

ANALYZING AND EVALUATING INFORMATION

* The word “information” can be crossed out and substituted with a specific type of information.

Example:

“Who is the author/creator of this (~~information~~) website?”

OR

“Who is the intended audience of this (~~information~~) website, book, movie, etc?”

WHO - the source and end-user of the information

1 a - Who is the author/creator of this information? Are they experts? (Credentials)

b - Who is the intended audience of this information?

WHAT - the reason the information exists

2 a - What is the purpose of the information?

b - What kind of information is it: fact, opinion, propaganda?

WHERE - the reliability, truthfulness, and correctness of the content

3 a - Where does the information come from? Sponsor/Publisher/Other?

b - Where do I find contact information and citations?

WHEN - the timeliness of the information

4 a - When was this information published/created/ or posted?

b - When was this information revised or updated?

WHY - the importance of the information for your needs

5 a - Why is this information appropriate; *or not* appropriate, for my purpose?

b - Why is this information more useful; *or not* useful than another one?

HOW - the design, form and functions of the information*

6 a - How does this information get my attention? * (*creative techniques, values, points of view etc.*)

b - How does this information discourage my attention?