Reliability and Utility

Utility

- Utility
  - Sufficiency (Content)
    - L3
  - Reliability
    - CR
      - L4 - 1-sided
      - L5 - 2-sided
    - HLA

Difference [in meaning]

Reliability	Utility
Trustworthy, credible	Useful

- Reliability forms the basis of utility

Similarity - Tools

- Cross-reference; to confirm the credibility/non-credibility/to ascertain the information is useful/not useful
  - PEEPEEL
- Purpose explained: with provenance and evidence [5A + PEE]

Treatment of Source (treatment of content supported)

- Message (What did he say?)
- Treatment (Biased: Loaded words; emotive words) OR Balanced (even-haned)

Conclusions

- Reliability → useful
- Unreliability → not useful

Surprise

- Surprise
  - Comparison
    - Similar → Not surprised
    - Different → Surprised
  - CR (3rd Source)
  - HLA
    - Expected → Not surprised
    - Unexpected → Surprised

HLA

- Content
  - Prov (Identity)
  - Bias (Inclination)
  - Purpose (Intention)

Note

- Try not to go for HLA

'R' System

- Reason
- Result
- Response
- Repercussion
- Role / Responsibility

Example

Answer - showing someone is unreliable

- P: The source is **useful** as the General Manager of Coca Cola wants the consumers to know that **they are a responsible company who cares for the health of consumers in the view of health concerns such as high obesity rates.**
- HLA: However, the source is **not useful** because it is **not reliable.** This is by General Manager of Coca Cola, who aimed to convince the consumers that **they are a responsible company who cares for the health of consumers in the view of health concerns such as high obesity rates,** so that consumers would continue to purchase the drinks. **With the intent to paint Coca-Cola in a positive light, renders the source not reliable, hence not useful.**

Answer - Showing someone is reliable

Identity

- The local blog curates articles from well-known socio-political analysts
- Capable of developing acute insights and well-researched analyses of socio-political issues.
- Careful effort would have been taken by the blog owner to **fact check, select** and **publish suitable articles** that highlight the reality of socio-political conditions in the

country to **maintain his audience base and preserve the trust his audience has towards him**

- The **popularity** of the blog over the last 10 years also attests to the consistent reliability of the source as **readers will trust the credibility** of the blog to **visit it often** for accurate information on the topic.