



# RAVEN TIPS AND TRICKS

<p><b>Reputation:</b> What do you know about the reputation of the author, the sources, and/or the publication? Do they have a reputation for reliability? Are they in a position of authority?</p>	<ul style="list-style-type: none"><li>● In articles from research databases, you can often find the credentials of the authors either at the start or the end.</li><li>● If credentials are not in the article, try searching the university or organization they work with to find credentials on the author.</li></ul>
<p><b>Ability to Observe:</b> Is the author in a position that allows access to reliable evidence? If the article is about an event, did the author actually observe the event?</p>	<ul style="list-style-type: none"><li>● Is this person a frequent writer or a one-hit-wonder?</li><li>● Did the author conduct a study on a topic, or are they reporting on another study?</li></ul>
<p><b>Vested Interest:</b> Does the author have a personal stake in the topic or event? Would the author gain anything by lying? Would the author gain anything by telling the truth?</p>	<ul style="list-style-type: none"><li>● If the article has a biased tone, the author more likely has a vested interest.</li><li>● Second, make sure to research the author and their background. Does their experience or credentials put them in a position of having a vested interest?<ul style="list-style-type: none"><li>○ For example, if you are reading an article on how KeyBank helps citizens save money efficiently and effortlessly, even if the article appears to have no bias, if the author works with KeyBank, chances are, they have a vested interest.</li></ul></li></ul>
<p><b>Expertise:</b> Does the author have specialized knowledge on the topic or event? Does the evidence come from a source that has expertise on the topic or event?</p>	<ul style="list-style-type: none"><li>● Does the author have any qualifications that make them credible on this topic?</li><li>● For example, do they have a degree, doctorate, or Ph.D.?</li></ul>
<p><b>Neutrality:</b> Is the author neutral about the issue or is bias evident? Is the source of the evidence neutral or biased?</p>	<ul style="list-style-type: none"><li>● Look into the author's other works, do they seem to have a preconceived notion on this issue?</li><li>● Is the tone biased?</li></ul>

