# A Clinician's Guide to Medical Misinformation:



## **EVALUATING THE EVIDENCE**

**ISSUE 2 OF A 3-PART SERIES** 



Critically evaluating scientific evidence is essential to ensure clinical decisions are based on credible, unbiased, and methodologically sound information. Not all evidence is equally reliable, and flawed or misleading data can impact patient care and policy. This tool offers a streamlined framework to assess the validity of evidence and identify red flags such as bias, conflicts of interest, or poor methodology.

#### **SOURCE CREDIBILITY**

Defining characteristics of source credibility categories are shown below. The algorithm will aid in classifying a source into these categories.

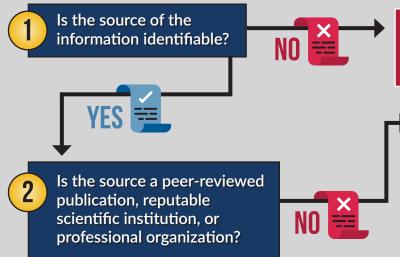
Unsupported, biased, non-transparent, or unverifiable information.

MODERATE

Potential bias. Requires corroboration or new evidence.

Werified, peer-reviewed, aligned with scientific consensus.

#### **START HERE**



LOW Credibility

Unverifiable source.

#### MODERATE Credibility

- Consider alternate verification methods.
- Proceed only if corroborated.

### Unverifiable or Non-Reputable Sources

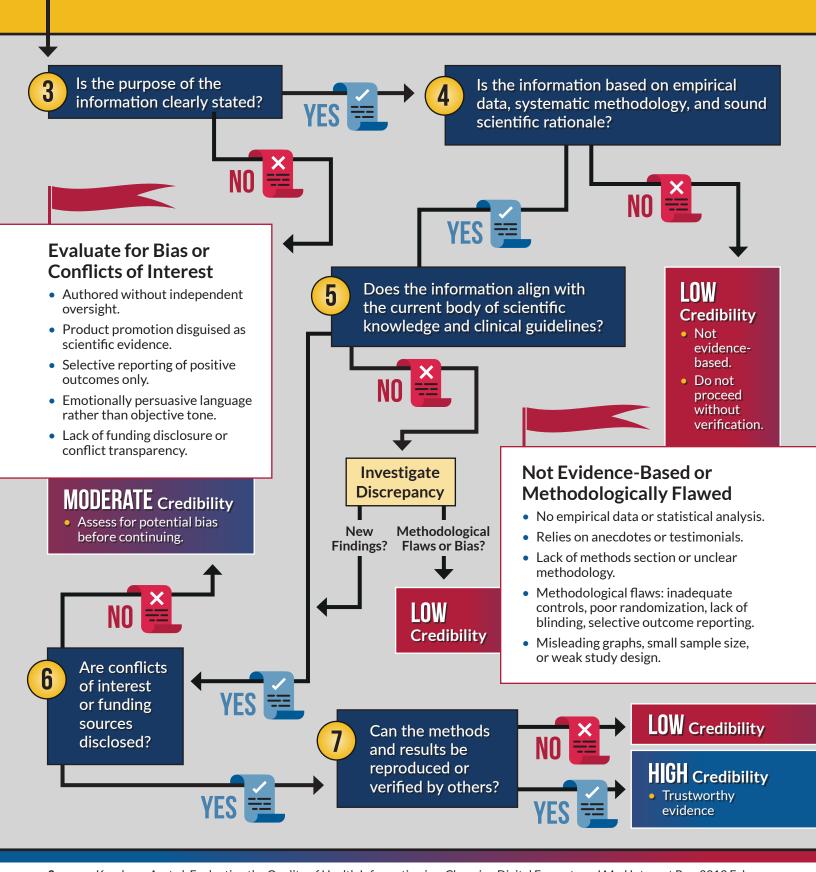
- No author or organization listed.
- Anonymous blog, forum, or social media post.
- Publisher not affiliated with academic, governmental, or clinical institutions.
- Published in a predatory or non-peer-reviewed journal.
- No impact factor, editorial transparency, or peer review process.



**NEXT PAGE** 



This tool is supported through an independent educational grant from Kenvue.



Sources: Keselman A, et al. Evaluating the Quality of Health Information in a Changing Digital Ecosystem. J Med Internet Res. 2019 Feb 8;21(2):e11129; West P. Literature Evaluation. American College of Clinical Pharmacy. Available at: https://www.accp.com/docs/bookstore/psap/p5b05samplemod2.pdf; Kington RS, et al. Identifying Credible Sources of Health Information in Social Media: Principles and Attributes. 2021. Available at: https://nam.edu/perspectives/identifying-credible-sources-of-health-information-in-social-media-principles-and-attributes.

