What visual and textual clues help me understand the researcher’s purpose?

Can I tell why these researchers set out to test this particular hypothesis?

Does this report lead me to the same conclusions as it led its authors?

Do these findings serve me, the researchers, or another party?

How does the context in which I found this study influence its credibility?

Is it clear to me how this study was funded?

What clues help me understand if information is being used to appeal to my reason or my emotions?

How might other people interpret these data differently?

What questions arise for me that these researchers did not ask?