

## Establishing Credibility and Relevance

These samples are designed to illustrate how to communicate the credibility and the relevance of information without using up too much of your limited word count. Read the examples and the analysis then make the necessary changes to your own Individual Research Report

### High Scoring

#### Example #1

“George Weisbud, the director at George Mason University of the Center of Evidence-Based Crime Policies conducted a study in which data from a nation-wide survey of police officers from across the United States.”

#### Analysis:

- By identifying a relationship with a reputable university the author helps communicate credibility.
- In addition the inclusion of language identifying the specific department within the University the author helps communicate both credibility and the relevancy of the author to a discussion of police training.

#### Example #2

“Goleman who is co-founder of the Collaborative for Academic, Social, and Emotional Learning at the University of Illinois at Chicago, is credited with coining the term ‘emotional intelligence’.”

#### Analysis:

- In addition to identifying a relationship with a reputable university the author helps communicate credibility and relevance in the same sentence by explaining the author’s relationship to the history of the subject.

### Medium Scoring

#### Example #3

“...anything that is accomplished proficiently was in a constant cycle of repetition” reports Gackenback on her journal concerning *Frontiers of Human Consciousness*.”

**Analysis:**

- While the author attempts to establish credibility by identifying the author and mentioning it is a journal there are too many questions concerning both the credibility and the relevance of the information. Who is Gackenback? What is “her journal”? Which university or organization is the author associated with?

**Example #4**

“As reported by Maennig, an economics professor, doping in sports always has some economic determination whether that being: the income of the player or the income of the organizers (Maennig 2002).

**Analysis:**

- This attempt is a little better as the author communicates credibility and relevance to some degree by at least letting us know the source is an author of economics we are still missing language to identify the university and/or the role of the researcher within that field.

**Low Scoring****Example #5**

“The suicidogenic conditions were analysed in terms of financial insecurity, family problem, failure in role performance, and cultural conflict.” (Iga, M)

**Analysis:**

- There is no attempt at all to communicate about the credibility or relevance of the author to the subject.

**Example #5**

“This source is credible because the author works at Princeton University. (Brandon, 20008)”

**Analysis:**

- The lowest level of communication regarding credibility or relevance is a sentence where the student attempts to score points by openly stating “this person is credible because...”. This type of statement makes the paper read as if the student was trying to complete a checklist of items to be stated vs. a cohesive communication of a information related to a complex issue.