

# Content Analysis Checklist

Many approaches exist to evaluating the content of information sources. The following is a list of important questions that broadly consider the key aspects of evaluating the content of information. Use this checklist as a starting place for evaluation.

## Authority

- What are the author's credentials, other publications?
- Is the author an expert in the field they write about?
- Is the author referred by other authors and experts? Has your instructor mentioned the author?
- Is the author affiliated with an organization, institution, or university?
- Who is the publisher and what is their reputation?
- What are the author's credentials, other publications?

## Accuracy & Objectivity

- Does the source state objectives? Does it meet these objectives?
- Does the source present facts, opinions, or propaganda? Does it present a mix of these?
- Can you identify any lapses in reasoning or logical fallacies?
- Is the information clearly organized and free from errors of punctuation, grammar, and spelling?
- Are points supported by evidence? Is evidence cited and documented?
- Does the information conflict or agree with what you know about your topic?
- Do the authors display bias and/or use emotional language?
- Does the source include a bibliography or list of works cited?

## Coverage, Audience & Appropriateness

- What does the source's preface and/or introduction say about its intentions?
- Does the source cover your topic in depth or only superficially?
- Does the source add new information about your topic or does it fall in line with other sources you've examined?
- Is the material a primary or secondary source?
- Is the publication aimed at a specialized or general audience?
- Does the source use jargon and technical language?
- Does the information support your topic or force you to rethink your approach?