

# Evaluating Sources

## Let's go to San Diego!

Just to make sure that you know what San Diego has to offer, answer the following questions according to the travel information. True/False items are indicated by a T / F preceding the statement.

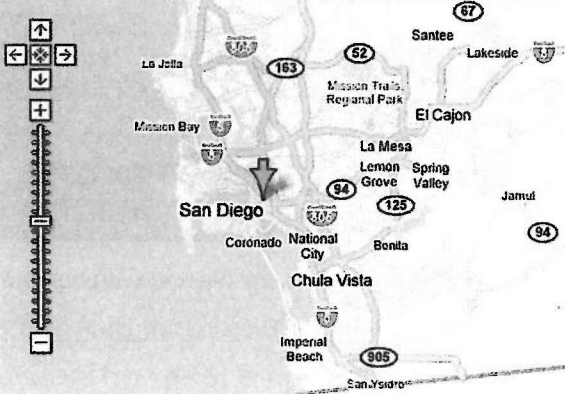
1. T / F San Diego is a pretty place.
2. List the three most important sources of income for San Diego.
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
3. Circle the most important industry listed in Question 2.
4. T / F San Diegans are not happy with their smog, traffic, and fast-paced life.
5. T / F San Diego is known for its friendliness.
6. T / F San Diego is over-shadowed by Los Angeles.

Tourism remains San Diego's third-biggest industry (behind manufacturing and the military), driven by a convention-friendly downtown. Each year, 26 million visitors come to the city, generating \$5.2 billion for the local economy. What tourists



come for is still largely focused on the beach, the zoo, and the weather, but what many discover is that there's more than meets the eye here. This is a city blessed with a picturesque location and glorious climate, and San Diegans are beginning to find graceful ways to define their home beyond being "not like Los Angeles." They're happy not to have the L.A. smog, crowded freeways, and fast-paced life. Long-time residents are fighting to slow growth, but they're also delighted to be nurturing some of the cultural attractions previously taken for granted. So the city is emerging from the shadow of L.A. It may not have a postcard picture as recognizable as San Francisco's Golden Gate Bridge, or an industry as glamorous as movie-making in L.A.'s Hollywood, but its personality continues to be defined with a broad smile and an inviting welcome.

You decide to get more information about San Diego on the Internet. You use a search engine such as Google™, and the following options pop up on your screen. Skim these quickly.



**Map of San Diego, CA**  
[maps.google.com](http://maps.google.com)

**San Diego Convention & Visitors Bureau**  
Providing information for visitors, meeting planners and travel agents including events calendar, restaurant listings and other news.  
[www.sandiego.org/](http://www.sandiego.org/) - 42k - Mar 7, 2007 - [Cached](#) - [Similar pages](#)

**City of San Diego Official Website**  
The City of **San Diego's** Official website offers information and online services for departments, business assistance, job opportunities, attractions, . . .  
[www.sandiego.gov/](http://www.sandiego.gov/) - 62k - [Cached](#) - [Similar pages](#)

**University of California, San Diego**  
Home Page of the University of California, **San Diego**.  
[www.ucsd.edu/](http://www.ucsd.edu/) - Mar 7, 2007 - [Similar pages](#)

**San Diego, California - Wikipedia, the free encyclopedia**  
**San Diego** is a coastal Southern California city located in the southwestern corner . . .  
The Centre City Development Corporation (CCDC), **San Diego's** downtown . . .  
[en.wikipedia.org/wiki/San\\_Diego,\\_California](http://en.wikipedia.org/wiki/San_Diego,_California) - 202k - Mar 7, 2007 - [Cached](#) - [Similar pages](#)

**San Diego's sandiego.com: Local News, Culture, Hotels, Coupons ...**  
**San Diego** local information including news, sports, music, arts, consumer, history, hotel reservations, dining reservations, restaurant reviews, . . .  
[www.sandiego.com/](http://www.sandiego.com/) - [Similar pages](#)

**SignOnSanDiego.com > Breaking news from The San Diego Union ...**  
Daily newspaper covering **San Diego** County. Local and international news.  
[www.signonsandiego.com/](http://www.signonsandiego.com/) - 70k - Mar 7, 2007 - [Cached](#) - [Similar pages](#)

**San Diego Zoo**  
Buy tickets online and use our calendar of events to plan your visit to the **San Diego** Zoo and **San Diego** Zoo's Wild Animal Park.  
[www.sandiegozoo.org/](http://www.sandiegozoo.org/) - Mar 7, 2007 - [Similar pages](#)

**Refine results for **san diego**:**

<a href="#">Dining guides</a>	<a href="#">Attractions</a>	<a href="#">Suggested itineraries</a>
<a href="#">Lodging guides</a>	<a href="#">Shopping</a>	<a href="#">Tours &amp; day trips</a>

1. Circle the links you would click on to continue your search.
2. Two choices look very similar. What do you think is the difference between the San Diego Convention & Visitors Bureau and the City of San Diego Official Website? \_\_\_\_\_
3. Would you personally consider visiting the University of California, San Diego? What sort of tourist attractions might you find there? \_\_\_\_\_
4. One of the entries \_\_\_\_\_ comes from wikipedia.org. Below is a description of *Wikipedia*.

