
| Type of Language Used?                    | Factual and objective                                    | Factual                                         | Persuasive with facts                     | Emotive and lacks facts |

