

Correctness of Information Sources

Check before you trust, use, or share

ตรวจสอบก่อนเชื่อ ใช้ หรือแชร์



Wrong information can lead to wrong decisions.

ข้อมูลที่ผิดอาจนำไปสู่การตัดสินใจที่ผิด

Today we will learn how to check:



Timeliness
ความทันเวลา



Relevance
ความเกี่ยวข้อง



Reliability
ความน่าเชื่อถือ



Accuracy
ความถูกต้อง



Purpose
วัตถุประสงค์

Why Wrong Information Is Dangerous

Bad information creates bad conclusions.

ข้อมูลไม่ดีทำให้สรุปผลผิด



**Wrong
Information**

ข้อมูลผิด



**Wrong
Result**

ผลลัพธ์ผิด



**1. Wrong
Conclusions**

สรุปผลผิด



**2. Wrong
Decisions**

ตัดสินใจผิด



**3. Wasted
Time**

เสียเวลา



**4. Harm to
People**

อาจเกิดผลเสีย
ต่อผู้อื่น



Example:

If health information is wrong, people may make unsafe choices.

หากข้อมูลด้านสุขภาพผิดพลาด ผู้คนอาจเลือกทำสิ่งที่ไม่ปลอดภัย

The 5 Source Checks

A simple checklist before using information

รายการตรวจสอบก่อนใช้ข้อมูล

Before using information, check:



1

Timeliness

ความทันสมัย



2

Relevance

ความเกี่ยวข้อง



3

Reliability

ความน่าเชื่อถือ



4

Accuracy

ความถูกต้อง



5

Purpose

จุดประสงค์



Do not trust information too quickly.

อย่าเชื่อข้อมูลเร็วเกินไป

Check 1: Timeliness

Is the information still current?

ข้อมูลยังทันสมัยหรือไม่?



 Published
15 May 2015

 Updated
20 June 2023

Old Data

1983



Current Data

2024



Ask:



When was it published?



When was it updated?



Has the situation changed?



Is old data still useful?



Example:

Population data from 1983 may not fit a study about Thailand today.

ข้อมูลประชากรปี 1983 อาจไม่เหมาะกับการศึกษาประเทศไทยในปัจจุบัน



Check 2: Relevance

Does it match your problem?

ข้อมูลตรงกับปัญหาหรือไม่?



Our Question



What am I trying to find out?



What is my question?



What place is it about?



What group of people is it about?



Does it match?



Match

USE IT



No Match

DO NOT USE IT



Information Found



Is this information about my topic?



Does it answer my question?



Is it about the correct place?



Is it about the correct group of people?

Example:



Football player income



Thailand export income



Not relevant to the question.

ไม่เกี่ยวข้องกับคำถาม

Check 3: Reliability

Can we trust the source?

แหล่งข้อมูลน่าเชื่อถือหรือไม่?



Ask:



Who
published it?



Is the
publisher an
expert?



Is it an official
organization?



Is the source
known and
trusted?



More Reliable



Government websites

เว็บไซต์ของหน่วยงานรัฐบาล



Universities

มหาวิทยาลัย



Official organizations

องค์กรหรือหน่วยงานที่เป็นทางการ



Research institutions

สถาบันวิจัย



Be Careful With



Random blogs

บล็อกทั่วไปที่ไม่ทราบผู้เขียน



Unknown websites

เว็บไซต์ที่ไม่รู้จักหรือไม่ชัดเจน



Social media posts

โพสต์บนโซเชียลมีเดีย



Advertisements

โฆษณาและการโปรโมต

Check 4: Accuracy

Is the information correct?

ข้อมูลถูกต้องหรือไม่?



Ask:



Does it show evidence?



Does it cite another source?



Can we compare it with another trusted source?



Are there mistakes in the data?



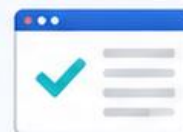
Are names, dates, and numbers correct?



Key idea:

One source is not always enough.

