# CREDIBILITY CHECKER

## HOW FAR CAN WE BELIEVE WHAT WE ARE READING OR SEEING?

**NEUTRALITY**

There is no apparent motive to lie. The source may not have any involvement with the issue.

**BIAS**

A motive to lie that does not come from self-interest. The source may want to protect a friend or blame someone else. This could be due to strongly held beliefs.

**VESTED INTEREST TO LIE**

There is a motive to lie that comes from self-interest. This may be to avoid losing something such as a friend or a job.

**VESTED INTEREST TO TELL THE TRUTH**

A motive to tell the truth that could come from a desire to protect and confirm the source's professional reputation.

**REPUTATION**

The credibility of the source is influenced by people's knowledge of their past performance or character.

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## ABILITY TO OBSERVE

Did the source really witness the event? Is the evidence presented hearsay or a first-hand eyewitness account?

## RELEVANT EXPERTISE

The source has skills, expertise or training that would help them to interpret the situation accurately.

## RELEVANCE

When images are used to support claims it is important to determine whether the images relate directly to the claims.

## SIGNIFICANCE

What weight does an image give to the claim being made? Does the image strengthen claims being made?

## SELECTIVITY

Does the claim offer only partial evidence? Is the whole context presented or have parts been selected to make a specific point?