





Author states a conflict of interest but remains neutral
<b>15) Personal Opinion</b>
Author has mentioned a personal opinion in an inappropriate context
Author has not mentioned a personal opinion or has mentioned an opinion in an appropriate context
<b>Reporting</b>
<b>16) Represents Scientific Literature</b>
Reporting accurately represents scientific literature
Reporting does not accurately represent scientific literature
<b>17) Represents Scientific Process</b>
Reporting accurately represents the scientific process
Reporting does not accurately represent the scientific process
<b>18) Advertising and Marketing</b>
Reporting is not advertising or marketing a product or service
Reporting is advertising or marketing a product or service

X	
	X
X	X
X	
	X
X	X

## Language

<b>Tone</b>
<b>19) Fear Mongering</b>
News story does not use fear mongering
News story uses fear mongering
<b>20) Sensationalist Language</b>
News story does not use sensationalist language
News story uses sensationalist language
<b>21) Certainty</b>
Author justifies any certainty or uncertainty
Author expresses certainty unjustifiably
Author expresses uncertainty unjustifiably
<b>22) Exaggeration</b>
Author does not exaggerate aspects of the research article
Author exaggerates aspects of the research article
<b>23) Minimization</b>
Author does not minimize aspects of the research article
Author minimizes aspects of the research article
<b>24) Incivility and Impoliteness</b>
Author is neutral
Author is not civil or is impolite
<b>25) Emotionally Charged</b>
Author is not emotionally charged
Author shows signs of contempt
Author shows signs of outrage
Author shows signs of spite
Author shows signs of disgust
<b>Grammar</b>
<b>26) Punctuation</b>
Exclamation marks are used justifiably
Exclamation marks are used unjustifiably
Double punctuation is not used (e.g. ?? Or !!)
Double punctuation is used

Rev 1	Rev 2
X	X
X	X
X	X
	X
X	
X	X
X	X
X	
X	

<b>27) Style</b>
News story uses correct grammar
News story uses incorrect grammar
Author does not use colloquialisms or slang unjustifiably
Author uses colloquialisms or slang unjustifiably
Author does not use humour or uses humour justifiably
Author uses humour unjustifiably
<b>28) Pronoun Use</b>
News story is in third person or neutral
News story contains first person or we/you unjustifiably
<b>Vocabulary</b>
<b>29) Wide or Varied Vocabulary</b>
Vocabulary is suitable for target audience
Vocabulary is not suitable for target audience
Wide or varied vocabulary is used to be intentionally misleading
<b>30) Jargon</b>
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
X	
X	X
X	X
X	X
X	X

## Accessibility

<b>Author</b>
<b>31) Contact Information</b>
Author email is available
Author social media is available
No author contact information is available
<b>32) Biography, Details, Description</b>
Author biography, details or description is available
Author biography, details or description is not available
<b>33) Other Publications</b>
Other publications from the author are publicly available
<b>Sources</b>
<b>34) Sources Cited</b>
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
<b>35) Research Article</b>
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

Rev 1	Rev 2
X	X
X	X
X	X
X	X
X	
X	X
X	X

## Presentation

<b>Components</b>
<b>36) Images</b>
Image is included in a neutral manner

Rev 1	Rev 2
X	

Image is included in a flattering or positive way
Image is included in an unflattering or negative way
<b>37) Advertisements</b>
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
<b>38) Social Media Prompts</b>
Reasonable social media prompts (buttons at top or one prompt)
Numerous social media prompts (popups, overabundance of prompts)
<b>39) Highlighted Sections</b>
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	