

Image is included in a flattering or positive way
Image is included in an unflattering or negative way
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
38) Social Media Prompts
Reasonable social media prompts (buttons at top or one prompt)
Numerous social media prompts (popups, overabundance of prompts)
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

X	X
X	X
X	X
X	