

Be S.U.R.E.

about your research



Eating too much kangkong will cause your legs to be weak. Trust me!

Check the source of information and search for clarity. It is not true that eating a huge amount of kangkong will cause weak legs!



Hey, I just saw this Kate Spade wallet in a shop, priced at \$65! I want to buy it but I am not sure if it is a genuine Kate Spade product. How can I be sure?

Is this shop solely selling Kate Spade items? Do some research and find out if they are having a huge discount due to a sale. Then, evaluate your research results before buying that wallet!



Dad, I saw a limited edition Hello Kitty soft toy selling for \$300 on a website. Can you buy it for me?

Why is the soft toy so expensive? I need to check out this website.



Yes, check the website and find out if it is a GENUINE limited edition Hello Kitty soft toy. Find out if other online stores or shopping malls sell it. Make a comparison and exercise fair judgement.



Use the S.U.R.E. ways to do your research:



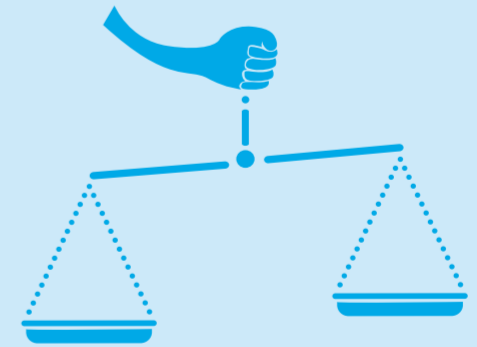
Source
 Look at its origins. Is it trustworthy?
 Make sure that the source of information is credible and reliable.



Understand
 Know what you're reading. Search for clarity.
 Look for facts rather than opinions.



Research
 Dig deeper. Go beyond the initial source.
 Investigate thoroughly before making a conclusion, check and compare with multiple sources.



Evaluate
 Find the balance. Exercise fair judgement.
 Look from different angles - there are at least two sides to a story.

