



<b>Is this WORTHY of my attention?</b>	<b>Who is presenting this?</b> <i>Consider: qualifications, who they represent, any bias?</i>	
	<b>What claim are they making or implying?</b>	
	<b>Why are they making this claim?</b> <i>Purpose, motive, profit.</i>	
<b>INSPECT the data.</b>	<b>What is being measured?</b> <i>What data and units are on the axes? Are they clearly labeled and not misleading?</i>	
	<b>Is the scale and choice of units appropriate?</b> <i>Consider: cherry-picking, choice of categories, oversimplification, truncation. etc.</i>	
	<b>Is causation implied when correlation is more likely?</b>	
<b>Does this make SENSE?</b>	<b>Is the comparison of these variables logical?</b> <i>Are there other variables that could be considered?</i>	
	<b>Are there signs that the data are biased?</b>	
	<b>Are there other ways to interpret the data?</b>	
	<b>How does this compare with other reliable sources?</b> <i>What do other experts say?</i>	
<b>What EMOTION do you feel?</b>	<b>How does this conclusion make me feel?</b> <i>Is it overhyped or clickbait?</i>	
	<b>Is this what I already believed before I read it?</b>	
	<b>What might make me change my mind?</b>	