

# CREDIBILITY CHECKER

HOW FAR CAN WE BELIEVE WHAT WE ARE READING OR SEEING?

## NEUTRALITY

There is no apparent motive to lie. The source may not have any involvement with the issue.

## BIAS

A motive to lie that does not come from self-interest. The source may want to protect a friend or blame someone else. This could be due to strongly held beliefs.

## VESTED INTEREST TO LIE

There is a motive to lie that comes from self-interest. This may be to avoid losing something such as a friend or a job.

## VESTED INTEREST TO TELL THE TRUTH

A motive to tell the truth that could come from a desire to protect and confirm the source's professional reputation.

## REPUTATION

The credibility of the source is influenced by people's knowledge of their past performance or character.