The Process of Establishing Integrity Checklist[1]
INFO 281-14 Integrity of Information
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information integrity, integrity of information – The state that exists when information is unchanged from its source and has not been accidentally or intentionally modified, altered, or destroyed.[2]

veracity, veracity of information – In ethics, truthfulness or honesty in communication.

The Checklist

Authority
- If a Web site, what is the domain name (e.g., .gov, .org, .com, country)?
- If a Web site/page, is there an obvious "About Us" section?
- Is a name of a person, organization, agency, etc. stated on the page/site/material?
- Are you able to determine the author's credentials? Affiliations? Expertise?
- Is a biography present?
- Who created or authored the article, post, etc?
- Is there an editor or editorial board listed?
- Any journalistic guidelines available that outline practices?
- Any code of ethics present for the organization or group?

Design and Usability
- If a Web site, is there clear architecture, navigability, and design?
- Is correct spelling and grammar used?

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1 Adapted and expanded from Stony Brook's Center for New Literacy Project, http://www.centerfornewsliteracy.org/ and Bill Kovach and Tom Rosenstiel's *Blur: How to Know What's True in the Age of Information Overload* (New York: Bloomsbury, 2010).
2 Center for Development of Security Excellence. *Glossary of Security Terms and Definitions.* U.S. Department of Defense, November 2012. Retrieved from http://www.cdse.edu/documents/cdse/Glossary_Handbook.pdf

- Any ads? [3]
- What is the date of the material?[4]
- Copyright info?

The Message

- How does the headline support the main point(s)?
- Are the main questions answered: Who? What? When? Where? Why? How?
- Can you determine perspective (e.g. I know, I believe, first person, opinion)?
- Who is quoted? Spokespeople within organizations or industry? Government officials?
- Any specialized, technical language used?
- Do you discern any potential conflict of interest?
- Any disclosure statements available?
- Evidence given to support main points made in the article, page, or post?
- Are peer-reviewed references and sources cited in-text and in a distinct ref/bib section?
- Are any references linked in-text and in a distinct ref/bib section?
- Are the materials used in the discussion cited correctly according to style and citing conventions (e.g., *APA*, *Chicago*, *Turabian*)?
- Correct grammar and spelling used?
- Any footnotes or endnotes supplied?
- Any statistics used? Where are they derived? How are they displayed?
- Is there conflation or any (logical) fallacies that can be identified within the piece?
- What kind of language is used? Does it appeal to the mind or emotions? [5]
- If appeal is to emotions, are "loaded" words or terms used? That is, terms that may trigger an emotional response?
- What conclusions, claims, assumptions, and alternative explanations are made in the piece?
- If the information is shared, reposted, or tweeted, was there an attempt by the original sender to track down source(s) and verify the information before hitting send?

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3 See the *Stanford Guidelines for Web Credibility,* https://credibility.stanford.edu/guidelines/
4 If a Web site/page, often found in the footer, below the fold.
5 From *Information is Beautiful* site, http://www.informationisbeautiful.net/visualizations/rhetological-fallacies/