**Wikipedia** (IPA: /ˌwɪkiˈpiːdi.ə/ or /ˌwɪkiˈpiːdi.ə/) name coined by Larry Sanger) is a multilingual, Web-based, free content encyclopedia project. Wikipedia is written collaboratively by volunteers; its articles can be edited by anyone with access to the website. The name is a BLEND of the words wiki (a type of collaborative website) and encyclopedia. Its primary servers are in Tampa, Florida, with additional servers in Amsterdam and Seoul.

- a. T/F The authors who contribute to *Wikipedia* are acknowledged experts in their fields.
- b. Would you click on the *Wikipedia* entry \_\_\_\_\_ ? Why or why not? \_\_\_\_\_

### Task 1:

With a partner propose 5 areas or variables to consider when evaluating the reliability of sources.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Compare your answers with the recommendations from Marshall University.

## Marshall U. Evaluating Sources – Example topic: Impact of Social Media on Young People

### Source Steps, with two different source types

Scholarly Article:	Website Article:
<ul style="list-style-type: none"> <li>• <b>Authority established:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Check the credentials of the authors. Do they have degrees in psychology, psychiatry, or a related field? Are they affiliated with reputable institutions?</li> <li>◦ Finding: The authors are professors at a well-known university with numerous publications on adolescent psychology.</li> </ul> </li> <li>• <b>Purpose/Point of view of source:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Determine if the article aims to inform and educate or if it has a particular bias.</li> <li>◦ Action: Read the abstract and introduction to understand the research objectives and checks for any funding disclosures that might indicate a conflict of interest.</li> </ul> </li> <li>• <b>Publisher:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Assess the credibility of the journal. Is it peer-reviewed? What is its impact factor?</li> <li>◦ Action: Confirm that the article is published in a high-impact, peer-reviewed journal.</li> </ul> </li> <li>• <b>List of sources (bibliography):</b> <ul style="list-style-type: none"> <li>◦ Investigation: Evaluate the references used in the article. Are they from credible and recent sources?</li> <li>◦ Action: Checks a few key references and find that they are from reputable journals and are relevant to the study.</li> </ul> </li> <li>• <b>Year of publication:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Consider the publication date. Is the information still current?</li> <li>◦ Action: The article was published within the last two years, making the findings relevant to current social media trends.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Authority established:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Check the author's qualifications. Do they have relevant education or experience in psychology or mental health?</li> <li>◦ Finding: The author is a journalist with no formal training in psychology but has interviewed several experts for the article.</li> </ul> </li> <li>• <b>Purpose/Point of view of source:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Assess the intent behind the article. Is it to inform and educate, or is there an underlying motive?</li> <li>◦ Action: Notice that the article is written in a sensational tone, aiming to attract more readers rather than providing balanced information.</li> </ul> </li> <li>• <b>Publisher:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Determine the credibility of the website. Is it a well-known health resource or a commercial site?</li> <li>◦ Action: Discovers that the website is a popular news outlet known for its clickbait headlines and sensational stories.</li> </ul> </li> <li>• <b>List of sources (bibliography):</b> <ul style="list-style-type: none"> <li>◦ Investigation: Examine the sources cited in the article. Are they reputable and relevant?</li> <li>◦ Action: Find that the article references some credible sources like research studies but also includes several anecdotal stories and expert opinions without proper citations.</li> </ul> </li> <li>• <b>Year of publication:</b> <ul style="list-style-type: none"> <li>◦ Investigation: Check the publication date. Is the information still applicable?</li> <li>◦ Action: The article was published two years ago. Check for more recent research and find updated studies that provide new insights into the topic.</li> </ul> </li> </ul>
Determination: this article would be appropriate for a college essay due to its credible authors, peer-reviewed publication, and well-referenced content.	Determination: this article would be less appropriate for a college essay due to its sensational tone, lack of author expertise, and reliance on anecdotal evidence and non-scholarly sources.

#### IF I APPLY: Review Personal Steps

### Personal Steps

1. Identify emotions attached to the topic: Reflect on your own biases or strong feelings related to the topic. This helps you recognize how your emotions might influence your research.
2. Find unbiased reference sources for proper review of the topic: Consult neutral reference materials (like encyclopedias or fact-checking websites) to gain a balanced understanding of the topic.
3. Intellectual courage to seek authoritative voices on the topic that may be outside of the thesis: Be motivated to explore authoritative sources that may present viewpoints different from your own thesis, fostering open-mindedness and intellectual growth.

#### IF I APPLY: Review Source Steps

### Source Steps

1. Authority established: Check if the author has relevant education and experience in the field. Verify the author's credentials and expertise.
2. Purpose/Point of view of source: Assess whether the author has an agenda beyond providing education or information. Look for any signs of bias or ulterior motives.
3. Publisher: Evaluate whether the publisher has an agenda. Consider the reputation and credibility of the publishing entity.
4. List of sources (bibliography): Examine the evidence provided. Check if the sources cited are reliable, credible, and relevant.
5. Year of publication: Determine whether the publication date affects the information's relevance and accuracy. Consider if the data might be outdated or if recent developments could change the context.

