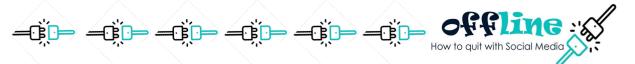


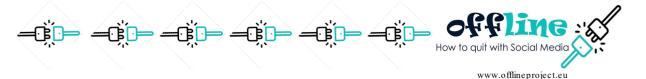
Training Fiche Template

Title	Evaluating data, information and digital content
Keywords	Credibility, relevance, accuracy, completeness, critical thinking
Language	ENG
	 1. Information and Data Literacy <u>Competences</u> Media Literacy Browsing, Searching and filtering data, information and digital content
	 2. Communication and Collaboration <u>Competences</u> □ Engaging Citizenship through digital technologies ⊠ Interacting with digital technologies for entertainment and culture
Competence area	 3. Digital content creation Competences Developing digital content 4. Safety Competences Protecting the environment Preventing and recognize fake news Protecting health and well-being 5. Problem Solving
	Competences Creatively using Digital Technologies
Objective and Goal	 At the end of this module you will be able to: Familiarize with practical methods for evaluation of digital data and content and know-how for their implementation Get the essentials of evaluating data, information and digital content and acquire the fundamentals of this competence





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Learning outcomes	 Assess and contrast the trustworthiness and dependability of the source of digital content, data and information in a critical manner.
	 In a critical manner, scrutinize, construe, and evaluate the digital content, information, and data.
Contents arranged in 3 levels	Evaluating data, information and digital content
	1. Evaluating data & digital content in DigComp
	1.1.Knowledge, Skills and Attitudes
	KNOWLEDGE
	 Awareness of the 'fallacies' of the digital environment: understanding the difference(s) the exists between misinformation (wrong information) disinformation (wrong/biased information spread with malicious intents) Knowledge of the most typical sources from which biases generate (i.e., authors of the reference, and their intents, origin of the data and sources quoted by the sources, embedment of political and commercial messages, etc.) Awareness of the great risks associated to AI-generated digital content
	SKILLS
	 Know how to filter and distinguish between 'genuine' and 'biased' content Know how to filter and distinguish between sponsored
	 content and not 3. Know how to recognise legitimate sources and references, and evaluate critically the objectivity of the content of an article 4. Know how to verify the credibility of a source (i.e., blogs vs scientific and peer-reviewed evidences) 5. Know how to recognise AI-influenced content in digital environments
	ATTITUDES
	 Capacity of performing creative and critical thinking- pushed analysis over the credibility, legitimacy and objectivity of a source / reference (i.e., fact-check) Understanding the outcome / impact of any possible



online behaviour and what this might further lead to

- 2. The essentials for evaluating data and digital content:
 - Being able to find the right information it is not just a matter of finding the right title(s), but it addresses specifically the capacity of the users of selecting the right ones
 - The World Wide Web is accessible to anyone with an internet connection. The golden rules to find good quality content relies on a process that follows this basic steps: Browsing, Mapping and Assessment

2.1 Golden rules for evaluating quality content:

- Look into the information, data, and general inputs provided by each of the resources. This analysis should be critical and creative, meaning you should considerate if the content matches the title and provides indeed for the elements that you are interested into
- Be always genuinely skeptical in your first approach to the given resource – this helps you to maintain an unbiased and third-person perspective over things
- Check for inputs that signal the accuracy, relevance and reliability of what you are observing: author, date of publication, paid/unpaid content, source, external links of reference for double-check

1.2 Methodologies and logical steps for evaluation of digital content:

There is a wide sample of standardized approaches that you can rely on to double and **fact-check** the legitimacy of what you are observing.

Their application is very much intuitive, and it requires a thought-processing exercise that you can apply in all domains.

The real-time application of this exercises will help you in:

- 1. Filtering content that might be of interest or not
- 2. Finally identify the precise information that you need

1.3 Four different proposed methodologies for evaluating of digital data and content:

- I. 5 Ws
- II. S.I.F.T





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III. N/	CRAAP
IV.	RADCAB
2. Th	e 5 Ws methodology
	r every resources, article, content you might land on, try to entify & pinpoint:
•	Who generated this content What is the source of reference
•	Where did it come from
	Why it seems relevant
•	When was it published
3.1 Fir	st 'W': Who
an	e Who refers to the person that is behind the development d publication of the online content. By looking into the 'ho', the objective is to making sure that:
1.	His / her motive are genuine and the content is free from political, cultural, and other biases that might influence the objectivity of the content
2.	His / her knowledge on the subject
3.	His / her expertise on the matter and the reliability of the information provided
3.2 Second 'W': What	
av	e What refers to the platform from which this content is ailable. a general rule:
1.	The information coming from well-known webzines is more reliable compared to personal blogs
2.	It is more challenging to fact-check information coming from social media, compared to established news outlets
3.	Different sources might provide for different opinions and

ideas starting from the same subject and topic – depending for instance on cultural view on certain things





1.3 Third 'W': Where

The **Where** refers to the information, evidences, data, insights, etc. that contributed to shape the content and formulate author's opinion.