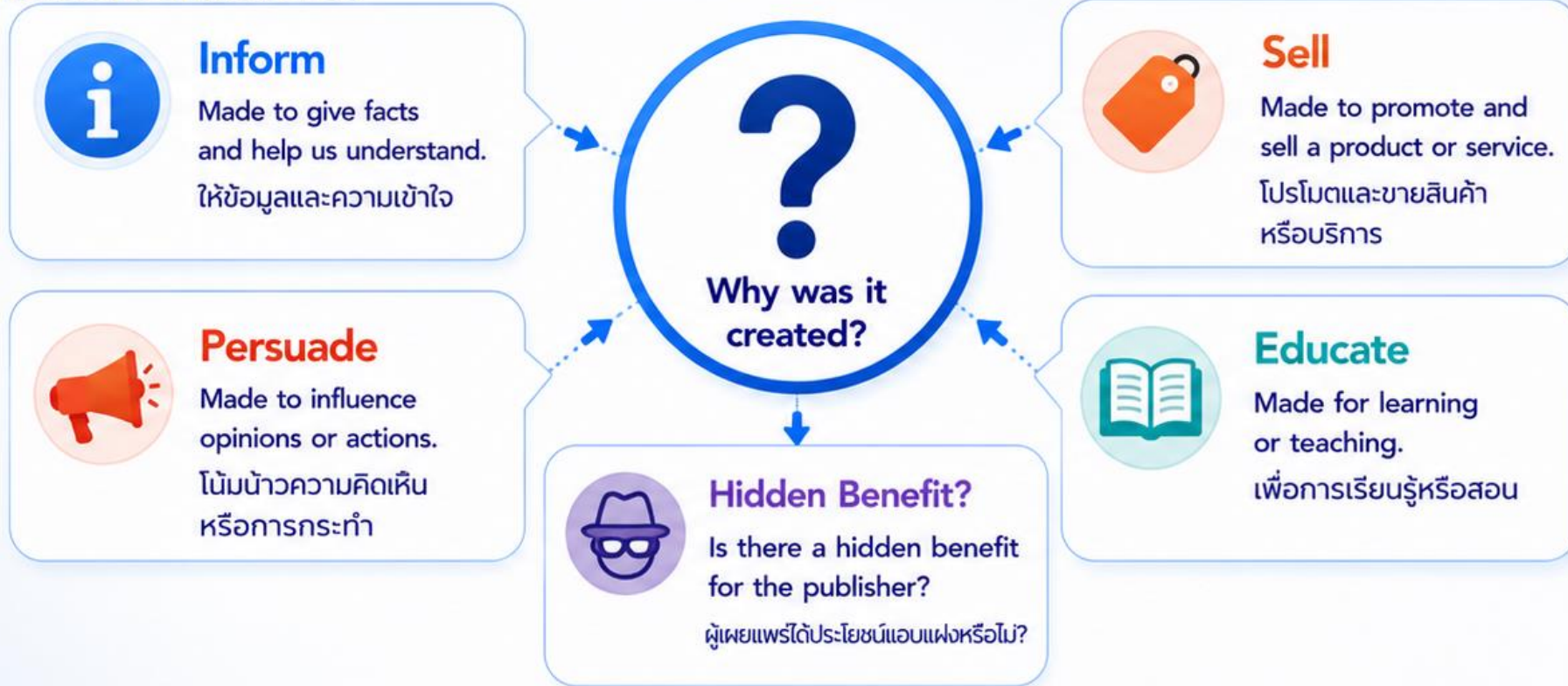
แหล่งข้อมูลเดียวอาจไม่เพียงพอ



Check 5: Purpose

Why was this information created?

ข้อมูลนี้ถูกสร้างขึ้นเพื่ออะไร?



Think:
Always ask why the information was created.
ถามตัวเองเสมอว่าทำไมข้อมูลนี้จึงถูกสร้างขึ้น

Example:



An advertisement may use data to make a product look better.

โฆษณาอาจใช้ข้อมูลเพื่อทำให้สินค้าดูน่าสนใจและน่าเชื่อถือมากขึ้น



Quick Check: Which Source Check?

Match the problem to the correct check.

จับคู่ปัญหากับวิธีตรวจสอบ

Which check should you use?

1



The article was published in 2015.

2



The website is selling the product it is reviewing.

3



The data is about another country.

4



The author is unknown.

