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MEDIA LITERACY WEEK

Source Checker Activity Guide

Criteria	Evaluation Techniques	0	1	2	3
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Authority of Author Who is responsible for the information?	 Techniques Is the author's name listed? Google the authors' names to learn more. Can you figure out what makes the author an expert (credentials, known and respected)? 	The author is probably a student. Errors indicate the author is not an expert.	The author is unnamed and/or no credentials are given.	The author is named but credentials are incomplete.	 Credentials are given and indicate that author is an expert. After investigation, there is evidence of other works completed by the author in credible publications
Authority of Organisation Does the resource have a reputable organisation behind it?	 Is there a reputable organisation behind it? What is the organisation's interest (if any) in this information? What is the domain edu,.com,.org, .net,.uk,.k12,etc)? Is the page hosted by an individual? (look for any of the following in the URL:%, ~, "users", "AOL", or "yahoo".) Search who owns the site using a "whois" search engine such as: http://whois.domaintools.com. Who else links to the site? Google command: "link:mchs.net" 	An individual's page hosted by an Internet service provider (Comcast, yahoo, AOL, etc) or a .com site with no affiliation	Any of these: • The home page is a K12, .com, .org, or unknown, and NOT included in level 2 or 3. • The home page is a student folder on a .edu site	A known business, government department or agency is the home page.	A professional association or organisation, museum, a university sponsored home page or a domain of .edu and faculty maintain the site.

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Purpose/ Point of View Does the information seem fairly represented or is it Biased	 Scan the contents. Why was it written? (eg. information, advice, advocacy, propaganda, opinion, entertainment, commercial site, personal, news) Be able to spot point of view. Is the site fair and objective? Is it an advocacy site? Is the page affiliated with an organisation that has a particular political or social agenda? Is there a conflict of interest? Does the web site producer stand to benefit from the information being provided? How important is balance? Is it required for your purposes? Is any bias explicit or hidden? Can you use the information? 	The purpose is personal or too much advertising is distracting.	Purpose is to sell, persuade, or give a biased view. Some factual info. or useful pictures but the focus is to promote something.	Offers some factual information. Sides unbalanced; some bias or advertising.	The purpose is to support scholarly research with factual information. Balanced coverage/ without bias.

What does the score mean?

12 to 15 pts Excellent source for research.

8 to 11 pts
 4 to 7 pts
 Good source for a research paper or academic project. Confirm with other sources.
 Useful for ideas or casual projects. Do not cite as a reference for a research project.

0 to 3 pts Highly questionable source.

Total points =	
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