

## Strategian Evaluating Information

### *Author/Publisher – Authority/Motive:*

- ❖ Who is the author or reporter?
  - What expertise does the author/reporter have that lends authority to the information coming from her?
- ❖ Who is the author or reporter affiliated with?
  - What motives might that organization or the author/reporter have in presenting information in that particular way?
- ❖ Who published the information?
  - What motives might that publisher have in presenting information in that particular way?
  - What review process, if any, does the publisher go through before accepting and then printing, reporting, or displaying a piece of information?

### *Date of Publication – Value/Appropriateness:*

- ❖ When was the information published or last revised?
- ❖ Is the publication or revision date appropriate for the topic (and, for what you want to do with that topic)?
  - Depending on the topic, how current the information is may be very important. Is a publication or revision date easily found?

### *Content – Value/Appropriateness:*

- ❖ What audience is the information aimed at (scholars in a particular field, academics in general, the "average" person on the street, undergraduates, children, etc.)?  
Depending on the audience, the information may be presented very differently (word use, use of images, including or leaving out information, etc.).
- ❖ Where did the information come from?
  - Is it original research, an academic review of research done by others, a less technical overview of a topic, is it strictly someone's opinion, an analysis of current or past events, a mixture of these things, etc.?

- If the publication promotes a distinct point of view (political, academic, religious, etc.), is that point of view admitted and explained?
  - ❖ Does the publication contain a bibliography (from which the information was partly or wholly derived)?
  - ❖ If the results of research or a survey/opinion poll are presented, how much information is given about how those results were obtained?
    - Are the methods used to obtain those results valid?
    - Have those research or survey/poll results been replicated by others?
- \*Does the article, book, government document, news program, Web site, etc. provide answers to the relevant questions above? If not ... *why not*?**

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