

# Evaluating Information from the Web

With your host (and boring slides from):

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# Today:

- Recognize where different information falls within the information lifecycle.
- Recognize what influences your information consumption.
- Website assessment: practicing vertical and lateral reading.
- Getting help: fact-checking sites and reverse image searching.

# Information Lifecycle:

Day 1: Social Media

Day 1-2: TV / Radio / Web (news)

Day 2-4: Newspapers

Within weeks: Popular Magazines

6 months- 1 year: Popular Books

Within years: Scholarly Articles

Years later: Scholarly Books

As knowledge accrues:  
Reference Books

# Pushed Information Issues

Misinformation

Disinformation

Confirmation Bias

Filter Bubbles / Echo Chambers

# Pulled Information Issues

Google is not neutral:  
algorithmic bias

Google tracks you:  
retrieval bias

What does google track?  
(You can check at  
<https://myactivity.google.com/myactivity>)

To start:

- Your search history
- Your location
- Ads you view
- Videos you watch

# Pulled Information Issues

Based on what you do, what else does Google track?

Your age

Your income

Your gender

Your parental status

Your relationship status

Device type(s)

Degrees you hold

Your language(s)

Home ownership status

Ads you view

Products you buy

Your WiFi type

Your proximity to a cell tower

Time spent on certain apps

Email contents

Google Home commands

Health status

Calendar

So, what's the point of searching?



<https://giphy.com/gifs/colbertlateshow-stephen-colbert-3o7TKTDn976rzVgky4>

You have skills – just use them!



# Evaluating Websites: What do you know already?

1. Think of three things, events, or situations in the past year that you sought more information about.

2. Which were most urgent OR you were most passionate about?

3. Answer this question:

**What steps did you take to find answers or satisfy your curiosity?**



# Evaluating Websites

## **SKILL 1 – Read vertically:**

- Evaluate what's on the site itself.

## **SKILL 2 – Read laterally:**

- Use other sources to evaluate the source and information.

# SKILL 1 - Vertical Reading: The CRAAP Test

<b>C</b>	<b><i>Currency: The timeliness of the information.</i></b> <ul style="list-style-type: none"><li>• When was the information published or posted? Revised or updated?</li><li>• Does your topic require current information, or will older sources work as well?</li></ul>
<b>R</b>	<b><i>Relevance: The importance of the information for your needs.</i></b> <ul style="list-style-type: none"><li>• Does the information relate to your topic or answer your question?</li><li>• Who is the intended audience? / an appropriate level?</li></ul>
<b>A</b>	<b><i>Authority: The source of the information.</i></b> <ul style="list-style-type: none"><li>• Who is the author/publisher/source/sponsor?</li><li>• What are the author's credentials or organizational affiliations?</li><li>• Is the author qualified to write on the topic? / contact information?</li></ul>
<b>A</b>	<b><i>Accuracy: The reliability, truthfulness and correctness of the content.</i></b> <ul style="list-style-type: none"><li>• Where does the information come from? / supported by evidence?</li><li>• Has the information been reviewed or refereed?</li><li>• Does the language or tone seem unbiased and free of emotion?</li></ul>
<b>P</b>	<b><i>Purpose: The reason the information exists.</i></b> <ul style="list-style-type: none"><li>• What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade?</li><li>• Does the point of view appear objective and impartial?</li><li>• Are there political, religious, institutional or personal biases?</li></ul>

