

Evaluating AI Generated Content (S.T.A.R.T.)

Scope (Coverage, Audience)

What is the intended purpose of the content?
Is it informational, factual, and credible, or does it promote a product or service?
Who is the intended audience?

Treatment (Accuracy, Objectivity)

Is the information accurate and verifiable?
Is the training data objective or is it biased?
Is there a coherent and logical narrative flow and consistency of ideas within the text?
Are there inconsistencies, discrepancies, or contradictions within the content?
Are there grammatical or spelling errors?
Is the language neutral, persuasive, or inflammatory?
Are the sources listed so the reader can verify information?
Does the image output capture the essence of the training data?

Authority

What is the training data?
Does the content cite reputable institutions or organizations?

- 🐾 Organization mission
- 🐾 Basic values or goals
- 🐾 National or international membership
- 🐾 History of providing reliable information

What does the URL of cited sources reveal about the content?

- 🐾 .gov
- 🐾 .edu
- 🐾 .com

Relevance (Focus, Suitability)

Does the content answer the initial prompts?
Is the output on-topic?
Does the output address your needs (e.g., text, image)?
Does the output conform to your metrics?
Is the content appropriate for your research topic or assignment?

- 🐾 Scholarly vs. popular in tone
- 🐾 Subject coverage
- 🐾 Organization (e.g., structure of content)
- 🐾 Language (e.g., variation and novelty, grammar, punctuation, and vocabulary)
- 🐾 Time period
- 🐾 Geographical area
- 🐾 Audience

Does the content support or contradict your point of view?
Can the content be verified by cross-referencing other sources?
Does the content provide evidence or support your ideas?
Is the work at the level of scholarship you require?

Timeliness (Currency)

Is your topic one that requires current information?
Is the training data up to date?
If links are included, do they work?
Have cited sources been revised, updated, or expanded in a later edition?
How recently were cited sources produced, published, and updated?
Is the information still useful regardless of the date of publication?