

EVALUATE

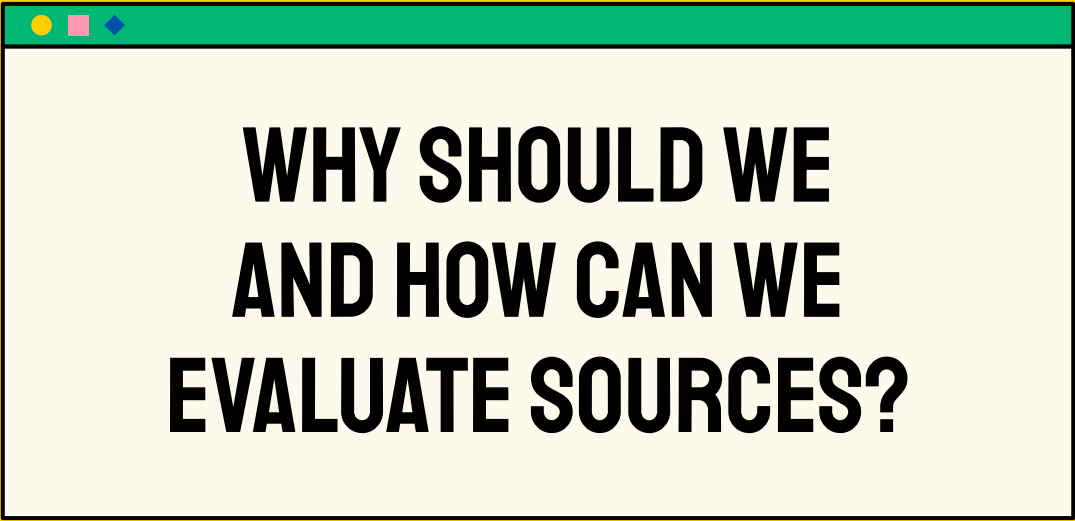
Since you're all caught up with the basics of research, join us to discover how to judge the usefulness of information.

TIER
BASIC

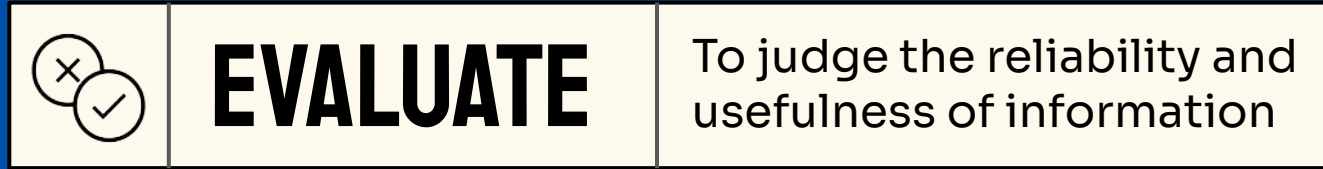
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WHY SHOULD WE AND HOW CAN WE EVALUATE SOURCES?



WHY EVALUATE?

To confirm if the information can be:

- Trusted
- Used for your research



HOW TO EVALUATE?

Ask yourself these key questions:

- What is the author's or source's intention?
- Is this sponsored content?



BECAUSE SOMETIMES THERE IS
EDITORIAL BIAS

When the author or the source presents information in an unfair or inaccurate way on purpose



**STEAMED CHICKEN RICE IS
BETTER THAN ROASTED
CHICKEN RICE**

BY TOM TAN

Let's take a look at an example of editorial bias:

“Steamed chicken rice is better than roasted chicken rice.”

- The author is deliberately influencing readers to pick steamed chicken rice over roasted chicken rice.
- The source uses emotionally loaded language to convince readers to think a certain way.
- The statement may not be factually accurate as it contains an opinion.

Image: [Unsplash](#)



BECAUSE SOMETIMES THERE IS SPONSORED CONTENT

Advertising content paid to be published on other platforms

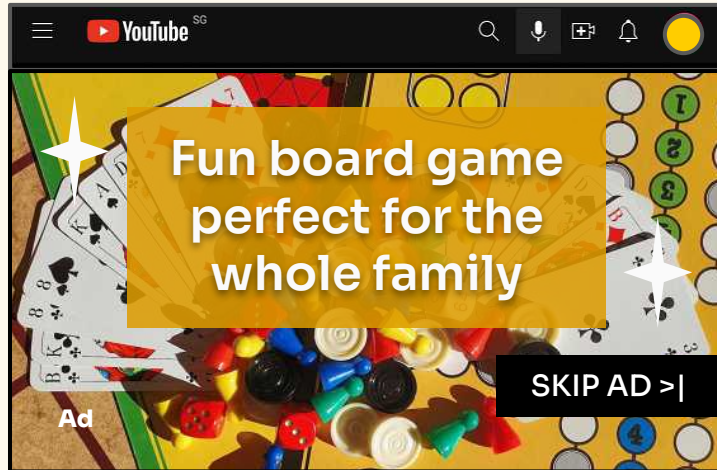


Image: [Unsplash](#)

Let's take a look at an example of sponsored content:

- This video on YouTube is an advertisement, as indicated by the "Ad" label at the bottom left and the "Skip Ad" button at the bottom right.
- The video and its content is meant to promote and advertise this board game. It will thus portray the game in an overly positive manner to sell the product to viewers.



