To evaluate the reliability, your own experience and knowledge as well as the source's reputation plays an important role. Does the source have fact checkers or editors?

By whom?

Author: Is the author well known in their field of research? Does the author have academic legitimacy? Have they been published before? Is there any way to contact the author?

Publisher: Who is responsible for the information - a company, an agency, an organization or an individual? Is there any contact information? Serious publishers often clearly express who they are and what they do. How reputable is the publisher?

For whom?

Target audience: Who is the intended audience (scholars, school children, general public, etc.)?

Relevance: How relevant and/or useful is the material for your needs? Which topics are covered, and to what depth?

Why?

Purpose: What is the purpose of the material – to inform, present research, disseminate views, entertain, to sway the opinion of the audience? Is the information presented with a minimum of bias?

When?

Up-to-date: When was the text written? Is the material enough for you topically? Is the publication or web page dated? Updated? If the date is included it may have various meanings: date first created, date placed on the web or date last revised.

How?

Scholarly: Is it a scholarly text or popular science? Does it include an abstract, theory, method and analysis sections?

References: Which other sources has been cited in the work/material?