**2.11 Critical questions to ask about the article or report.**

* ***Purpose of the article or report and identification of the population of interest.***
* **What is the overall purpose of the report?**
* **What is the purpose of the survey (what is the investigative question)?**
* **What is the population of interest (who is being investigated)?**
* **Who would be interested in the report?**
* ***A description of measures and data representations used in the article or report and an evaluation of the appropriateness of these to the purpose.***
* **How was the data displayed in the article?**
* **Are the displays or measures appropriate for the type of data?**
* **Are the displays or measures misleading in any way?**
* **What summary statistics were used in the article?**
* **Do the comments match the graphs/displays given?**
* **Were outliers or extreme values present in the data, and if so, how were they handled?**
* ***A description of the sampling or survey method, including reference to sample size when available, used in the article or report and an evaluation of the appropriateness of these to the purpose. This may involve using relevant contextual knowledge.***
* **Is the original data available?**
* **What type of data is it, categorical or numerical?**
* **How accurate is the data?**
* **Did the data require cleaning?**
* **Where is the data that was quoted/used in the article from?**
* **What were the survey questions asked?**
* **What was the data collection method?**
* **Were the survey questions appropriate?**
* **Could the survey questions be misinterpreted or not give the data needed?**
* **What were/are the variables of interest?**
* **How were the variables of interest measured?**
* ***An evaluation of the validity and bias of the information presented in the media report.***
* **This may involve using relevant contextual knowledge.**
* **Consider how the author/s of the article or report collected the information, and the assumptions that the aurthor/s made.**
* **Consider any bias present in the article or report. Bias is where the author may have a particular point of view. A biased article or report may still be valid, even though it is one-sided.**
* **It is not enough just to state that an article or report is (or is not) biased or valid - you must comment on why it is biased or not biased, or valid or not valid. Put notes on your report about the bias and validity of your sources of information.**
* **Do the comments (descriptions) made in the article or report reflect accurately the data given?**
* **Are any comments misleading or biased?**
* **Could alternative analyses be made?**
* **Could the data have been interpreted in another way?**
* **What data/information is not present?**
* ***A summary of the results of investigation and an evaluation of the effectiveness of the article or report in meeting the purpose. This may involve using relevant contextual knowledge.***
* **What questions is the article or report answering (what is the investigative question(s))?**
* **Who is the article intended to be about (who is the intended population)?**
* **Who is the article or report aimed at (who might be interested in the outcomes)?**
* **What is the purpose of the article or report?**
* **What further information is needed?**
* **Are there any underlying or lurking variables that may have an impact on the outcome?**
* **Are claims made in the article or report valid and/or sensible?**
* ***An evaluation of the validity and bias of the information presented in the media report. This may involve using relevant contextual knowledge. Consider how the author/s of the article or report collected the information, and the assumptions that the aurthor/s made.***
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