

Charles Scamahorn - Trustworthiness Scale TST - A scale for measuring the trustworthiness of information.

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Labeled arabic numeral	Scalable graphic symbol	Common descriptive terms	Definable unique name	Vendor credentials / motivations.	Relationship of the vendee to the data.	Examples of typical providers of the information.	Source, Provenance and history of the information provided to those accessing it.	Examples of typical printed of information.	Synonyms for the quality of information.	Typical problems and limitations.
TST~0		Glorious Hoax	Glohoa	Ultimate authority/ seeking your abject belief.	He hungers for an eternal validity.	Some prophets proffer complete fabrications, promising fabulous rewards, couched in fine rhetoric.	Unverifiable source of data with clear problems in the historical record and with probable translation spins.	Revelation: Chapter 21-5 "Write these words down, for they are trustworthy and true."	Hoax, fraud, con, treachery, treason, swindle, trap, speciousness, spuriousness, glorified, sophistry.	Expert frauds carefully done are impossible to identify.
TST~1		Promoted Illusion	Proill	Obvious self-interest/ seeking your money or life.	He lusts for spun data to make a banal life ok.	Advertisers use cute self-serving stories to emphasize their offerings for monetary rewards.	What little information is provided is biased to the point of anti-knowledge, with little chance of verifying.	"More doctors smoke Camels.." "Camels Soothe Your T-Zone." "Contains: ... evaporated cane juice." "Quick energy!"	Deception, disinformation, dissimulation, hypocrisy, illusion, imposture, shady, untestable, over-promoted.	Info comes from paid liars who have time to hone their spin.
TST~2		Fabulous Impossibility	Fabimp	Unknown spinners / controlling perceptions.	He craves for weird facts to legitimize weird ideas.	TV interviews with common people to discuss extreme experiences and prove the validity of their spin.	Constructing doubtful realities from generalities derived from doubtful facts from unconvincing sources.	Conspiracy theories about spectacular public events: Loch Ness monster, 9/11, Kennedy Assassination.	Farfetched, unbelievable, unimaginable, inconceivable, unconvincing, fantastic, specious, unverifiable.	No possibility of controlling or verifying facts, opinions.
TST~3		Spurious Fantasy	Spufan	News comments / controlling world views.	He hopes for biased facts to show his legitimacy.	TV commentators spin their selected facts with very little possibility of correction by the viewers.	Referencing seemingly reliable outside sources which are difficult to access but generally approved.	Political commentary from: Anne Coulter, Chris Matthews, Stephen Colbert, MoveOn.org Rush Limbaugh, Andy Rooney.	Doubtful, questionable, unofficial, phony, framed, unsubstantiated, unverified, spurious, fantastic.	Intention is to put a spin on the facts to bias beliefs.
TST~4		Dubious Models	Dubmod	Newsmen / trying to maintain viewer-ship.	He relishes ideas with sensational content.	Newsmen selecting stories from selected individuals to provide a lurid peek into a strangers problems.	News information is based on what will inflame the common imagination and gain viewers to enhance ratings and profit.	Standard local evening news with crashes, fires, doping, murders, scandal and unusual violations of fairness.	Dubious, suspicious, chancy, pretensions, pantomime, parody, signs, clouded.	Extreme reports make news but they have rare impact on lives.
TST~5		Possible Idea	Poside	Known people interacting / influencing opinions.	He hungers for support of a common world view.	Slanderous gossipers rail about personal foes, news, theories, personal problems, TV, movies etc.	Data may be biased but also it can be interactively corrected by involved people and be moderately credible.	Typical letters to the editor in local newspapers about common local subjects. Also, internet correspondence.	Imaginable, tenable, comprehensible, conceivable, conjectural, plausible, possible, presumable.	Controlled facts and the way of viewing the facts.
TST~6		Common Assertion	Comass	Personal friend / plausible innuendos.	He longs for the social acceptance of ideas.	Rumormonger blabbing about people's behavior, thoughts, motivation and character to control relationships.	Typical usage of common ideas and information without any particular challenges to validity may hide key facts.	National news is ok, when the reports are about verifiable facts but many key stories can be spun or ignored.	Likely, satisfactory, ordinary, common, viable, workable, usable, serviceable.	Info has some personal checks, may have biased info embedded.
