[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
- Accuracy
- 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
- Relevant? Spot-on-topic?
- Notes, bibliography, incl. who it cites
- Carefulness (e.g. spelling, punctuation, grammar, writing style, citation style)