Four Questions to Ask About Health Information on the Internet

Who is saying it?
It should be easy to tell who or what organization runs a website. This includes who may be funding a site. It should be easy to find who wrote the information on the site.

Why are they saying it?
Different websites exist for different reasons. You should be able to find out the purpose of a site. Examples: to educate, to create awareness, to sell you something.

When did they say it?
It should be easy to tell when information on the website was updated.

How do they know?
Websites should tell you where they got the information they are sharing. This includes linking to other sites and clearly stating the research on which the information is based.