H2I is #How2INFORM
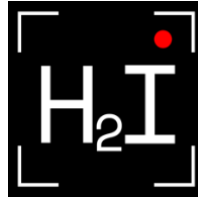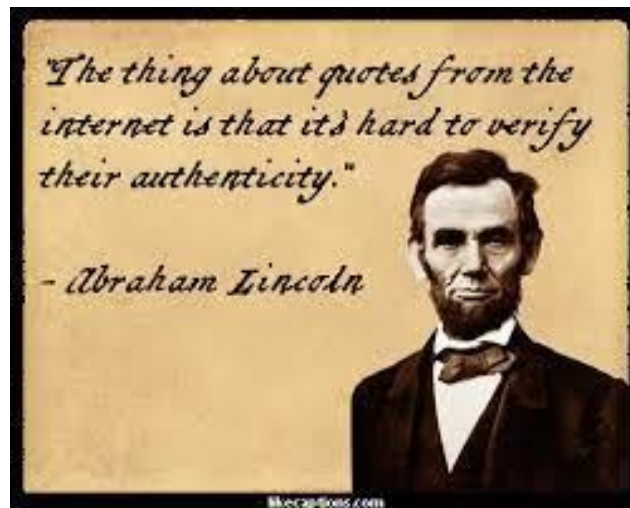
Use INFORM
to deconstruct online content

Disinformation is created to mislead, harm, or manipulate a person, a social group, an organization, or a country.

The author/creator of the original message knows the information is untrue, but creates and spreads the message on social media anyway.

The meme below shows a photo of Abraham Lincoln, with a statement in quotes credited to him. The meme style is popular on social media.

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

I—The primary source is unknown. Audience is Internet users.

N—Designed to entertain. WH.gov shows Lincoln lived from 1809-1865. History.com shows the Internet was introduced during the Cold War, long after Lincoln died.

F—The meme is fiction, based on what we learned in the previous step.

O—No opinion or bias indicated.

R—Source is unknown.

M—The info is misleading and an example of **disinformation**. Since Lincoln is such a recognizable historical figure, it was likely created as a joke and would not lead to harm. It is not related to a conspiracy theory.

References

Department of Homeland Security. (2021, March 8). *Media Literacy and Critical Thinking Online.* Dhs.org. https://www.dhs.gov/publication/media-literacy-and-critical-thinking-online

History.com Editors. (2019, October 28). *The Invention of the Internet.* https://www.history.com/topics/inventions/invention-of-the-internet

White House. (2021, April 11). *Presidents: Abraham Lincoln.* WH.gov. https://www.whitehouse.gov/about-the-white-house/presidents/abraham-lincoln/