

CHAIN of TRUST

C = Candor	0 •• 1 •• 2 •• 3 •• 4 •• 5
purpose, motives, funding, openness, disclosure, transparency	
H = Honesty	0 •• 1 •• 2 •• 3 •• 4 •• 5
truthful, gives credit to others appropriately, cites sources	
A = Accountability	0 •• 1 •• 2 •• 3 •• 4 •• 5
names, identity, contact information, from trusted source (ie. gov't, non-profit)	
I = Information Quality	0 •• 1 •• 2 •• 3 •• 4 •• 5
accurate, authoritative, valid, credible, useful, well written/designed	
N = Neighborly	0 •• 1 •• 2 •• 3 •• 4 •• 5
accessible, generous, dependable, responsible partnering/alliances/coauthors	
<i>of</i>	
T = Timeliness	0 •• 1 •• 2 •• 3 •• 4 •• 5
currency, updates, copyright date	
R = Relevant	0 •• 1 •• 2 •• 3 •• 4 •• 5
appropriate content, audience, & location	
U = Unbiased	0 •• 1 •• 2 •• 3 •• 4 •• 5
balanced, objective, fair, multiple views presented, logical, substantiated	
S = Scope	0 •• 1 •• 2 •• 3 •• 4 •• 5
coverage sufficient & appropriate for audience	
T = Trustworthy	0 •• 1 •• 2 •• 3 •• 4 •• 5
ethical, verifiable, provides sources, & sources are good quality	

TOTAL: _____

0 = not sure, can't tell, doesn't apply
 1 = does this badly
 2 = not adequate
 3 = does this alright
 4 = does this pretty good
 5 = does this very good

Level of Evidence

This ranking shows how accurately the findings of the article apply to people in general. The higher the level of the article in the pyramid (the smaller the number), the more likely that the article will be true for most people most of the time.

- 1a. Systematic Reviews and Meta-analyses
 - 1b. Randomized Controlled Double Blind Studies
 - 1c. Randomized Controlled Studies
 - 1d. Cohort Studies
 - 1e. Case Control Studies
 - 1f. Case Series
 - 1g. Case Reports
 - 1h. Animal Research
 - 1i. Ideas, Editorials, Expert Opinions
 - 1j. In vitro (test tube) research
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1. Peer-reviewed or refereed research articles in the scholarly journals (see above).
 2. White papers, review/overview/synthesis articles. Includes standards, specifications, and clinical guidelines.
 3. Technical and government reports
 4. Grant reports, research study progress updates
 5. Scholarly books
 6. Textbooks
 7. Encyclopedias
 8. Special interest but non-technical or non-scholarly press
 9. Newspaper and popular press
 10. Personal experience accurately reported

