



Critically evaluating sources

Would you bite into a piece of fruit that looks rotten? Of course not!

When it comes to information, it's not always easy to tell what's "rotten" and what's not. Here are a few tips to help you differentiate between reliable sources and "fake news."

What are reliable sources?

- **Company websites** and the company's **social media**
- **Search machines** like "Blinde Kuh" or "fragFINN" specially developed for kids
- **Articles in trade journals** with specialized information on specific topics
- **Large, cross-region newspapers**, which often contain well-researched information
- **Statista:** You can use the platform as soon as you have registered

What are source of "fake news"?

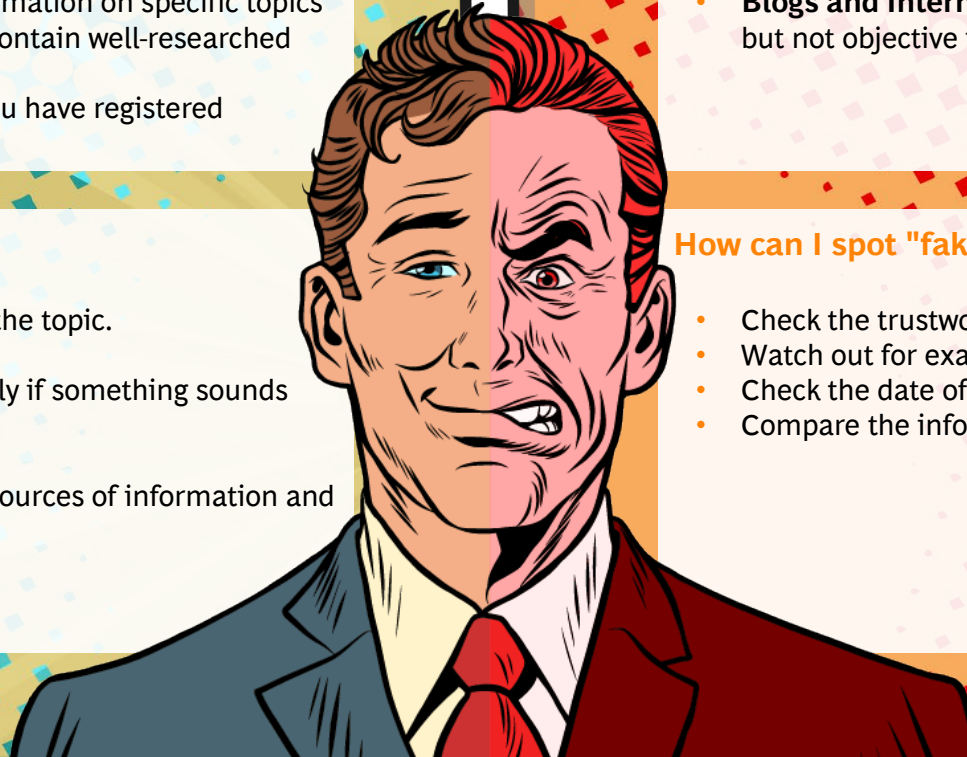
- **Some Internet sources:** The statements and content in many online articles, blogs, and social media posts is not solidly researched, and sources are often not cited
- **Blogs and Internet forums**, which contain personal opinions, but not objective information

How can I find reliable information?

- Check out various sources to get an overview of the topic.
- Cite your sources.
- Be cautious and ask critical questions—especially if something sounds too good to be true.
- Read further than just the first hits in Google.
- If you use AI tools like ChatGPT, always ask for sources of information and date of publish, and check the links yourself!

How can I spot "fake news"?

- Check the trustworthiness of the source.
- Watch out for exaggerated or emotionally charged headlines.
- Check the date of publish.
- Compare the information with other, trustworthy sources.





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videochallenge

Now
it's your
turn

Exercise

Further
links

- 1
- 2
- 3

Carefully read both articles, A and B, about the fictive company "Sparkyon Technologies" and answer the following questions:

1. Which source would you trust? Why?
2. If you want to check the credibility of the two articles, what other sources could you use?