Do you remember what you learnt about understanding information?

Advertisements or sponsored content often contain **opinions** which cannot be proven true or false.





HOW TO EVALUATE

If you're not so sure about how to evaluate a source and would like some step-by-step guidance, you can use an evaluation framework, like **S-I-F-T** for example:

S TOP

Stop and think about these questions:

- How will you be using this information?
- How is it relevant to your research?

I NVESTIGATE THE SOURCE

Before you start reading the source, think about:

- What is the source trying to say?
- Who is the author and what credentials does he/she have?

Use a search engine to find out if this is from a reliable website or publication.



HOW TO EVALUATE

FIND **BETTER COVERAGE**

Check other coverage and ask yourself:

- What are other trusted news sources saying about the same topic?

Other sources can include more viewpoints and more in-depth discussions.

TRACE **TO THE ORIGINAL CONTEXT**

Always remember to:

- Refer back to the original context behind the source's quotes and media
- Verify the accuracy of the hyperlinks and references



HOW CAN WE EVALUATE SOURCES USING AN EVALUATION FRAMEWORK?

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LET'S TAKE A LOOK AT THIS ARTICLE...



Image: [Pexels](#)

Does this article have...



EDITORIAL
BIAS...

OR



SPONSORED
CONTENT?

?

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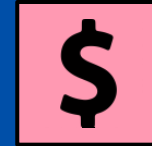
Image: [Pexels](#)

Does this article have...



EDITORIAL
BIAS...

OR



SPONSORED
CONTENT?

?

LET'S TAKE A LOOK AT THIS ARTICLE...

Image: [Pexels](#)**STOP**

Purpose of reading this article: Increase your knowledge of current affairs

INVESTIGATE

Author: The Moon, a tabloid newspaper

Agenda: Attract the attention of viewers

FIND BETTER COVERAGE

Other sources to look at: Articles on the effects of video games from renowned news publishers (e.g. Channel NewsAsia) and research journals

TRACE TO THE ORIGINAL CONTEXT

Cross-check with the original sources of all mentioned references to see if they support the claim made

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LET'S TAKE A LOOK AT THIS PRODUCT REVIEW...



Sponsored · 🇸🇬

Time to come ice skating with us!



"Best ice rink facility you can find in Singapore!!"

Jennifer Lau: "The staff were very welcoming and taught me how to skate from scratch, and I managed to skate after just 10 minutes!!"

WWW.ICETIME.COM.SG/REVIEWS

BOOK NOW

Like · Comment · Share

Does this article have...



EDITORIAL
BIAS...

OR




SPONSORED
CONTENT?


Image: [Pexels](#)

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LET'S TAKE A LOOK AT THIS PRODUCT REVIEW...

 **Ice Time**
Sponsored · 🇸🇬

Time to come ice skating with us!

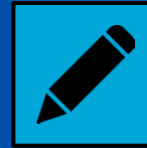


"Best ice rink facility you can find in Singapore!!"
Jennifer Lau: "The staff were very welcoming and taught me how to skate from scratch, and I managed to skate after just 10 minutes!!"

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CONTENT?Image: [Pexels](#)

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"Best ice rink facility you can find in Singapore!!"

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STOP

Purpose of looking at this review: Decide if you should book tickets to go ice skating at this rink

INVESTIGATE

Author: Ice Time, the ice rink business

Agenda: Advertise and promote its ice rink

FIND BETTER COVERAGE

Other sources to look at: Customer reviews on third-party ticket booking sites (e.g. Klook) and unsponsored review videos by visitors on social media

TRACE TO THE ORIGINAL CONTEXT

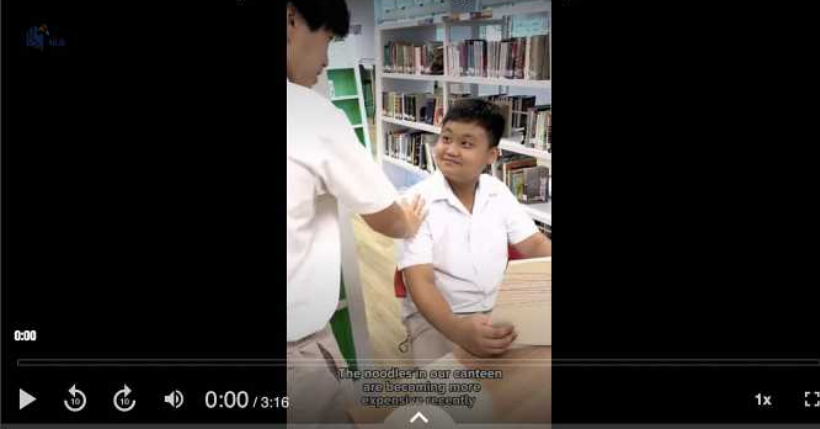
Click the link to check if Jennifer Lau's review really exists on Ice Time's ticket booking page

Image: [Pexels](#)

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IT'S YOUR TURN!

Bedok South Secondary School - HSI Challenge 2022 Top 10 Schools



Take a look at this video of 2 friends travelling back in time to the Second World War period.

Can you evaluate the video using the **S-I-F-T** steps?

HINT: Start by thinking about the purpose behind your research. Are you trying to find out about how Singapore's economy was like during the Second World War?