



## Evaluating Objectivity

Issue	Strategies
<p><b>Does the author state the goals for this publication?</b></p> <p>(i.e. to inform, explain, educate, advocate, persuade or dissuade, sell a product or service, or serve as a soapbox?)</p>	<ul style="list-style-type: none"> <li>• Read the foreword, preface, abstract and/or introduction</li> </ul>
<p><b>Does the author exhibit a particular bias?</b></p> <p>(i.e. commitment to a point of view, acknowledgement of bias, presentation of facts and arguments for only one side of a controversial issue, language full of emotion-arousing words and bias?)</p>	<ul style="list-style-type: none"> <li>• Read the abstract and/or introduction</li> <li>• Examine the work for:</li> <li>• Inflammatory language</li> <li>• Images or graphic styles (e.g., text in color or boldface type) to persuade you of the author's point of view</li> <li>• <a href="http://www.propagandacritic.com/">http://www.propagandacritic.com/</a></li> <li>• Author's arguments or supporting facts</li> <li>• Author's conclusions</li> <li>• Bibliography that includes multiple points of view</li> </ul>
<p><b>Does the information appear to be valid and well-researched?</b></p> <p>(i.e. reasonable assumptions and conclusions, arguments and conclusions supported by evidence, opposing points of view addressed, opinions not disguised as facts, cited sources authoritative?)</p>	<ul style="list-style-type: none"> <li>• Verify facts and statistics with a reliable source</li> <li>• Examine cited sources for authority and objectivity</li> </ul>