TST~7		Reasonable Credibility	Reacre	Personal friend / known data.	He likes to share common information with friends.	Friends with conversational interaction about well known subjects about personal relationships.	Plausible knowledge spun out among friends based on mutually accepted facts to enhance local knowledge.	Personal diaries, concerning personally viewed and remembered data but without much outside verification.	Satisfying, acceptable, feasible, attainable, believable, credible, probable, reasonable.	Social learning aims at social input and style not accuracy.
TST~8		Reputable Sincerity	Repsin	Known person / verifiable data.	He values sharing good information with others.	Experts giving helpful information which is easily used and verified by following the information.	Acceptance of everyday assertions and proofs for the truth of things based on informed local knowledge.	Experienced persons writing information on a specific subject such as a teacher giving instructive training.	Sincere, fair, solid, sound, straight, positive, regular, candid, reputable, honest, reliable, integrity.	Requires local knowledge and an honesty about the limits to it.
TST~9		Professional Knowledge	Prokno	Responsible informed / ordinary knowledge.	He feels a need for very accurate information.	Textbook-authors have care for the accuracy of the facts, but their books omit the confusing challenges.	Official common information which has been published and where numerous examples of the material are available.	Modern printed maps, cook books, travel guides offer reliable info on standard publicly accessible items.	Rational, reasonable, supportable, sustainable, correct, orderly, organized.	Data sets are boring and thus hard to keep interesting.
TST~10		Official Documentation	Offdoc	Acknowledged source / protected data.	He values accurately carefully produced data.	Collaborative sharing of governmental repositories of factual data like birth certificates with everyone.	Official, locked and limited access archives with records publicly viewable but not easily changed.	Official government records; birth certificates, drivers licences, official modern calendars, and math tables.	Practicable, ready, usable, unrestricted, appropriate, proper, prudent, proved, predictable, reliable.	Frauds are found embedded in good quality official sites for proof.
TST~11		Formal Presentation	Forpre	Accountable informed / corrected knowledge.	He is devoted to the search for proven facts.	Juried scientists papers and old encyclopedias which and have been reissued with corrections and updates.	Verifiable chain of custody of the documents and of the sources of the contested or changeable information.	Science Magazine, Nature Magazine, Oxford English Dictionary, 1911 Encyclopedia Britannica, Wikipedia 1.0.	Systematic, practical, documented, trustworthy, expected, useful, necessary, pragmatic, profitable.	Difficult to access new data and older stuff is not useful.
TST~12		Personally Accountability	Persac	Reliable honest / verifiable data.	He has a passion for personally verified data.	You walking through your own home or scientists redoing experiments to verify things are as known.	Currently available source data of testable materials drawn from known sources by an accountable person.	Hamlet III.iv. bedroom scene where Hamlet sees the ghost but his mother does not; he suggests tests of his sanity.	Seeing, feeling, affirming, testing, validating, authenticating, ratifying.	Requires sources to be open and some sources are not public.
TST~13		Group Accountability	Gropac	Known and responsible / prudent solutions.	He has fervor for proof of of facts by authorities.	Informed group reworking known ongoing things and processes with well seen and consistent results.	All materials and all of the processes are known and are being currently verified by a few accountable people.	Hamlet III.ii. play scene where he and Horatio see King react to a predicted testable reality revealing guilt.	Demonstrating, operating, functioning, proving, sanctioning,.	Requires effort and time and objectivity and cooperation.
TST~14		Cross Accountability	Crosac	Known and accountable / clarifying reality.	He has keen desire for irrefutable proofs.	Groups of cross-purposed accountable viewers observing the same ongoing events and agreeing.	Presently viewable processes which can be easily challenged at every moment by accountable well informed outside people.	Hamlet III.ii. scene where the whole crowd responds to the guilt revealing event of the kings guilty reaction.	Confirming, verifying, irrefutably demonstrating, proving, unmistakably testing multiple proofs.	Complete clarity always leaves material open to questioning.