NM4219: NEW MEDIA IN HEALTH COMMUNICATION
Evaluating Internet Sources

- SIFT
- Case Study
EVALUATING INTERNET SOURCES
Whaddya mean all my facts are wrong?!?

I copied everything straight off the internet!!
SIFT

• Stop!
  • Getting emotionally charged?
  • Confused?
  • Stop reading, stop reacting, figure out what you need to know and approach your information source again
• Investigate
  • Who are the authors?
  • What’s the purpose of the article? (Sell, teach, persuade?)
  • Are there evidences or references?
• Find better coverage
  • Different mediums
    • News outlets
    • NGOs vs governmental data
• Same topic, different source
  • More credible authors and affiliations
  • More evidence or reference
• Trace claims, quotes, and media back to the *original* context
  • Look for original article or any other medium where information is cited from/mentioned
WEIGHT LOSS TEA – ENDORSED BY CELEBRITIES!
WEIGHT LOSS TEA - RESEARCH

• 7 Benefits of Green Tea: Weight Loss, Lowers Risk of Cancer and More
• Black Tea May Help with Weight Loss, Too
ACTIVITY

• Read the two articles
• Compare and contrast
• SIFT through the article
• Summarise your evaluation by answering these:
  • What is the most glaring red flag you have observed in each article?
  • Would you trust the information provided by this health article?
OTHER USEFUL AREAS TO LOOK AT

• ‘About Us’ Page
  • Look for information about sponsors or advertising policies
  • Look for information about the authors and contributors of the website
OTHER USEFUL AREAS TO LOOK AT

• Links and references
• Unrelated product advertisements
• Tone and language used
  • Check yourself for confirmation bias!
IS SIFT ENOUGH? IF NOT, ESCAPE!

- **Evidence** – Do the facts hold up?
- **Source** – Who made this, and can I trust them?
- **Context** – What’s the big picture?
- **Audience** – Who is the intended audience?
- **Purpose** – Why was this made?
- **Execution** – How is the information presented?
CAN YOU ESCAPE? IF NOT, CRAAP!

- **Currency**
- **Relevance**
- **Authority**
- **Accuracy**
- **Purpose**
WEIGHT LOSS TEA – DR OZ APPROVES!
ALTERNATIVE MEDICINE EXPERT
TEST SUBJECTS
• The Operator: Is the Most Trusted Doctor in America Doing More Harm than Good?

• New Yorker Profile
Stop
Investigate
Find better coverage
Trace claims
ESCAPE

- Evidence
- Source
- Context
- Audience
- Purpose
- Execution
CRAAP TEST

- Currency
- Relevance
- Authority
- Accuracy
- Purpose
OTHER RED FLAGS

- Advertisements
- Links and references
- Sponsorship
- Confirmation bias – please be aware!
IF ALL ELSE FAILS CONTACT US

https://libguides.nus.edu.sg/NM4219

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• Diyana (clbndak@nus.edu.sg)
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Walk in:
• Central Library
GOOD LUCK HAMSTER

if you are reading this I hope something good happens to you today!

HAPPYMONSTERS