Evidence is anything used to support a claim or an assertion. Above all, evidence needs to be relevant.

I. Evidence
   a. Examples
   b. Statistics
   c. Tangible Objects
   d. Testimony
   e. Social Consensus

Credibility speaks to confidence in the evidence related to an individual. **Personal Judgment** means your personal judgment of an individual (it’s relatively subjective because it’s highly content-sensitive). **Formal Basis** means a reasonable person’s assessment of an individual (it’s relatively objective because there is a generally-accepted reference standard that can be used). **Types of Sources** influence the confidence you have in either Personal Judgment or Formal Basis.

II. Credibility
   a. Personal Judgment
      i. Competence (Ability)
      ii. Trustworthiness (Reliability)
      iii. Goodwill (Altruism)
      iv. Dynamism (Energy)
   b. Formal Basis
      i. Authority
      ii. Clear Basis for Reasoning
      iii. Eager Evidence (Bias/Vested Interest)
      iv. Reluctant Evidence (Opposition)
      v. Representativeness
   c. Types of Sources
      i. Witness (First-person)
      ii. Background/Training (Education)
      iii. Experience (History)