

FACT OR FAD? 5-STEP NUTRITION CREDIBILITY CHECKLIST

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CREDIBILITY CHECKLIST

1. **Check the Source**
 - Who is sharing the information? What are their credentials or qualifications?
2. **Look for Evidence**
 - Is there research or evidence supporting the claim? Does the claim distinguish fact from opinion?
3. **Verify the Information**
 - Are sources cited? Can the claim be cross-referenced by other reputable organizations or experts?
4. **Consider the Context/Purpose**
 - Is the goal of the content to inform, persuade, or sell? Is the content balanced or biased?
5. **Is it Realistic?**
 - Does it sound too good to be true? Or promise quick fixes? Or use absolutes?

EVALUATING THE CHECKLIST

- **Credible Information Often:**
 - Comes from qualified experts
 - Uses evidence-based research
 - Can be cross-referenced across trusted sources
 - Provides unbiased/balanced information
 - Avoids unrealistic claims
- **Be Cautious if Information:**
 - Lacks sources
 - Relies on opinions alone
 - Promotes the sale of a product
 - Uses words like "always" and "never"