

## Look Who's Talking

The internet has become the most commonly used "library". As you navigate this medium, I would like to give you some pointers to evaluate the content and identify information that is accurate, reliable, and that has the highest probability to apply to your situation.

## Evaluate the Source

- Who owns the website?
- Click on the **About tab** to learn about the site owner, his credentials, their mission statement and what's their purpose for creating the site
- Can you contact the owner by email or phone? If there is no contact, no owner name, leave the site.



## Question the Experts

- Is the information reviewed by experts?
- It is a testimonial (a personal experience)?
- What makes these experts knowledgeable?
- Who are they? (MD, chiropractor, dentists, etc...)
- What institution do they represent?
- If the information is said to be scientific, is it published in a medical journal?
- What type of studies have been conducted and where?

## Money Talks

- Who is funding the site? What are they selling?
- Are the ads clearly displayed and separate from content?
- Is the education offered centered around a certain product?

## Evaluate the quality of the content

- Is the information current or out of date?
- Is the information properly cited with credentials of the author?
- Is the author an authority? Does he belong to a hospital, university, health oriented institution, etc....).
- Does the language convey any fear tactics?
- Are the claims too good to be true?
- Do the claims say "as seen on" a certain TV show?
- Can you find similar information somewhere else?
- Is there a call to action?
- Are there any special offers that expire after a certain date?

## Before you take action

- Does the site ask for your personal information?
- What are the associated risk with the advice or product promoted?
- Do another search to see who has reviewed this site and what they are saying about it
- When in doubt consult a health professional

## References:

<http://www.nlm.nih.gov/medlineplus/webeval/webeval.html>