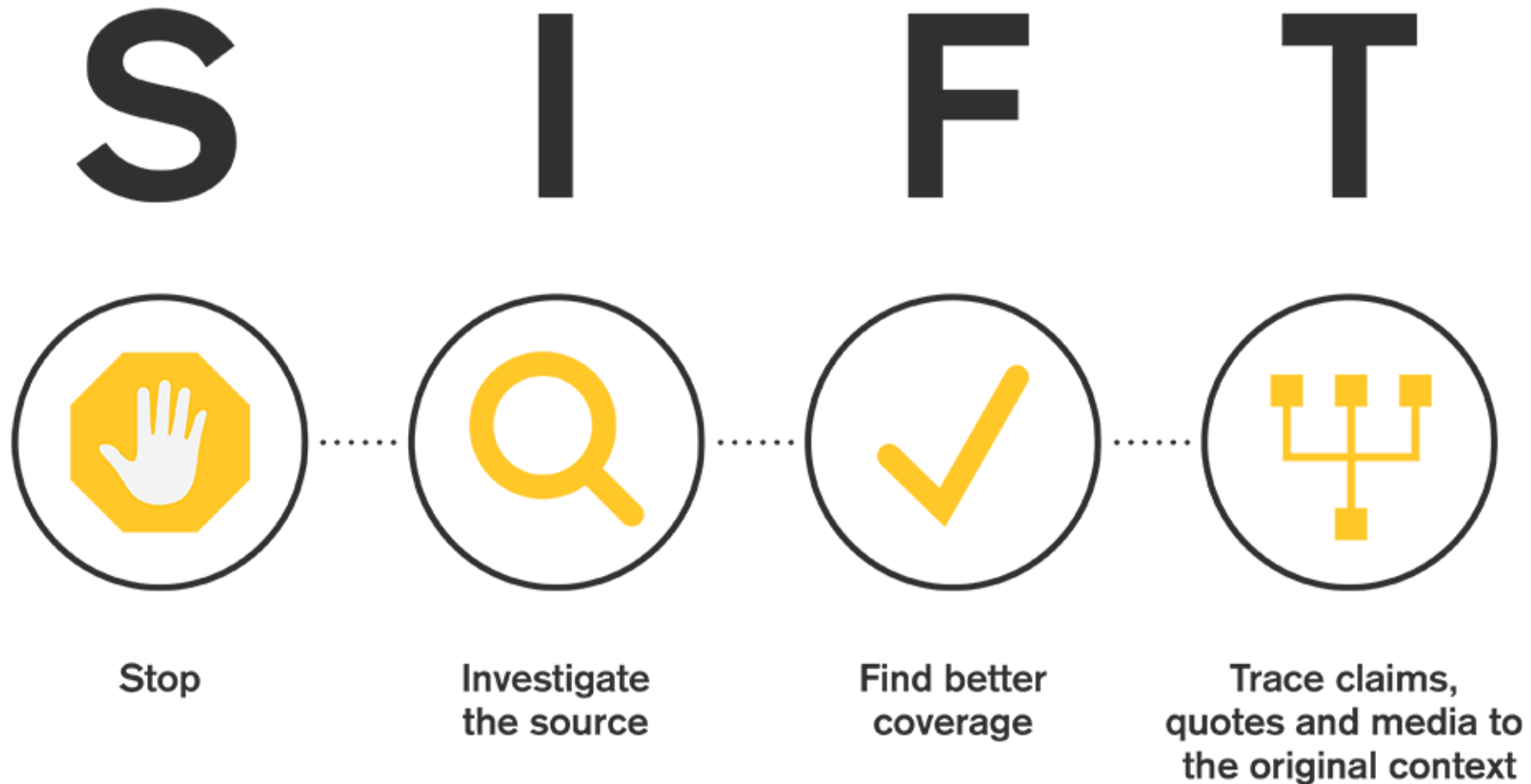
# Vertical Reading: CRAAP Test Application

## IS IT CRAAP?



<b>C</b> urrency	The source is out of date or too old	Doesn't reflect the latest advances or ideas	The source is recent, and has information about the latest advances and ideas.
<b>R</b> elevance	The source is unrelated to your topic	The source has a small amount of information about your topic	The source is directly related to your topic, and clearly helps to support your argument
<b>A</b> uthority	The author is unknown, or not an expert	The author is known, but not an expert in the topic	The author is known and is an expert in the topic.
<b>A</b> ccuracy	Facts seem incorrect or are not supported by other sources or citations	Facts seem correct but are not cited	Facts are correct and backed up by citations and other sources
<b>P</b> urpose	The source is intended to sell something, or is biased	The source is intended to provide information and discusses multiple views of an argument or issue	Intended to provide information and it presents multiple views of an argument or issue, or makes a strong case for one-side supported by many citations from other sources

# SKILL 2 – Lateral Reading: The SIFT



# Lateral Reading: The SIFT Application



**STOP!**

Is the language evoking an emotional response?  
Is there any immediately-noticeable bias?



**INVESTIGATE THE SOURCE**

Open a new tab – search for the author/source  
(individual or group) – are they legit?  
What do others say about the author/organization?



**FIND BETTER COVERAGE**

Open a new tab – is there other coverage of the  
same information from a more credible source?  
What do others say about the same information?



**TRACE COVERAGE TO ORIGINAL SOURCE**

Note if there's original source information in the  
content – OR in the better coverage content.  
Can you find the original source of information?  
If yes, is that original source credible?