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The more resources are available, the better is.

This will allow you to fact-check more easily and conveniently the authenticity of the sources and the trustworthiness of the opinions / information provided.

1.4 Fourth 'W': Why

The **Why** refers to the motivations leading you to think that you have finally found content of interest, relevance and reliability. An easy way to assess the 'Why' of digital content is by looking at how much this content satisfy the previous points:

- 1. Is the author competent on the subject?
- 2. Is the platform / publishing source known and of good reputation?
- 3. Is the reference clear and well-identifiable?

1.5 Fifth 'W': When

Finally, the **When** refers to the date of publishing of the content.

- 1. "The more recent, the better" is a general rule that might apply for instance to news and events
- Make sure to double-check if there are updates / revisions of the same content – or if it has been edited in a second moment

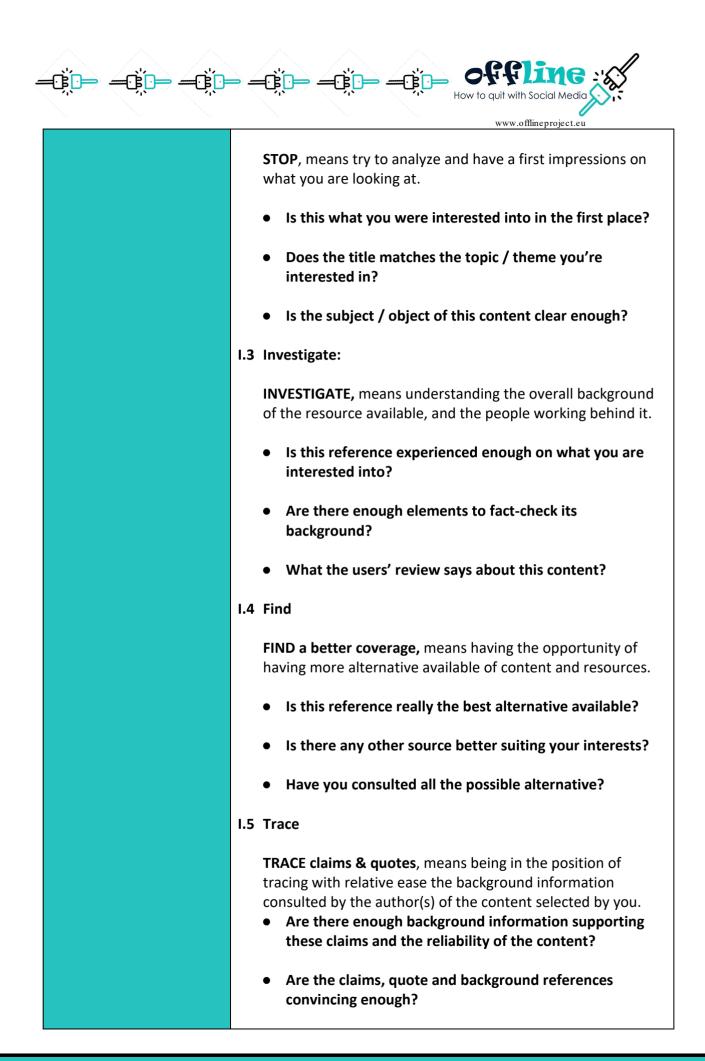
2. SIFT Approach

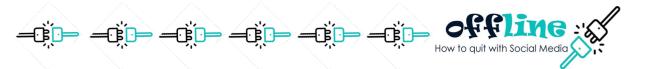
I.1 SIFT Method: Stop [] Investigate [] Find [] Trace

This simple approach implies a thoughtful analysis of the content through a multi-stage approach

I.2 Stop







• (more in general) Where this content comes from? (i.e., opinions, facts, news)

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3. CRAAP Test

A slightly advanced approach compared to the previous two, the CRAAP test provides for a series of guiding questions that users can rely on to evaluate the information they have available.

- Currency
- Relevance
- Authority
- Accuracy
- Purpose

1.1 Currency

CURRENCY, timeliness of the content

- 1. When was this content first posted?
- 2. Have been any updates on the matter?
- 3. Etc ...

Currency matters when the information, content and resources that you are seeking for are time-sensitive and greatly impact how useful they can be for you.

1.2 Relevance

RELEVANCE, consistency & coherence of the content

- 1. What is the focus of this material?
- 2. Does it matches filter criteria?
- 3. Etc ...

Relevance matters because it assures for the matching of the content to the parameters of what is scouted and browsed on the web.

1.3 Authority

AUTHORITY, source of the content

- 1. Where this content comes from?
- 2. Is the source qualified enough on the matter?
- 3. Etc ...





Authority matters because it provides legitimacy to the source, and greater chances of finding useful content that is adequate to your needs

1.4 Accuracy

ACCURACY, reliability of the content

- 1. What is the nature of the resources available within this content?
- 2. Is it possible to verify the same info.s from other sources?
- 3. Etc ...

