EVALUATING SOURCES

Below we have included several tips and suggestions for assessing and navigating information - whether it comes from social media, news sites, or a text from your friend.

- **Who is saying what?** - Click on the 'About Us' or 'About Me' section of a website to evaluate the site's credentials and possible biases.
- **Always check the source** - Click links - try to find the original study or news article being referred to and make sure it actually says what your source claims.
- **Look for more than one source** - While every news organization is looking for a 'scoop,' if no one else is reporting something, it may be cause for a deeper look.
- **If it seems too good to be true, it probably is** - Trust your instincts. Inflated headlines and outrageous claims all deserve a closer look. Be cautious of absolutes like 'always' or 'never' - things are rarely that clear-cut.
- **Beware of cherry-picking** - Just because a source is presenting accurate information it doesn't mean it's presenting **all** the information. Look out for sites that only present facts favorable to their position.
- **Pictures can lie** - Images and video can be manipulated. Use the same criteria to evaluate images that you would to check words. Even if an image hasn't been manipulated, it may not be accurately described.
- **Is this an ad?** - Fake news sites and content farms often create outrageous headlines hoping for clicks, which earn them money through advertising.
- **Check the Web address** - Look for unusual domain names. Fake news sites often try to mimic a real news organization but change the .com to .co, or get the name slightly wrong.
- Use this **resource** to further help you evaluate an author, article, or website
- Use these **Fact Checking Websites** to help assess the credibility of information