5



The table has missing numbers.

Options



Accuracy



Purpose



Timeliness



Relevance



Reliability



Pair Work:



3 minutes

Source Detective Case 1

Old population data

ข้อมูลประชากรเก่า



 Data Detective

Scenario

Pearl studies elderly people in Thailand.

She uses:

- elderly survey data from **2018**
- population data from **1983**

Dataset A

Elderly Survey Data

2018



Survey of elderly people in Thailand (Year 2018)

Dataset B

Population Data

1983



Population statistics in Thailand (Year 1983)



Year Mismatch



1983

35+ years difference

2018

Old data



More recent data

? Question

What problem can happen if she uses both datasets together?



Think about:

-  Timeliness
-  Relevance
-  Year mismatch

Source Detective Case 2

Wrong topic source

แหล่งข้อมูลไม่ตรงหัวข้อ

John's Research Question

John wants information about

**Thailand's
export income.**



He needs data about
Thailand's export income.



Not a Match



Different topic, country,
and purpose.

Source John Found

From a football website:

**Football players'
income in England.**



The website is about
football in England.



Think about:



Topic

Is it about the
same topic?



Country

Is it about the
correct country?



Purpose of the Website

Was it made to inform about
this topic or something else?

Source Detective Case 3

Health claim from a private company

คำกล่าวอ้างด้านสุขภาพจากบริษัทเอกชน

Scenario

John studies cancer treatment.
He finds a private pharmacy claiming:



OUR TREATMENT HAS A

95%
SUCCESS RATE!

SAFE • EFFECTIVE • ADVANCED
TRUST OUR EXPERTS

*This product is not intended to diagnose, treat, cure,
or prevent any disease.



High-risk topic:

Check carefully before
trusting any claim.

? Question

What should John check
before trusting this claim?



Source reliability

Who is the publisher?
Are they a trusted expert?



Evidence

Is there scientific evidence?
Is a study or data provided?



Purpose

Why was this information
created? To inform or to sell?



**Other trusted
medical sources**

Does it match information from
hospitals, doctors, or WHO?



**Health information
must be checked carefully.**



Look for evidence.



Compare with
trusted sources.



Ask a doctor
if unsure.

Source Detective Case 4

Incomplete shipping data

ข้อมูลขนส่งไม่ครบถ้วน

Scenario

Rose downloads domestic shipping data from Thai Post.

She finds:

- ❗ Spelling mistakes in province names
- ❗ Missing city information
- ❗ Incomplete rows



ไปรษณีย์ไทย
THAILAND POST



Shipping Data from Thai Post (Sample)

No.	Tracking No.	Province	City / District	Weight (kg)	Service	Ship Date
1	EP123456789TH	Bangkok	Bang Rak	1.20	EMS	01/04/2024
2	EP123456790TH	Nonthaburi	Pak kret ❗	0.80	Thailand Post	01/04/2024
3	EP123456791TH	Chiang Mai	Muang Chiang Mai	1.50	EMS	01/04/2024
4	EP123456792TH	Chonburi	Si Racha	❗	Thailand Post	02/04/2024
5	EP123456793TH	Khon Kaen	❗	2.10	EMS	02/04/2024
6	EP123456794TH	Surat Thani	Mueang	1.00	Registered	03/04/2024
7	EP123456795TH	Ubon Rachatani ❗	Muang Ubon	0.90	Thailand Post	03/04/2024
8	EP123456796TH	Phitsanulok				❗



Spelling mistake



Missing information



Incomplete row



Question

What should Rose do before using this data?

Think about:



Accuracy

Are the names, numbers, and details correct?



Completeness

Is all important information included?



Cleaning data

Fix spelling mistakes, fill missing values, and remove errors.



Check with the original source

Confirm or download the correct data again.



Even official data may have errors or missing values.
Check and clean your data before you use it.



Check



Clean



Use with confidence

Source Detective Case 5

Advertisement claim

คำกล่าวอ้างจากโฆษณา

Scenario

Jane researches
online product sales.

An advertisement company says:

"Our service can
increase online sales
by **70%.**"

BOOST YOUR SALES TODAY!

