Rio Salado College Library: Evaluating Purpose/Bias of Web Sources

4 = Objective and reliable presentation of information
3 = One-sided but reliable presentation of information
2 = One-side presentation of information, reliability in question
1 = Prejudiced and inaccurate presentation of information

| 4 | • Facts and figures present more than one side of the issues  
  • Written by professionals with credentials clearly stated  
  • Ideas come from primary sources  
  • Bibliography of information sources included |
|---|---|
| 3 | • Platform or purpose of author/sponsor is clearly stated (editorial and opinions labeled)  
  • Author listed, contact information given  
  • Primary/Secondary sources not always clear  
  • May or may not list bibliography or further information |
| 2 | • Product or idea being promoted (advertisement clearly labeled and separate from information section)  
  • Vague credentials may have E-mail contact provided for page  
  • Primary sources not used  
  • Links to other sources are also questionable, vague or missing |
| 1 | • Product or idea being promoted—unable to determine where the information is originating  
  • No reference to authorship, no way to check credentials  
  • Primary source not used—information may include stereotyping, slang, misspelling or other subtle inaccuracies  
  • No way to check source or validity of information |

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