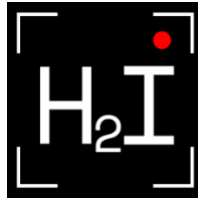




How 2 INFORM

H2I is #How2INFORM



*Use **INFORM**
to deconstruct online content*

Misinformation is false information that has been disproven. The original author/creator may have genuinely believed the information and shared it with good intentions, but causes others to see it, believe it, and spread the false info even further. In some cases, significant harm occurs.

On April 2, 2021, artist/rapper Earl Simmons, better known as DMX, suffered a heart attack.

On April 8, 2021, NBA player Montrezl Harrell shared the tweet shown below.

Harrell's tweet linked an earlier tweet, now deleted, by fellow NBA player Karl-Anthony Towns, which indicated DMX died.

This misinformation caused rumors of DMX's death to spread so far, the topic trended on Twitter.

Adam Rifkin, DMX's manager, even had to make a public statement addressing the rumors while DMX was in the hospital. The situation made a very painful situation for DMX's family and friends that much worse, especially since DMX did end up passing on April 9, 2021. Though the original two tweets were spread by people that seemingly cared about DMX, the misinformation they spread caused harm to others.



Using **INFORM** to review the message, we find:

I—The primary source here is Montrezl Harrell. Audience is Twitter users.

N—It seems believable DMX could have died since he had a heart attack on April 2, 2021.

F—AP, a reliable news source, reported DMX's passing on April 9, 2021. Before that, rumors were being spread of DMX's death without confirmation from news outlets.

O—Harrell seems emotional in the tweet.

R—Sources are celebrities, not a known credible news source. Claim is believable, but when tweets were sent, confirmation of DMX's death had not happened yet.

M—The info is misleading and an example of **misinformation**. In this case, it is an example of misinformation. It is not related to a conspiracy theory.

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