



Is this Worthy of attention?	Who is presenting this? <i>Consider: individual and organization qualifications, conflict of interest, and trustworthiness.</i>	
	What claim are they making or implying?	
	Why are they making the claim? <i>Do an online search for purpose and motive.</i>	
	When was the claim made?	
Inspect the data.	What data support this claim?	
	How are the data represented? <i>Pay careful attention to the labels on the axes of graphs.</i>	
	Is the graph appropriate? <i>Consider: scale, units, cherry-picking, categories, grouping, oversimplification, truncation, etc.</i>	
Does this make Sense?	Are the data relevant and sufficient to support the claim?	
	Are there signs that the data are biased?	
	Are there other ways to interpret the data?	
	How does this claim compare with other reliable sources? <i>What do the experts say?</i>	
What Emotion is activated?	How do the claim and evidence make me feel?	
	Is this what I already believed before I read it?	
	What might make me change my mind?	