## Task 2:

Consider the following AI-driven innovation for the skin care industry:

<https://www.perfectcorp.com/business/solutions/online-service/skincare-pro>

Next evaluate the following links, using the 5 Marshall U. variables. For each variable rate the source using the following scale:

1 = Highly Untrustworthy 2 = Untrustworthy 3 = Trustworthy 4 = Highly Trustworthy

For each source add your ratings up and give the source a Trustworthiness score.

A) [https://finance.yahoo.com/news/perfect-corp-launches-skincare-pro-120000884.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce\\_referrer\\_sig=AQAAAEIehxC0o2dulZkukl9D3vPBSHJ259FMbtQH3zvRGWmccC3Zg5YWlyy8r2-7EMhvkPiE51eu\\_pIUv2oV5wtb5AzHYAOrQSOhBa4r--8-5CuQKc57XjdwRv2wrVm5F8a3c1D6yEP6c4TT9jkD2ai4MesFwSd1mZP9OyzBSQ2Xj4Wc](https://finance.yahoo.com/news/perfect-corp-launches-skincare-pro-120000884.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_sig=AQAAAEIehxC0o2dulZkukl9D3vPBSHJ259FMbtQH3zvRGWmccC3Zg5YWlyy8r2-7EMhvkPiE51eu_pIUv2oV5wtb5AzHYAOrQSOhBa4r--8-5CuQKc57XjdwRv2wrVm5F8a3c1D6yEP6c4TT9jkD2ai4MesFwSd1mZP9OyzBSQ2Xj4Wc)

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

B) <https://uk.pcmag.com/health-fitness/131014/perfect-corp-brings-the-skincare-counter-to-your-phone>

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

C) <https://www.theglobeandmail.com/investing/markets/stocks/PERF-N/pressreleases/14475111/perfect-corp-unveils-2023-upgrade-to-ai-skin-analysis-solution-adding-real-time-skin-concern-detection-skincare-product-suggestions-and-routine-recommendations-further-enhancing-the-industry-leading-solution/>

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

### Task 3:

Consider the following academic discussion of AI-driven innovation for the skin care industry:

<https://pmc.ncbi.nlm.nih.gov/articles/PMC7640800/>

This paper has a bibliography that is typical for academic discussions. Evaluate the first 5 citations from it using the 5 Marshall U. variables. Again, for each variable rate the source using the following scale:

1 = Highly Untrustworthy 2 = Untrustworthy 3 = Trustworthy 4 = Highly Trustworthy

For each source add your ratings up and give the source a Trustworthiness score.

1. *Esteva A, Kuprel B, Novoa RA, Ko J, Swetter SM, Blau HM, et al. Dermatologist-level classification of skin cancer with deep neural networks. Nature. 2017;542:115–8. doi: 10.1038/nature21056.*

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

2. *Alpaydin E. Introduction to Machine Learning. Cambridge, MA: MIT Press; 2014.*

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

3. *Quer G, Muse ED, Nikzad N, Topol EJ, Steinhubl SR. Augmenting diagnostic vision with AI? Lancet. 2017;390:221. doi: 10.1016/S0140-6736(17)31764-6. doi: 10.1016/S0140-6736(17)31764-6.*

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_



4. Hogarty DT, Mackey DA, Hewitt AW. Current state and future prospects of artificial intelligence in ophthalmology: A review. *Clin Exp Ophthalmol*. 2019;47:128–39. doi: 10.1111/ceo.13381.

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

5. Miller DD, Brown EW. Artificial intelligence in medical practice: The question to the answer? *Am J Med*. 2018;131:129–33. doi: 10.1016/j.amjmed.2017.10.035.

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

#### Task 4:

Now go back to the article itself:

<https://pmc.ncbi.nlm.nih.gov/articles/PMC7640800/>

Skim and rate the article with the 5 Marshall variables and give it a trustworthiness score.

- |          |   |   |   |   |
|----------|---|---|---|---|
| 1. Auth? | 1 | 2 | 3 | 4 |
| 2. PoV?  | 1 | 2 | 3 | 4 |
| 3. Pub?  | 1 | 2 | 3 | 4 |
| 4. Bib?  | 1 | 2 | 3 | 4 |
| 5. Date? | 1 | 2 | 3 | 4 |

Trustworthiness Score: \_\_\_\_\_

FYI: The Harvard citation for the article is:

De A, Sarda A, Gupta S, Das S., 2020. Use of Artificial Intelligence in Dermatology. *Indian J Dermatol.*, 65(5), 352-357.

Task 1 Key: Marshall U. variables to consider when evaluating the reliability of sources

Establish authority (Auth?)

Identify point of view (PoV?)

Publisher (Pub?)

Bibliography (Bib?)

Date (Date?)