Why is this source reliable, trustworthy?
Who created it?

Is this person (or organization) a qualified, reputable, expert? Is she authoritative (reliable)?
What is the information like?

Is it **accurate**, giving complete **coverage**, well-written, well-organized? Does it cite its sources? Are those sources reliable?
**Where is the information from?**

Where is the site stored? Remember that just having a page stored in a university does not mean the university backs your information.
Why was the information or site created? Was the goal to present information objectively in a balanced way? Do the presenters have an identifiable political, ideological, or commercial goal that might slant their information?
When was it created?

Is it current? (sometimes currency/recent is not important)