How to Succeed at Research

Ms. Curtis, Mr. Selleh

Overview

Credibility

the quality of being trusted and believed in

Bias(es)

prejudice in favor of or against one thing, person, or group compared with another

(usually in a way considered to be unfair)

Credibility

Who published this?

What are the qualifications of this publisher?

Where did this information come from, or how did the author obtain the information?

How believable is this information?

Biases

Who wrote this?

Why did they write it?

Who are they employed by, or been employed by in the past?

What is their field of study?

What words do they use to describe their subject material (tone)?

What is the underlying meaning or message of the source?

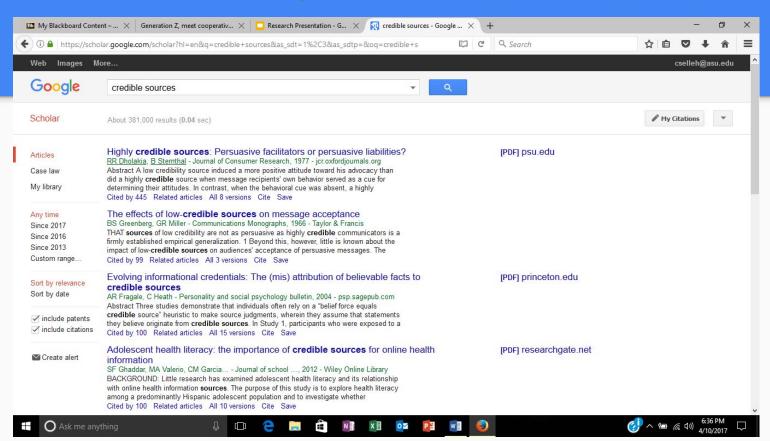
Methods of bias

- Omission: Leaving out one side of an article.
- Source Selection: including more sources that support one side than the other.
- Story Selection: highlighting news stories that support an agenda while ignoring those that contradict.
- Placement: where an article is placed on a website or newspaper.
- Labeling: using extreme labels or failing to properly label someone.
- Spin: subjective comments about objective facts.

Examples of Credible Sources

- Google Scholar
- Use school/University funded libraries (online or in-person)

Scholarly



Personal Experiences

- Anecdotal evidence can be biased, but still credible.
- Anecdotal evidence must be highly scrutinized if it contradicts what we know as fact - Someone says it was a cold summer DOES NOT EQUAL global warming is a hoax.
- Credibility is removed (or in question) if: opinions are being stated, impossible/improbable statements, non-verbal cues.
- Examples of credible anecdotal evidence:
- First person accounts of the Holocaust are considered credible

Examples of Sources that are OBVIOUSLY NOT Credible

Tabloids





Fllen divorce

Bruce to Caitlyn Jenner

Ellen DeGeneres Divorce Shocker: \$220 Million at Stake?! - The ...



https://www.thehollywoodgossip.com/.../ellen-degeneres-divorce-b...
Oct 19, 2016

Ellen DeGeneres and Portia De Rossi are facing some ugly divorce rumors. When vou have hundreds of ...

Ellen DeGeneres Divorce: Portia de Rossi In Crisis As Ellen Stops ...



https://www.youtube.com/watch?v=Zbvp1Lfa64k •

Jan 15, 2015 - Uploaded by stilodef

Ellen DeGeneres Divorce: Portia de Rossi In Crisis As Ellen Stops Marriage
Counseling?

Ellen and Portia divorce (day126) - YouTube



https://www.youtube.com/watch?v=8sVGjylBe-Y

Mar 17, 2016 - Uploaded by lex vbosch 12

Ellen and Portia divorce (day126) ... Ellen DeGeneres urges Portia De Rossi to attend counseling in effort ...

Ellen DeGeneres is NOT getting divorced from Portia de Rossi ...



https://www.youtube.com/watch?v=UKuXXH8IX20

Nov 17, 2016 - Uploaded by Madhu

Ellen DeGeneres is NOT getting divorced from Portia de Rossi.

Portia de Rossi & Ellen DeGeneres Divorce - YouTube



https://www.youtube.com/watch?v=fow1RUnm0Fc

Jan 17, 2015 - Uploaded by Kate Pole

Get 1st Online Money Here www.only-biz.com **Portia** de Rossi & **Ellen DeGeneres Divorce**.

Ellen DeGeneres Slams Divorce Rumours: Portia's 'Not Going ...



 ${\it etcanada.com/.../ellen-degeneres-slams-divorce-rumours-portias-not...}$

Oct 19, 2016

While supermarket tabloids continue to claim the marriage of **Ellen DeGeneres** and **Portia de** Rossi is in ...

Ellen DeGeneres and Portia de Rossi 'struggling to keep their ...



www.ibtimes.sg > Entertainment

Jan 24, 201

American talk show host and comedian Ellen DeGeneres and Portia de Rossi are again hit by divorce reports ...