A

Sparkyon Technologies bets on AI, endangering jobs

A recent decision by Sparkyon Technologies to make broad use of artificial intelligence has unsettled its employees. Insiders report that numerous jobs may be cut as a result of automation. The technology, which was introduced without sufficient consultation with employees, could do more harm than good. Critics warn that personal customer service, which has traditionally been one of Sparkyon Technologies' strengths, could be lost.

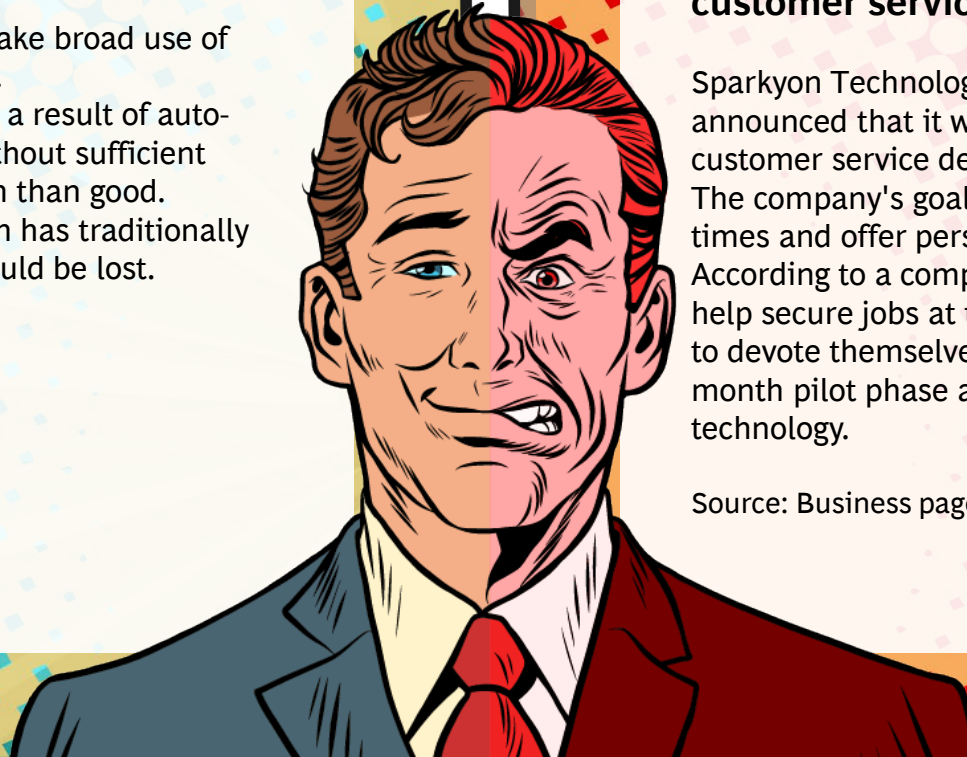
Source: Tech critic blog

B

Sparkyon Technologies introduces AI to improve customer service

Sparkyon Technologies, a leading provider of electronics products, announced that it will be introducing artificial intelligence in its customer service departments. The company's goal with the technology is to improve response times and offer personalized service options. According to a company spokesperson, the investment in AI will help secure jobs at the company long-term as it frees up employees to devote themselves to more complex tasks. A comprehensive six-month pilot phase at the company preceded the launch of the technology.

Source: Business page of local newspaper





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Carefully read both articles, A and B, about the fictive company "Sparkyon Technologies" and answer the following questions:

1. Which source would you trust? Why?

- Source B is more trustworthy.
- The headline of article B is not as emotionally charged as that of article A.
- A local newspaper is a more credible source than a blog post in which the author can express their own opinion.
- In article A, it is not explained who the "insiders" are. In article B, a company spokesperson is named as the source, which can easily be confirmed with an inquiry.

2. If you wanted to check the credibility of both articles, which additional sources could you use?

- The company website of Sparkyon Technologies
- In particular, the press releases of Sparkyon Technologies
- Other (local) newspapers and business publications

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