

Any jargon that is used is explained or of general knowledge to the target audience
News story contains unexplained jargon
News story contains unexplained jargon with intent to mislead

X	
	X

Accessibility

Author

Rev 1	Rev 2
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31) Contact Information
Author email is available
Author social media is available
No author contact information is available

X	X

32) Biography, Details, Description
Author biography, details or description is available
Author biography, details or description is not available

X	X

33) Other Publications
Other publications from the author are publicly available

X	X

Sources

34) Sources Cited
Sources cited are listed or clearly stated
Sources cited are not listed or clearly stated
Sources cited are publicly available
Sources cited are not publicly available
Anonymous sources are justified
Anonymous sources are unjustified

X	
	X
X	X
X	

35) Research Article
The original research article is publicly available
The original research article is not publicly available or is paywalled
Link to the original research article is present and clearly visible
No link to the original research article is present or clearly visible

X	X
X	X

Presentation

Components

Rev 1	Rev 2
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36) Images
Image is included in a neutral manner
Image is included in a flattering or positive way
Image is included in an unflattering or negative way

X	X

37) Advertisements
Reasonable advertisement usage (less than 3 for the article)
Numerous advertisements (more than 3 for the article)
Article or website does not contain sponsored content
Article or website contains sponsored content
Article or website contains related sponsored content
Advertisements are used in an aggressive manner
Advertisement domain contains advertisements for false products

X	X
X	X

38) Social Media Prompts
Reasonable social media prompts (buttons at top or one prompt)
Numerous social media prompts (popups, overabundance of prompts)

X	X

39) Highlighted Sections
Highlighted sections are used for depth of the story
Highlighted sections are used for dramatic effect
Any highlighted content is taken out of context
