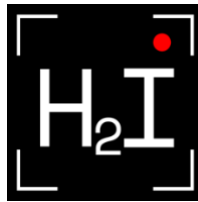




How 2 INFORM

H2I is #How2INFORM



Use **INFORM**
to deconstruct online content

INFORM

I—Investigate & Identify

Investigate the source.

Identify the writer/author, website, & intended audience.

N—Narrative & Tone

Consider the narrator's message and tone.

Does it make sense & seem believable? Is it written to inform, entertain, or persuade?

F—Fact or Fiction

Find & verify facts. Do you have doubts about the claim?

Are there grammatical errors and lots of punctuation???!?

O—Opinion & Context

Recognize opinion & bias.

Could the message/meme be viewed as offensive?

R—Reliable & Credible

Confirm source (writer/author, website) is trustworthy.

Verify name/organization, logo, & "About" info of their website.

Confirm site is not "satirical" or "fantasy" news.

Are claims believable? Are they supported by other credible sources?

M—Misleading or Manipulative

Determine if the info is misleading or manipulative. Label it an example of **misinformation**, **malinformation**, or **disinformation**. Is it related to a conspiracy theory?

Helpful tip:

For balanced news:

<https://www.allsides.com/unbiased-balanced-news>

Helpful tips: Information may appear in many places online, but that doesn't mean you can automatically believe it. Trusted sources fact-check reported information & can support their findings. Remain skeptical until you confirm news is true, especially before spreading it online.

Helpful tip: To check media bias, refer to the Media-Bias Chart 7.0 Static Version:

<https://www.adfontesmedia.com/static-abc/>

For the interactive version of the Media-Bias Chart and more, register at:

<https://www.adfontesmedia.com/interactive-media-bias-chart/>

Categorizing Falsehoods in News

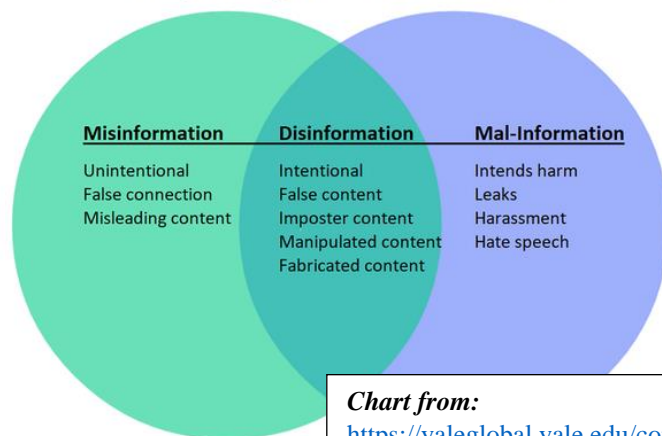


Chart from:

<https://yaleglobal.yale.edu/content/fake-media-outlets-india-topics-eu-disinfo-lab/>