**Behind the headlines**

**Questions about how the research was done**

**SMURF** the researcher says the research must be:

* +  relevant
  + verifiable
  + unbiased

***Sample***

How big is the sample and who is in it?

***Measures***

What was measured and how?

***Unbiased Research***

Who did the research and when?

***Funding***

Who funded the research?

**Questions about how the research is reported**

The **CASES** the media are reporting should be:

* + accurate
  + honest

**Contradictory**

Is the evidence inconsistent/contradictory?

**Accuracy**

Is the research reported accurately?

**Sources**

Are these quoted and are they accessible?

**Exaggeration**

Is the evidence overstated or embellished?

**Selective**

Are the examples chosen to support only one side?

**Based on rewriting the headlines (Science4Society)**