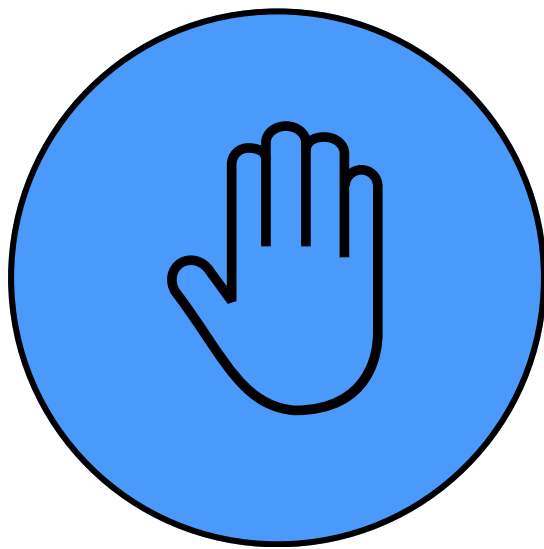


EVALUATE LIKE A FACT-CHECKER

FOUR STRATEGIC MOVES TO HELP YOU EVALUATE INFORMATION AND DETERMINE A SOURCES' RELIABILITY, VALIDITY, AND CREDIBILITY.

SIFT: 4 MOVES

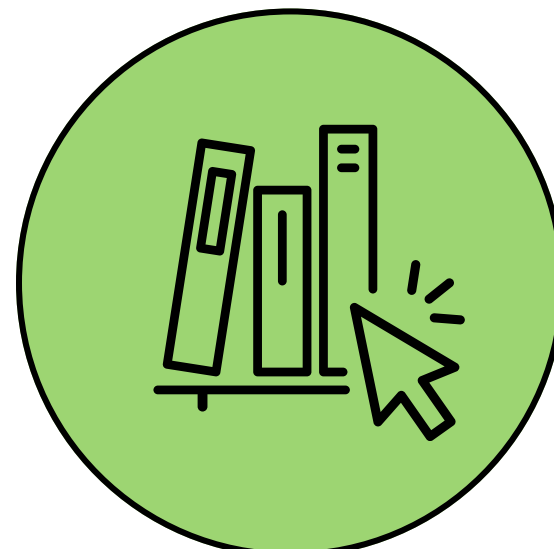
Start Here



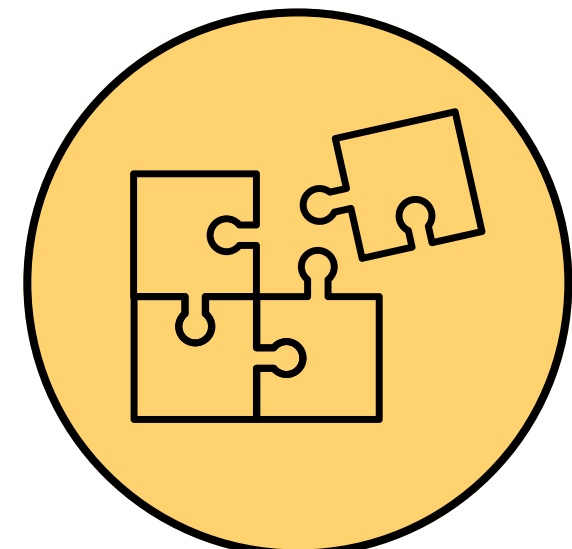
S - STOP



I - Investigate the Source



F - Find Better Coverage



T - Trace to the Original Context

STOP

You can use STOP at different points of the information evaluation process.

1. Before you read, share, or react strongly to a headline, **STOP!**

Ask yourself: *Do I know the reputation of, and trust the source of the information?*

- If you don't know, then use the rest of SIFT moves to better understand and evaluate what information you are reading or engaging with.
- Don't read or share the information until you know what it is!

2. If you are feeling overwhelmed or lost in your evaluation efforts as you use the SIFT moves, **STOP!**

Take a moment and re-ask yourself: *What is my research or information goal?*

- Adjust your strategy if it isn't working.
- Make sure you approach the problem at the right amount of depth for your purpose.

Investigate the Source

Investigating the source means taking a few moments to first know what you will be reading or watching, **before** you read or watch it.

1. Take 60 seconds to check a source's trustworthiness and significance.

Consider:

- Where is the information coming from?
- Is the resource worth my time?

2. Use Google or Wikipedia to investigate a source, website, or organization.

Consider:

- What is this site or organization set up to do? What is their agenda?
- Is the site or organization I am researching what I thought it was?
- If not, does it make it more or less trustworthy?

3. Use Google News or Scholar, to quickly evaluate the expertise and trustworthiness of an individual or group.

Consider:

- What is their expertise in this area?
- Have they covered this topic before? If so, how?

SIFT: 4 MOVES

Find Better Coverage

Find Better Coverage

If your initial source is questionable, **find a better source** that covers the same content to determine accuracy of the information/claim.

- To find better coverage, do a “quick check” on a source of information, claim, or story by using the following steps:
 - Type keywords from the article title into Google or another search engine.
 - If a news article or social media post, use fact checking sites like mediabiasfactcheck.com, snopes.com, or allsides.com to investigate claims that are made.
 - Observe** how the same topic is covered by different sources. Is there a consensus or conflicting coverage?
 - Determine** whether the claim is true or false by trying to find reporting by other sources that you have confirmed are credible.
- Check accuracy and trustworthiness of visual representations, using the following steps:
 - Search some relevant text from the image, if, for example it is a meme or a supposed photograph of a sign
 - Reverse image search using [Google Images](#) or [Tineye.com](#)

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Trace Claims, Quotes, & Media to the Original Context

to the Original Context

Did you know that **most information online is not original reporting or research**? It is often commentary or recycled reporting on original research, practice, report, or news story.

The more a story is passed around, the more it becomes altered and warped increasing the likelihood of unintentional mistakes and misleading information (**misinformation**) or deliberately deceptive information (**disinformation**) being shared.

1. Trace information or a claim back to the original to get a more clear picture of the issue or research, using the following steps:
 - Find more information on the quoted sources
 - Click any listed links that point towards original studies or reporting that appear related to the original source
 - Consult the reference list (if provided)
 - Google key terms (or the actual terms) if the source has no mention of the origin.
2. After you find the original source, **ask yourself**:
 - Does the original source say the same things as what I read first?
 - Does it contradict or expand on what I read?
 - What new information or value is added?

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SIFT VIDEOS

A blue circular icon with a black outline, containing a white hand with fingers spread.