[This document contains hidden text.]

**Author(s)**, whether individual or corporate
- Credentials: expertise, degrees, experience, credentials, position, reputation, etc.
- Publication history: what other publications with which publishers or in which journals, with what influence, etc.?
- Reputation among those whose judgment counts
- Accountability: does the author stand behind his/her work? Is (s)he contactable?

**Publisher** (publisher, journal, website (incl. blog), etc.)
- “Institutional” cache. Professional association (e.g. American Psychological Association)? Reputable university press (e.g. Oxford University Press)? Some other with a long-standing reputation for quality (e.g. Blackwell’s)?
- Reputation among those whose judgment matters. How much published in this area? Does this publisher specialize in this area?

**Journal**
- Publisher (as above)
- Reputation among those whose judgment counts
- Editors, editorial board, and other contributors
- Peer-review?
- Title: the titles of quality journals often contain words like *Journal, Monthly, Quarterly, Review, etc.*
- Appearance of issue
- Advertising
- Pagination

**Book/article/webpage or blogposting**
- Audience
- Aim/purpose, incl. (for articles) appearance, document type, domain (.edu, .gov, .org, .net, .com, etc.). Does it set out to describe? Interpret? Persuade? Sell? Entertain?
- Length
- Reputation among those whose judgment matters, including reviews, citations, links, etc.
- **Argument itself, incl. assumptions, evidence, reasoning, coverage, tone, balance, etc.**
- Consensual base. “Is it just the author’s opinion, or does it refer to a broader base of knowledge (citing other sources)?” What do other credentialed writers think of this work?
- Currency, if important
- Notes, bibliography, incl. who (s)he cites
- Spot-on-topic?