

Evaluate credibility

USING THE



5
Factors

DON'T GET CAUGHT OFF GUARD.

Recognize misinformation and stop it in its tracks by using RumorGuard's five factors for evaluating credibility of news and other information.

Learn more at RumorGuard.org.

The **5 Factors** to consider when evaluating a claim.

AUTHENTICITY

Is it authentic?

SOURCE

Has it been posted or confirmed by a credible source?

EVIDENCE

Is there evidence that proves the claim?

CONTEXT

Is the context accurate?

REASONING

Is it based on solid reasoning?

KNOW:

- standards of quality journalism
- types of misinformation
- how cognitive biases work
- what makes evidence credible

DO:

- reverse image search
- lateral reading
- critical observation
- search internet archives
- practice healthy skepticism