

Credibility

Definition:

The likelihood that something informs,
or at least avoids misleading.

– *Columbia Journalism Review*

Credibility

- Do the facts reported in the story check out when compared to other outlets' stories on the topic?
- Does the writer attribute the story's information?
- Does the tone of the story indicate the reporter has done due diligence in finding facts?
- Are there elements of the story that might indicate it is actually satire or clickbait?
- Does the outlet providing the story have a track record of credible reporting?

Credibility

- As a journalist, the coin of the realm is your credibility.
– *Devin Fehely, KPIX CBS5*
- If it's not passing the smell test, then that's something you check and double-check.
– *James G. Hill, Detroit Free Press*
- It's tough because there are people who go out and purposely try to confuse readers.
– *Juju Chang, ABC News Nightline*
- We live in an age in which anybody can mimic journalism, but not everybody practices journalism.
– *Gerald F. Seib, Wall Street Journal*