The Consumer’s Questions

**WHO** made this?

* Professional journalists?
* Citizen journalists?
* Average Joes?
* Qualified experts?

**WHY** was this made? What is its purpose?

* To inform?
* To get my attention?
* To make money?
* To persuade/change minds?

**HOW** is the information sourced?

* Primary or secondary?
* Named and/or anonymous?
* Print, digital or social media?

**WHEN** was this made?

* Is it current? Does it have any outdated information or links?
* Has enough time passed to verify the facts?

**WHAT** is this missing?

* Is this the whole story?
* What perspectives aren’t represented?
* What questions aren’t answered?

**WHERE** do I go from here?

* How do I get additional information? Verify the facts?
* Where can I find other perspectives on the topic?
* Remember: Many is better than few.