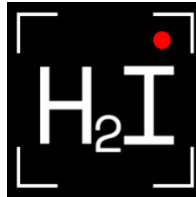




How 2 INFORM

H2I is #How2INFORM



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

Misinformation is false information that has been disproven. The original author/creator may believe the information and share it with good intentions, but doing so causes others to see it, believe it, and spread the false info even further. In some cases, misinformation causes harm.

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

On April 8, 2021, NBA player Karl-Anthony Towns sent a tweet, now deleted, indicating DMX died. Montrezi Harrell then shared the tweet shown below.

Both tweets caused rumors of DMX's death to rapidly spread; the topic even trended on Twitter.

That night, Steve Rifkin, DMX's manager, released an Instagram video asking the public to give DMX's family time and space during the difficult time. He explained the rapper was on life support, but still alive. Though the original messages were sent by people that seemingly cared about DMX, the misinformation they spread caused unnecessary harm to others.



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

I—The primary source here is Montrezi Harrell. The audience is Twitter users.

N—It seems believable DMX could have died on April 8, 2021, since he had a heart attack on April 2.

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—This source is a celebrity, not a known credible news source. This claim is believable, but when the tweet was sent, there was no credible confirmation of DMX's death.

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

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