



**CREDIBLE?**

**MY COMMUNITY**

- Insider Status vs source
- Risk to "hearing" heresy
- Profession
- Social Role
- Confirmation
- Shared Beliefs

**MY EXPERIENCE**

- Exposure to broad ideas and culture
- Historical Perspective
- Education
- Logic and Analysis
- My internal harmony vs. cognitive dissonance
- Critical thinking skill set

**MY MOOD**

- Trust
- Skeptical
- Hopeful
- Curious
- Hostile
- Fearful
- Cynical

**MEDIA**

- Known Bias
- Context
  - Journalism
  - Scholarship
  - Advertisement
  - Entertainment
  - Debate
- Style
  - Skepticism Triggers
  - Graphics
  - Language
  - Intent?
  - Charged?
- Source
  - Motive? (Ratings, Click bait, etc.)
  - Accountable?
- Author
  - Intent?
    - Discredit
    - Distract
    - Trigger
    - Persuade
    - Inform
    - Discourage