

DANIELS FUND  
ETHICS INITIATIVE  
College of Business  
University of Colorado Colorado Springs

**ETHICS & INFORMATION**  
IDENTIFYING QUALITY SOURCES

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## OVERVIEW

- » Importance of Finding Quality Sources
- » Evaluating Sources
- » Putting it All Together



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The slide is enclosed in a black rectangular border. Inside, the text 'FINDING QUALITY SOURCES' is displayed in a bold, black, sans-serif font. Directly below it, 'ETHICAL CONSIDERATIONS' is written in a smaller, black, sans-serif font. Below the text is a solid dark teal horizontal bar. In the bottom right corner of the slide, there is a small, light gray speaker icon.

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**WHY CARE ABOUT HAVING QUALITY SOURCES?**

- » Integrity
- » Trust
- » Transparency
- » Fairness
- » Respect
- » Rule of Law
- » Accountability



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**ISSUES AND CHALLENGES**

- » Finding reputable sources
- » Fake news!
- » Sharing information with others
- » Communicating information to others



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EVALUATING SOURCES

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**WHO IS THE SOURCE?**

- » Author
- » Publisher
- » Website
- » Business/organization
- » Known biases?
- » Known associations?



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**WHAT IS THEIR PURPOSE?**

- » Inform?
- » Persuade?
- » Sell the user something?
- » Parody or satire?
- » Intentionally mislead someone?



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**WHERE DID THEY GET THEIR INFORMATION FROM?**

- » Their own experience
- » Their own research
- » Cited sources
  - Are their cited sources reputable?



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**WHEN WAS THE INFORMATION PUBLISHED/CREATED**

- » What the work published recently?
- » Historical perspectives?
- » When was their data collected?



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**WHY USE THIS SOURCE?**

- » What does it contribute to the conversation/argument?
  - Supporting?
  - Providing another point of view?
  - Help the user make a more informed decision?



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PUTTING IT ALL TOGETHER



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**SO YOU NEED SOME INFORMATION**

» What is your purpose in seeking the information?

- Learn
  - For fun, or for basic information
  - Make an informed decision
- Sharing Information
  - Help others learn
  - Help others make an informed decision



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### WHEN YOU FIND A SOURCE OF INFORMATION

- » Evaluate using 5 W's
- » Review more than one source on a topic
- » Take a look at an opposing viewpoint
- » Don't just stick with the first page of results Google returns



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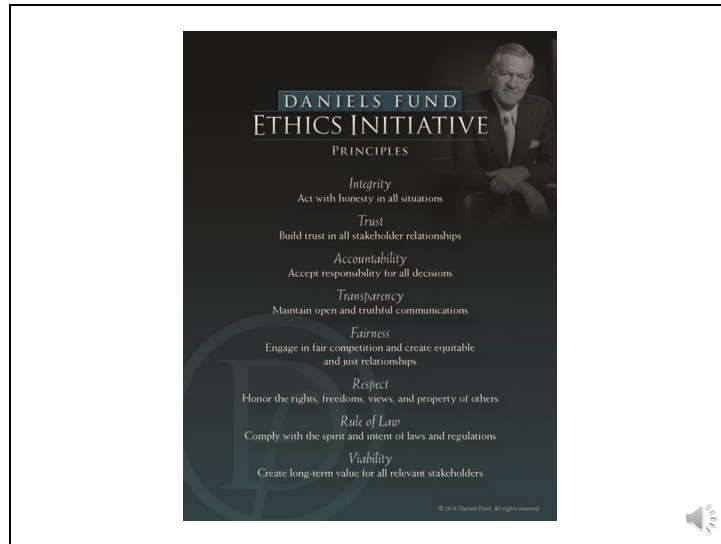
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Slide 16



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