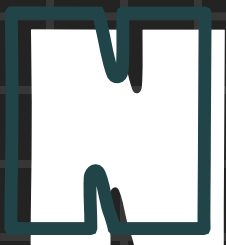# HOW 2 INFORM

A step-by-step look on how to tell fact from fiction in memes
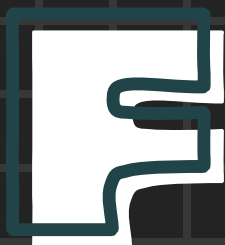
I — IDENTIFY AND INVESTIGATE

Investigate the source. Identify the writer/author, website, URL, and intended audience.

N — NARRATIVE AND TONE

Consider the narrator's message and tone. Does it make sense and seem believable? Is it to inform, entertain, or persuade? How does the narrator's tone make you feel?

F — FACT OR FICTION?

Find and verify facts. Is the photo related and appropriate to the topic? Do you have doubts about the claim? Are there grammatical errors and lots of punctuation?
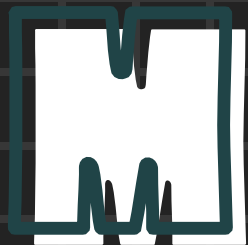
O — OPINION AND CONTEXT

Recognize opinion and bias. Could the message/meme be viewed as offensive?

R — RELIABLE AND CREDIBLE

Confirm source (author, website, URL) is trustworthy. Verify name/organization, logo, and "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 meme is misleading or manipulative. Label it an example of misinformation, malinformation, or disinformation. Is it related to a conspiracy theory?

TIPS

There is a lot of misinformation online. It is easy to clone genuine websites and create fake tweets, posts, and videos. False info often uses a real image or name from unrelated event. It usually lacks an author, makes unsupported/unverifiable claims, and causes a strong emotional reaction.

CHECK OUT OUR WEBSITE

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#H2I #H2INFORM #LewisUniversity
#WordsMatter #MemeChallenge #DeconstructMemes #Deconstruction
#Investigate #Identify #Narrative #Tone #Fact #Fiction #Opinion #Context #Reliable #Credible
#Misinformation #Malinformation #Disinformation #ConspiracyTheory