**CHAIN of TRUST**

**C =** Candor
- purpose, motives, funding, openness, disclosure, transparency

**H =** Honesty
- truthful, gives credit to others appropriately, cites sources

**A =** Accountability
- names, identity, contact information, from trusted source (ie. gov’t, non-profit)

**I =** Information Quality
- accurate, authoritative, valid, credible, useful, well written/design

**N =** Neighborly
- accessible, generous, dependable, responsible partnering/alliances/coauthors

**T =** Timeliness
- currency, updates, copyright date

**R =** Relevant
- appropriate content, audience, & location

**U =** Unbiased
- balanced, objective, fair, multiple views presented, logical, substantiated

**S =** Scope
- coverage sufficient & appropriate for audience

**T =** Trustworthy
- ethical, verifiable, provides sources, & sources are good quality

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**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

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

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**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

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* Top pyramid is from: Medical Research Library of Brooklyn. Guide to Research Methods, The Evidence Pyramid: [http://library.downstate.edu/ebm/2100.htm](http://library.downstate.edu/ebm/2100.htm)