Source . **U**nderstand . **R**esearch . **E**valuate.
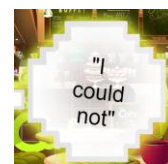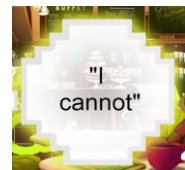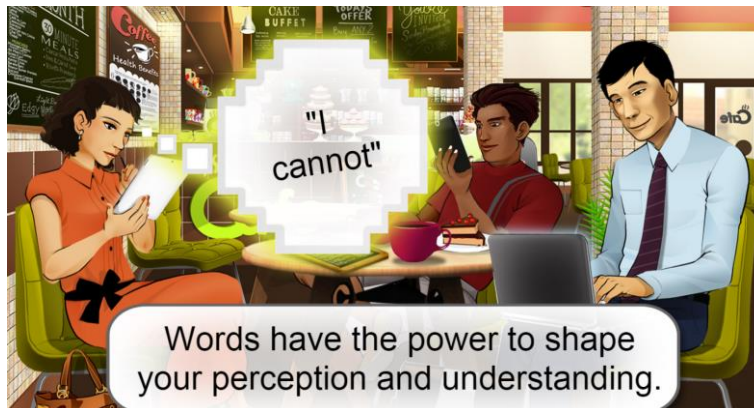
Visual Text Awareness Essentials
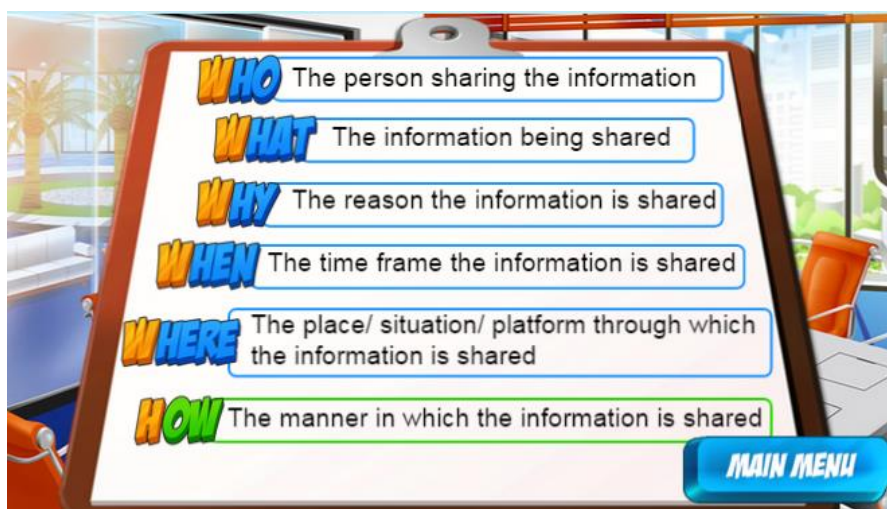**Topic 3: Use the 5-Question techniques and AACCO criteria**

The Power of Words

When dealing with information, pay attention to the choice of words.

"I cannot"

Words have the power to shape your perception and understanding.

"I do not want"

"I could not"

"I cannot"

S.U.R.E., the Art of Asking Questions

It is always easy to react to a message received. However, before you do that, always start by asking the right questions: What, Who, Where, When, Why, and How?

WHO The person sharing the information
WHAT The information being shared
WHY The reason the information is shared
WHEN The time frame the information is shared
WHERE The place/ situation/ platform through which the information is shared
HOW The manner in which the information is shared

MAIN MENU

Do also apply S.U.R.E. steps when using and evaluation information. This is to ensure that the information gathered is accurate and of value.

Source: Who or what is the source?

1. Is this person, website or platform a reliable source of information?

2. What is the author's background?

Understand: What kind of information is being shared and do I understand it clearly?

1. What is the subject about?

2. How is will this information impact or affect those who read/see it?

Research and Evaluate: Do your research & evaluate the information you've gathered.

1. Why is the information presented in this manner?

2. When was the information shared?

3. Where can we view the information?

Real or Manipulated?

Is the image real or manipulated?

What you see may not be what you get. Nowadays, there are many techniques and tools that allow people to manipulate images produced. However, there are also ways to detect them, such as the following:

1. **Use of tools**: Tools such as Exchangeable Image File Format (EXIF) data will inform you if an image had been manipulated.

2. **Clone**: Ascertain whether the visual has been cloned from another image by checking for marks left by a clone.

3. **Shadows**: Look for shadows in the wrong areas or direction, lack of reflection or anything that is out of perspective.

This is an example of using EXIF to detect if an image had been manipulated.