CREDO: The Credibility Cycle

**Context**

What is the context of your information need?
What is your topic or research question? Think about what kind of source(s) you need to use and for what purpose. Can you think of reasons why context matters when you’re trying to determine if something is credible?

**Onward**

You decided whether something is credible—good job! Now you can move onward with whether or not you will use this source in an assignment, and you can repeat this cycle with each source you need to evaluate.

**Decide**

Decide if your source is credible. Read the source and look for the clues that you decided indicated credibility. Does it meet the requirements you’ve defined? Why or why not?

**Examine**

Examine your definition for bias. Ask yourself how your own personal biases or points of view might influence your definition of credibility and the application of your definition.

**Review**

Review how you define credibility. Consider your own definition and what informs it. What clues do you look for when trying to decide something is credible? Think about credibility in terms of content of the information, not its format. In other words, credibility is not dependent on whether the information is delivered in print or electronically, or whether the domain name has certain endings.