Accuracy matters because it assures for trustworthiness of what you have available, and for the fact-check of the content

1.5 Purpose

PURPOSE, motivation of the content

- 1. Why is this content available?
- 2. Which needs it serves?
- 3. Etc ...

Purpose matters because it allows you to filter the many types of contents available on the World Wide Web (i.e., what is for commercial purposes, and what is not; what follows an agenda, and what is for pure entertainment)

2. RADCAB Method

2.1 RADCAB: You Vehicle for Information Evaluation

The <u>RADCAB</u> test comes from a methodology that researches normally use to test and evaluate how 'good' an information is for their purpose.

By applying its essentials, the RADCAB test can turn very useful whenever its time to analyse, compare, interpret and critically evaluate the credibility and reliability of the source of data, information and digital content

2.2 R=Relevancy



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	 RELEVANCY in the evaluation process is assured when: 1. The whole process is streamlined from redundancies and other disruption that bring no added value at all 2. All of the focus questions and key references (i.e., key words) are easily identifiable, and help you to land immediately on what you need 3. The analysis of the given content goes smoothly
2	2.3 A=Appropriateness
4	APPROPRIATENESS in the evaluation process is assured when:
	 It is easy to filter and isolate irrelevant information The is no, or very little margin, for misinterpretation and misuse of the available information, resources and content You have the feeling that this is what you were really looking for
2	2.4 D=Details
	DETAIL in the evaluation process is assured when:
	 There is the exact amount of information that you need to extrapolate from the content The information are easy to navigate The information are easy to process (quantity and quality)

2.5 C=Currency

CURRENCY in the evaluation process is assured when:

- You manage to find the information that you need from the timeframe that you very interested into
- 2. You have available the version of the document, resource, content, etc. that was of your specific interest

2.6 Competence 1.2 for Digital Culture

AUTHORITY in the evaluation process is assured when:

- You can trust of the author(s) of the content you are looking into, and he / she is qualified to speak on the subject
- 2. Statements, key evidences, data and inputs provided by the content are easy to fact-check

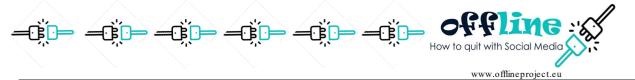
BIAS-free evaluation process is assured when:



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		 The motivation behind the publishing and public availability of the content are genuine and disinterested from any political, social, cultural, etc. agenda. The content is biased – i.e., it is inclined towards certain opinions, considerations and discussion – but it is explicit about it, there is a clear and well-stated reason, 'biased' elements are disclosed and easy to identify (and filter and insolate in case needed).
		Summing up
		 RADCAB method for digital content evaluation 1. Relevancy 2. Appropriateness 3. Detail 4. Currency 5. Authority 6. Bias
		 5 Ws for digital content evaluation Who generated this content What is the source of reference Where did it come from Why it seems relevant When was it published
		SIFT Method for digital content evaluation1. Stop2. Investigate3. Find4. Trace
		CRAAP Test 1. CURRENCY 2. RELEVANCE 3. AUTHORITY 4. ACCURACY

5. PURPOSE





Glossary	 Misinformation: Wrong information that is spread
	without malicious intent.
	 Disinformation: Wrong or biased information that is
	spread with malicious intent.
	• Al-generated content: Digital content that is produced by
	artificial intelligence algorithms.
	 S.I.F.T: A methodology for evaluating digital content that stands for Store Journational Store and
	stands for Stop, Investigate, Find trusted sources, and
	Trace claims, quotes, and media back to the original context.
	 RADCAB: A methodology for evaluating digital content that stands for Polovancy, Appropriateness, Detail
	that stands for Relevancy, Appropriateness, Detail,
Practical advices	Currency, Authority, and Bias. 1. Be aware of the different types of wrong information,
Fractical auvices	including misinformation (wrong information) and
	disinformation (wrong/biased information spread with
	malicious intents).
	2. Learn to distinguish between genuine and biased content
	by filtering and critically evaluating the sources and
	references, and identifying potential sources of bias,
	including authors, origins of the data and sources quoted
	by the sources, and embedment of political and
	commercial messages.
	3. Use standard methodologies such as 5Ws, SIFT, CRAAP, or
	RADCAB to assess the accuracy, relevance, and reliability
	of digital content, and check for inputs that signal these
	qualities, including author, date of publication, source,
	external links of reference for double-check, and
	paid/unpaid content.
	4. Apply critical and creative thinking to analyse the
	credibility, legitimacy, and objectivity of digital content,
	and perform fact-checking when necessary.
	5. Consider the potential impact of online behaviour and the
	outcome of any possible behaviour and maintain an
	unbiased and third-person perspective. Use a process that
	follows the basic steps of browsing, mapping, and
	assessment to find good quality content on the World
	Wide Web.
Self-evaluation (multiple	1. What is the difference between misinformation and
choice queries and	disinformation?
answers)	
	a) Misinformation is true information, while disinformation is
	false information
	b) Misinformation is false information, while disinformation is false information that is spread intentionally with the aim to
	deceive people



