

# A closer k at research



Who created the source? (Business, non-profit, government agency, professional organization?)

What is the main purpose of the source? (Market a product/service? Promote an agenda? Increase readership?)

Kinds of sources:

Mainstream media—TV, newspapers, magazines, most websites

Specialized educational tools—books, some web sites, documentary movies

Advertisement/marketing—sometimes these are open about it, sometimes not.

Academic sources—journals, studies, indexes, etc.

Is the author named? What are the author's credentials?

Do those credentials qualify them to speak on the subject?

Does the author use an "expert" to support the information?

Are any experts and their credentials clearly identified?

Is there contact information for the author?

Does the author stand to gain financially if you follow the recommendations?

Does the information seem fair and balanced?

Are both risks and benefits included?

Does it rely on testimonials?

Does it make claims about "secrets" or "miracles"?

Is the information supported with references to specific research?