

INFORMATION FUNNEL

HELLO EXPLORER

It is necessary to evaluate information in order to understand if it is reliable. The two cornerstones are credibility and applicability. Using information with incorrect facts and incorrect scope will hurt the piece of information or decision you are trying to make based on the unreliable information. Let's examine!

<p>INFORMATION</p> <p>SUMMARY</p> <p>PURPOSE</p>	<p>CONTEXT</p> <p>AUTHOR(S)</p> <p>BACKING</p>	<p>CONCLUSION</p> <p>RELIABLE?</p>
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INFORMATION CREDIBILITY

SOURCE

VALIDATED

UNVALIDATED

CONTENT

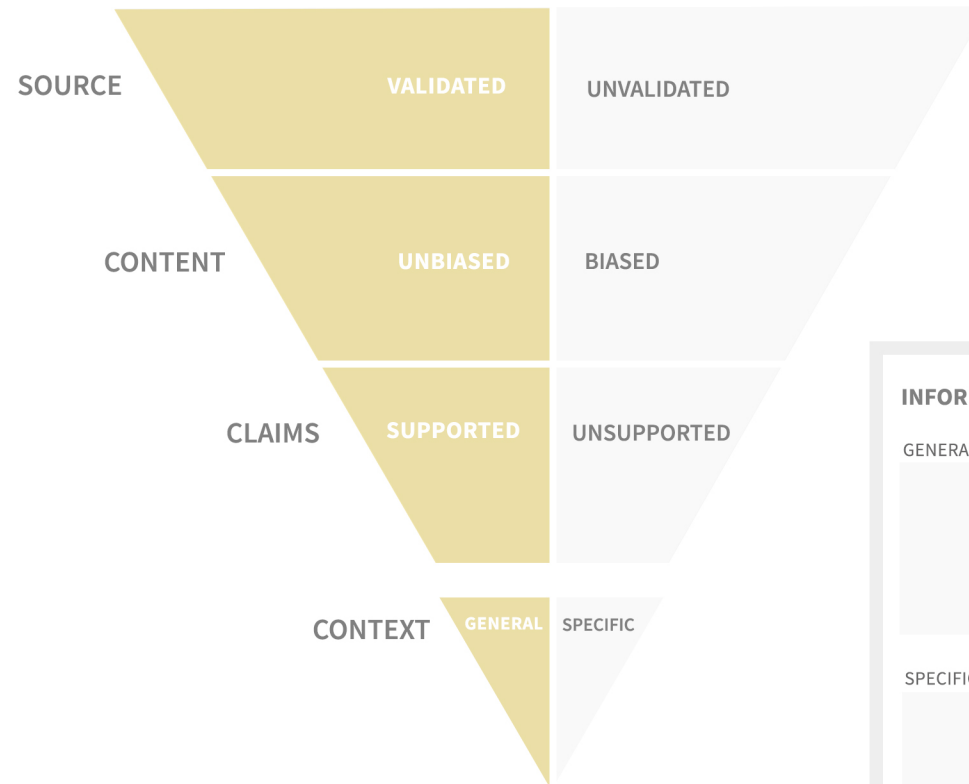
UNBIASED

BIASED

CLAIMS

SUPPORTED

UNSUPPORTED



INFORMATION APPLICABILITY

GENERAL

SPECIFIC