

FAKE information & HOW TO AVOID IT



01

Reality check

- Be selective
- Read beyond
- Go deeper
- Is this new or notable?
- Is this just 'sprinkles'?

do I need to follow up?

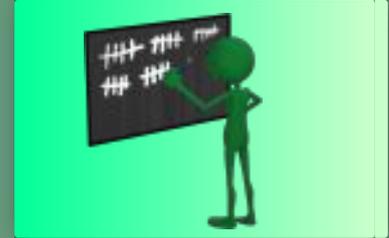


02

Frame your question

- Identify the problem
- What are you hoping to learn?
- What would convince you?
- How will this influence your practice?

what am I asking?



03

Take stock

- What do I already know?
- What more do I need to know?
- What's my 'gut feeling'?
- What do I want to know?
- How open am I to new and contrary findings?

what do I know?



04

Type of Evidence

- Quantitative
 - mechanisms
 - practical applications
 - performance
 - method
- Qualitative
 - behavioural responses
 - satisfaction
 - coaching/instruction

what am I seeking?



05

Prepare keywords

- Transform your question into key words
- Identify the main concepts
- Find synonyms & antonyms
- Check abbreviations & acronyms

how will I search?



06

Information sources

- Academic
 - Google Scholar
 - BASE
 - Mendeley
- Textbooks
- Official websites
- Mainstream news
- Quora/Reddit

where will I search?



07 Search

Different sources
 Try different keyword combinations
 Follow the reference trails
 Seek information saturation

what info is out there?



08 Collect

Note references and URLs
 Keep notes of key points
 Link notes to references
 Record thoughts & responses

this is what I found



09 Filter

Validate
 Who
 - credibility
 - appeal to authority
 Current - dated?
 Quality of evidence?
 Logical arguments & explanations?
 Quality of writing/presentation

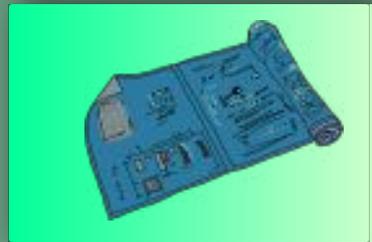
this is what I can trust



10 Cross check

Weigh up arguments
 Share and discuss
 Compare
 View through different lenses
 Become the 10th person

here's my interpretation



11 Plan

Consider;
How to use new information
When to use it
When not to use it
Who to use it with
Who not to use it with

here's my strategy



12 Evaluate

Ease of use?
 Client acceptance/satisfaction?
 Objective measures of effectiveness?
 Subjective measures of effectiveness?

how did it help?

happy researching

visit <https://the10thman.org>