# Can't find the original source?

## Try other trusted news sites OR a fact-checking site!

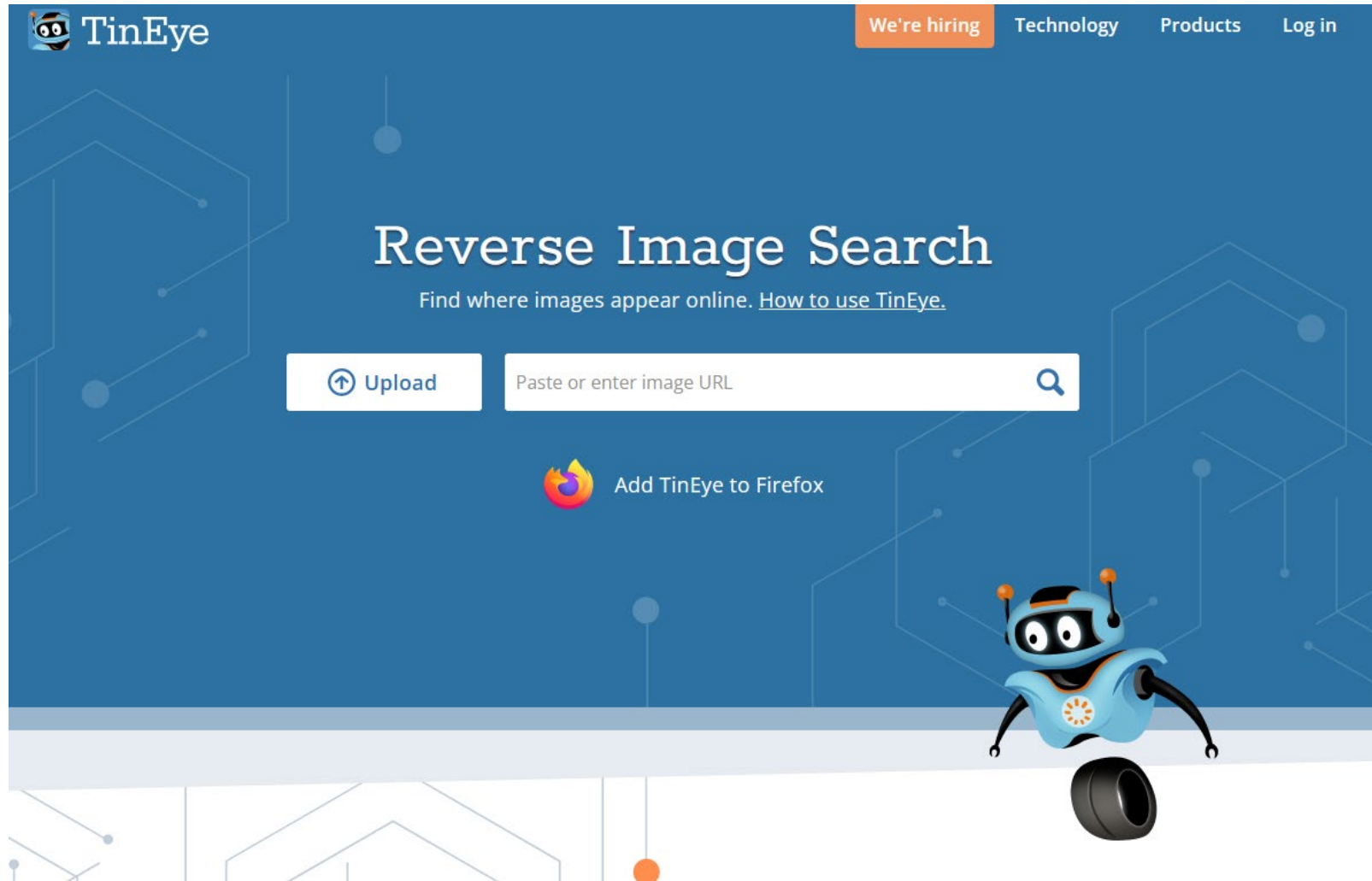
- [PolitiFact](#)
- [FactCheck.org](#)
  - [SciCheck](#)
- [Snopes](#)
- [Center for Public Integrity](#)
- [Vote Smart](#)
- [OpenSecrets.org](#)
- News Literacy Project:  
[VIRAL RUMOR RUNDOWN](#)

News fact checking (from news orgs)

- [NPR FactCheck](#)
- [Reuters – search "fact check"](#)
- [AP News: Fact Check](#)
  - (AP Fact Check [via Twitter](#))
- [New York Times: Fact Checks](#)
- [Washington Post Fact Checker](#)

# Not sure about an image? Reverse-image search!

[Tineye.com](https://tineye.com)



The screenshot shows the TinEye website homepage. At the top left is the TinEye logo. The top right navigation bar includes links for "We're hiring", "Technology", "Products", and "Log in". The main heading is "Reverse Image Search" with the subtitle "Find where images appear online. [How to use TinEye.](#)". Below this is a search interface with an "Upload" button, a text input field labeled "Paste or enter image URL", and a search icon. A Firefox extension promotion "Add TinEye to Firefox" is displayed below the search bar. In the bottom right corner, there is a cartoon robot character balancing on a single wheel.

# THANK YOU!!!

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Questions? Comments?

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