What makes a website credible?

1. Author

- Who is providing the information?
- What do you know about the author and their credentials?
- Are they an expert?
- Can you find out more and/or contact them?
- Search for author or publisher in search engine. Has the author written several publications on the topic?
- Have other credible people referenced this source?

2. Publisher

- Is there a sponsor or affiliation?
- Who is linking to the page?
- Do they take responsibility for the content?
- Websites: Are credible sites linking to this page?

3. Bias

- Is the language free of emotion?
- Does the organization or author suggest there may be bias? Does bias make sense in relations to your argument?
- Is the purpose of the website to inform or to persuade towards a certain agenda?
- Are there ads? Are they trying to make money?
- Why did they write the article?
- Websites: Is the site a content farm? A content farm is a site whose content has been generated by teams of freelancers who write large amounts of low-quality text to raise the site's search engine rankings.

4. Citations

- Copy and paste a sentence into Google to see if the text can be found elsewhere.
- (Website) Are there links to related sites? Are they organized?
- Are there citations or a bibliography provided? Do they cite their sources?

5. Accuracy

- Is the data verifiable and accurate?
- Is the source comprehensive?

6. Currency

- When was the source last updated?
- Does the source have a date?

7. Design

- Does the source appear professional?
- Does it seem like current design?

8. Reproduced/Copied

- Was it reproduced? If so, from where? Type a sentence in Google to verify.
- If it was reproduced, was it done so with permission? Copyright/disclaimer included?

Examples

Use the criteria above to determine if these websites are credible or not.

https://thetruthaboutcancer.com/what-are-chemtrails-doing-food-water-supply/

https://www.washingtonpost.com/news/capital-weather-gang/wp/2017/10/03/what-really-comes-out-of-an-airplane-contrails-not-chemtrails/?noredirect=on&utm_term=.823e32956f77