

A company press release

Written by a company selling a product.

A friend's story

My cousin saw a reef die from sunscreen.

A major review

Experts weigh all the evidence together, like the IPCC.

A news article quoting a scientist

Useful, but check what the scientist actually said.

A viral post

A shared graphic with no source.

One field study

Measured on real reefs, but only in one place and time.

One laboratory experiment

Controlled, but conditions may not match the real ocean.

Several studies that agree

Different teams, places and methods reaching the same answer.