#1 ONLINE SALES
GROWTH SERVICE

MORE TRAFFIC • MORE CUSTOMERS • MORE SALES



INCREASE SALES BY

70%



FAST RESULTS



PROVEN METHOD



TRUSTED BY
THOUSANDS



EXPERT
SUPPORT

JOIN NOW AND GROW YOUR BUSINESS!



Question

What should Jane check
before using this information?

Think about:



Purpose

What is the purpose of this information?
Is the company trying to sell something?



Evidence

What evidence or data is used?
Is it from a reliable study?



Comparison with other sources

Does the claim match
other trusted sources?



Conflict of interest

Does the company benefit
from this claim?



Be careful with
promotional data.



Ads can be
exaggerated.



Not all data
is shown.



Check before
you trust.



Look at many
sources.

Copyrights

Can we copy and use it?

เราสามารถคัดลอกและใช้ได้หรือไม่?



Copyright is a legal right that protects original works created by people.



Copyright protects:

Computer programs



Images



Videos



Music



Articles



Online content



Key idea:

Buying or viewing something **does not always** mean we can copy it.

การซื้อหรือดูบางอย่างไม่ได้แปลว่าเราสามารถคัดลอกได้เสมอไป



Creative Commons

Some creators allow reuse with conditions.

ผู้สร้างบางคนอนุญาตให้นำไปใช้ภายใต้เงื่อนไข



1. Give credit

You must credit the creator.
ต้องให้เครดิตผู้สร้าง



2. Do not sell

You cannot use it for commercial purposes.
ห้ามใช้เพื่อการค้า

Creative Commons



Creative Commons, or CC, allows people to share work with rules.



3. Do not change

You cannot modify, remix, or adapt the work.
ห้ามแก้ไขหรือดัดแปลง



4. Share with the same license

If you share or adapt, you must use the same license.
ถ้าเผยแพร่ต่อ ต้องใช้สัญญาอนุญาตเดียวกัน



Key idea:

Free to use **does not always** mean no rules.

ใช้ฟรีไม่ได้แปลว่าไม่มีเงื่อนไข



Can I Use This Information?

Check correctness and permission.

ตรวจสอบความถูกต้องและสิทธิการใช้งาน



Before using online information, ask:

- | | | | |
|---|--|-------------------------|--------------------------|
| 1 |  | Is it current? | ☐ |
| 2 |  | Is it relevant? | ☐ |
| 3 |  | Is the source reliable? | ☐ |
| 4 |  | Is it accurate? | ☐ |
| 5 |  | What is the purpose? | ☐ |
| 6 |  | Am I allowed to use it? | ☐ |



Key idea:

Good work uses **good sources** responsibly.

ผลงานที่ดีใช้แหล่งข้อมูลที่ดีอย่างรับผิดชอบ



Source Detective Activity

Find the problem and explain how to fix it.

หาปัญหาและอธิบายวิธีแก้ไข

Work with a partner.

Choose one case:



1 Old data



2 Wrong topic



3 Unknown source



4 Missing information



5 Advertisement claim



For your case, answer:



1. What is the problem?



2. Which source check is needed?



3. What could happen if we use it?



4. How can we fix it?



Pair Work: 8 minutes

What Did We Learn Today?

Correct information leads to better decisions.

ข้อมูลที่ถูกต้องนำไปสู่การตัดสินใจที่ดีขึ้น

Today we learned:

1



Wrong information can cause wrong results.

2



We should check timeliness.

3



We should check relevance.

4



We should check reliability.

5



We should check accuracy.

6



We should check purpose.

7



We should respect copyright and usage rules.



Find

Look for information.



Check

Use the five source checks.



Compare

Compare with other trustworthy sources.



Use Responsibly

Use accurate information and follow the rules.

Exit Ticket

Before you leave...

ก่อนจบคาบเรียน...



Answer in your notebook:



- 1 Why can wrong information be dangerous?
- 2 What does timeliness mean?
- 3 What does relevance mean?
- 4 Name one way to check if a source is reliable.
- 5 Why should we check the purpose of information?
- 6 What should we check before copying online content?



Check before you **trust, use, or share.**
ตรวจสอบก่อนเชื่อ ใช้ หรือแชร์

