

# Tests of Evidence

- **Standardized Evaluation Tool**
  - **Material includes major and minor themes from various sources found in Communications Theory**
    - **Evidence must be proven – tested – prior to use**
    - **Tested evidence provides added credibility for the speaker as well as the conclusions made by the speaker**
    - **Arguments made from sound evidence advance the public good**

# Tests of Evidence

- **There are 5.5 Tests of Evidence**
  - **Recency**
  - **Relevance**
  - **Accessibility**
  - **Adequacy**
  - **Consistency**
    - **Internal**
    - **External \*\***

# Tests of Evidence

- **Recency**
  - **Test: Is the information the “most” current available?**
    - **Yes/No – If No, why not?**
    - **Reasonable person standard: with the past year unless there exists a legitimate obstacle**
    - **Exempting historical artifacts, materials used in support of advocacy must be recent**

# Tests of Evidence

- **Relevance**
  - **Test: Is the information associated with the topic?**
    - **Demonstrate the value of the information to the purpose of the speech**
    - **Ensure your audience understands the linkage**
    - **Materials used support of advocacy must be relevant**

# Tests of Evidence

- **Accessibility**
  - **Test: Is the information accessible?**
    - **Credible sources must be chosen**
    - **Sourcing must be neutral or balanced**
    - **Reasonable conclusions from source/s**
    - **Materials used in support of advocacy must be readily available**

# Tests of Evidence

- **Adequacy**
  - **Test: Is there sufficient evidence to support claims and conclusions?**
    - **Demonstrate comprehensiveness of analyses, assessments, and studies**
    - **Describe how (and why) data points are representative of the larger universe – explain why your evidence is “enough” to prove the case**
    - **Materials used in support of advocacy must be adequate to the burdens of circumstance**

# Tests of Evidence

- **Consistency**
  - **Two-step test**
    - **Test I: Is your evidence internally consistent?**
      - **Why? (Hint: Internal consistency required for “true” evidence standard)**
    - **Test II: Is your evidence consistent externally (with preexisting knowledge)**
      - **Why? (Hint: Assertions can be externally inconsistent – sometimes truth changes – but must PROVE how/why)**

# Tests of Evidence

- **Consistency**
  - **Materials used in support of advocacy must always be internally consistent (your evidence must be congruent)**
    - **Materials used in support of advocacy may be inconsistent with external knowledge – provided your argument is the result of valid form and sound evidence**
    - **Scholarship is advanced through inconsistencies, but be certain you are absolutely secure in your reasoning**



# Tests of Evidence

- Questions?