The Process of Establishing Integrity Checklist
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, 


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• Any ads? 3
• What is the date of the material? 4
• Copyright info?

The Message
• How does the headline support the main point(s)?
• 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?

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/rhetorical-fallacies/

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