Accuracy
Content is grammatically correct, verifiable and cited when necessary
- Is the content grammatically correct?
- Is the information accurate and verifiable?
- Are sources and references cited?
- Does the tone and style imply accuracy?

Author
Defines who created the content, the individual or group’s credentials/expertise and provides contact information
- Do you know who published the source?
- Is the author’s name easily visible?
- What are the author’s credentials and are they appropriate for the information provided?
- Can you find contact information?
- Is the source produced by a reputable organization?

Currency
Information is current and updated frequently
- Do you know when the information was originally published and is the date acceptable?
- Are web links current and reliable?
- Do charts and graphs have dates?

Fairness
Content is balanced, presenting all sides of an issue and multiple points-of-view
- Are various points-of-view presented?
- Is the source free of bias towards one point-of-view?
- Is the objectivity of the source consistent with its purpose?
- Is the source free of advertising?

Relevance
Content is relevant to your topic or research
- Does the purpose of the source (e.g. research, statistical, organizational) meet your needs?
- Who is the intended audience? Will information directed to this audience meet your needs?
- Is the information relevant to your research topic?