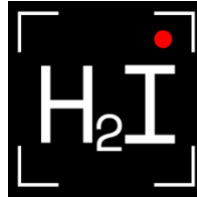




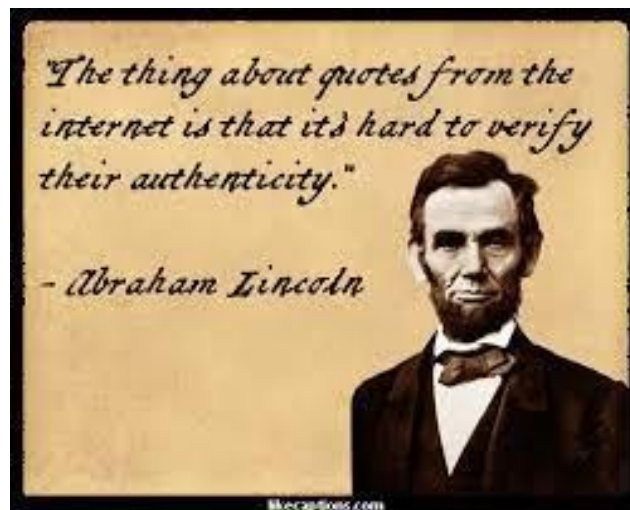
# How 2 INFORM

H2I is #How2INFORM



Use **INFORM**  
to deconstruct online content

**Disinformation** is created to mislead, harm, or manipulate a person, social group, organization, or country. The author/creator is aware the information is untrue, but creates and spreads the message on social media anyway. The meme features a photo of Abraham Lincoln and a quote credited to him. The style is popular on social media.



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

**I**—The primary source is unknown. The 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**—The opinion/bias is unknown.

**R**—The source is unknown.

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

## References

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