Rate My Source

In-Class Source Evaluation Activity

There are many types of evidence.

- Statistics
- Scientific evidence
- Examples and illustrations

- Artifacts
- Stories
- Testimony and quotations

Factual ←——————————————→ Opinion

There are three levels of source types: Primary, Secondary, and Tertiary.

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Source Evaluation

Evaluate the credibility of sources.

- **Reliability** – how dependable, current, and representative is the source

- **Relevance** – how well does the source/data relate to your objectives/issue

- **Adaptability** – how well can the source/data be adapted to your topic or business problem

- **Expertise** – what is the skill and background of the people creating the source/data

Quick Practice for Source Evaluation

RQ: Should you buy Corsair Gaming stock?

Rank the Credibility of These Possible Sources (Most to Least)

A. Corsair's January 2022 IPO Investment Prospectus (SEC Form S-1)

B. *Business.com* web article about growing industries

C. *Wall Street Journal* (Dec. 2021) article about various new gaming companies

D. *Journal of Investing* (2020) peer-reviewed (Scholarly) article analyzing gaming companies' historical and projected growth

Rate My Source Activity

Here's the starting question and objectives.

- Would our employees be interested in receiving PTO or bonuses for doing community service while representing the company?

    - Identify ~5 common employer-sponsored community service options

    - Determine effects of employer-sponsored community service

    - Identify employee interest in employer-sponsored community service

Rate each briefly described source.

- High

- Moderate

- Low