Yellow Journalism

William Randolph Hearst and Joseph Pulitzer

STARTED A WAR*

The Real Story

1890s

female prisoners, executions, valiant rebels, and starving children

sinking of the battleship Maine in Havana Harbor

blamed the Spanish \rightarrow swayed U.S. public opinion \rightarrow demanded intervention + diplomacy failure = Spanish American War

Consequences

People died because nobody fact-checked.

Puerto Rico (almost state 51), Guam, and the Philippines

Water mine? Accidental fire?

\$50.000 REWARD. -- WHO DESTROYED THE MAINE? -\$50.000

promise, what will expense the parent

YORK JOURNAL ADVERTISER.

The Journal out give \$35,000 to telermenes forwished to it exclusirely, that will county the parent or persons was sond for House.

NO. 5372

STREET, NO. 10 T A SECTION OF YORK, THERSDAY, PERSEARY 17, 1898.-16 PAGES

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\$50,000 REWARD! For the Detection of the Perpetrator of the Maine Outrage!

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PERPETRATOR OF THIS OUTRAGE HAD ACCOMPLICES.

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Assistant Secretary Roosevelt Convinced the Explosion of the War Ship Was Not an Accident.

The Journal Offers \$50.000 Reward for the Conviction of the Criminals Who Sent 258 American Sailors to Their Death. Naval Officers Unanimous That the Ship Was Destroyed on Purpose.

\$50,000!

\$50,000 REWARD For the Detection of the Perpetrator of the Maine Outrage!

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W. R. BELDST.

Word of Mouth

OMG, did you hear what Brittany told me yesterday?

(Disclaimer: "Brittany" is a filler name.)

My friend watched a video, and it proved that the Earth is flat.



Examples of Sources that are Subtly NOT Credible

- An early study in the journal Nature said that in 2005, Wikipedia's scientific articles came close to the level of accuracy in Encyclopædia Britannica and had a similar rate of "serious errors".
- Between 2008 and 2012, Wikipedia articles on medical and scientific fields such as pathology, toxicology, oncology, pharmaceuticals, and psychiatry were compared to professional and peer reviewed sources and it was found that Wikipedia's depth and coverage were of a high standard.
- Anyone can edit a wikipedia page, so there is always risk of information being inaccurate.



Sensationalism: the use of exciting or shocking stories or language at the expense of accuracy, in order to provoke public interest or excitement.

Headlines are often the recipients of sensationalism such as the following:







Examples of Obviously Biased Sources

Buzzfeed and Breitbart Politics

Spy Agencies Around The World Are Digging Into Trump's Moscow Ties

Israel and at least one Western European country are investigating the claims made in a 35-page dossier about President elect Donald Trump's ties to Russia.

Posted on January 13, 2017, at 4:06 p.m.



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IN TRUMP WHITE HOUSE, WILDCARD PUTIN FACES FIRST ASSERTIVE AMERICA OF HIS CAREER

5072 Comments

Interest Magazines

YouTubers giving good reviews of products given for free

https://youtu.be/0oM5kmr0iik

Examples of Subtly Biased Sources

New York Times

"Republican advocates of loosening immigration laws are moving to attach the measure to the annual defense policy bill. It would offer a path to permanent residency for undocumented immigrants who came to the country before the age of 15 and enlist in the military. But they are running into vociferous opposition from anti-immigration hard-liners."

Immigration Bill Splitting House G.O.P.

By JONATHAN WEISMAN and ASHLEY PARKERAPRIL 4, 2014

Prejudice, Discrimination, and Stereotypes

These are all examples of subtle bias that we see in everyday life and in writing.

Bias used to be more obvious, but has become more subtle.

Which is not necessarily a good thing.

Scale

- All people have bias which can show up in their writing.
- The key is in knowing the bias and reading past the bias.

Scientific Studies and Funding

Research Bias: when the results of an experiment are influenced by the experimenter in order to reach a certain outcome

Scientific studies can be interfered with through research bias.

There are a few reasons that a researcher would do this: self-satisfaction,

"innovation", \$\$\$.





- Wei-Hock "Willie" Soon, Harvard/Smithsonian researcher, climate change denier
- According to documents released by the Smithsonian, Willie Soon has been funded by those with fossil fuel interests.
- At least 1.2 Million over the last decade

The Particulars Change with Purpose

Match the sources with an appropriate research topic on the left:

- A. An interview with the pizza guy
- B. Your favorite DIY Pinterest board
- C. That one rap beat from the other day

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1. The increase or decrease of misogyny in modern rap lyrics

2. Elements of successful blogs

3. Conditions in the modern working class

Activity

Instructions

Get in groups of 3 to 5

Read through the article, and determine whether or not it is credible, and what its bias is.

Support your decision with evidence.

Be prepared to share your findings with the class!