

# BEYOND 'FAKE NEWS'

## 10 TYPES OF MISLEADING NEWS

### propaganda



- adopted by governments, corporations and non-profits to manage attitudes, values and knowledge
- appeals to emotions
- can be beneficial or harmful



### partisan



- ideological and includes interpretation of facts but may claim to be impartial
- privileges facts that conform to the narrative whilst forgoing others
- emotional and passionate language



### clickbait



- eye catching, sensational headlines designed to distract
- often misleading and content may not reflect headline
- drives ad revenue



### conspiracy theory



- tries to explain simply complex realities as response to fear or uncertainty
- not falsifiable and evidence that refutes the conspiracy is regarded as further proof of the conspiracy
- rejects experts and authority



### sponsored content



- advertising made to look like editorial
- potential conflict of interest for genuine news organisations
- consumers might not identify content as advertising if it is not clearly labeled



### pseudoscience



- purveyors of greenwashing, miracle cures, anti-vaccination and climate change denial
- misrepresents real scientific studies with exaggerated or false claims
- often contradicts experts



### satire and hoax



- social commentary or humour
- varies widely in quality and intended meaning may not be apparent
- can embarrass people who confuse the content as true



### misinformation



- includes a mix of factual, false or partly-false content
- intention can be to inform but author may not be aware the content is false
- false attributions, doctored content and misleading headlines



### error



- established news organisations sometimes make mistakes
- mistakes can hurt the brand, offend or result in litigation
- reputable orgs publish apologies



### bogus



- entirely fabricated content spread intentionally to disinform
- guerrilla marketing tactics; bots, comments and counterfeit branding
- motivated by ad revenue, political influence or both



## DIG DEEPER...

### false attribution

authentic images, video or quotes are attributed to the wrong events or person

### counterfeit

websites and Twitter accounts that pose as a well-known brand or person

### misleading

content does not represent what the headline and captions suggest

### doctored content

content, such as statistics, graphs, photos and video have been modified or doctored

## IMPACT

neutral

low

medium

high

## MOTIVATION

money

politics/power

humour/fun

passion

(mis)inform