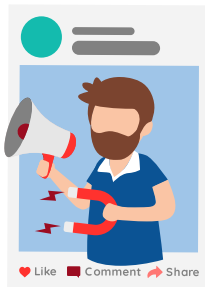




username  
Placeholder



**YOU** are 3 clicks away  
from **REPORTING**  
misinformation **TODAY**



10.328 views

Username instagram template [#template](#)

[View all 328 comments](#)

5 DAYS AGO



**YOU** are 3 clicks  
away from  
**REPORTING**  
misinformation  
**TODAY**

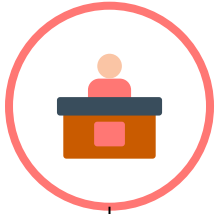
# INVEST 5 minutes into NFTs



# WHY REPORT?

# NOTICE

## How to spot HEALTH misinformation



**Information is  
UNVERIFIABLE**

**1**



**Written by  
NONEXPERTS**

**2**



**Cannot be  
VERIFIED by  
other sites**

**3**



**Appeal to  
EMOTIONS and  
DESIRES**

**4**

# FACT-CHECK

CHECK THE  
**AUTHOR** - ARE  
THEY AN EXPERT?

IS IT A **JOKE**?  
IS IT **SPONSORED**

READ **MORE THAN A**  
**HEADLINE**

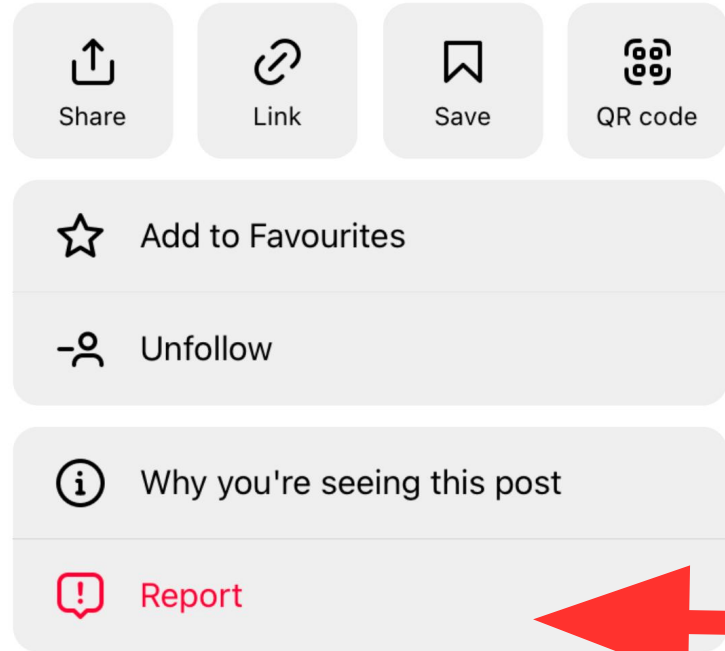
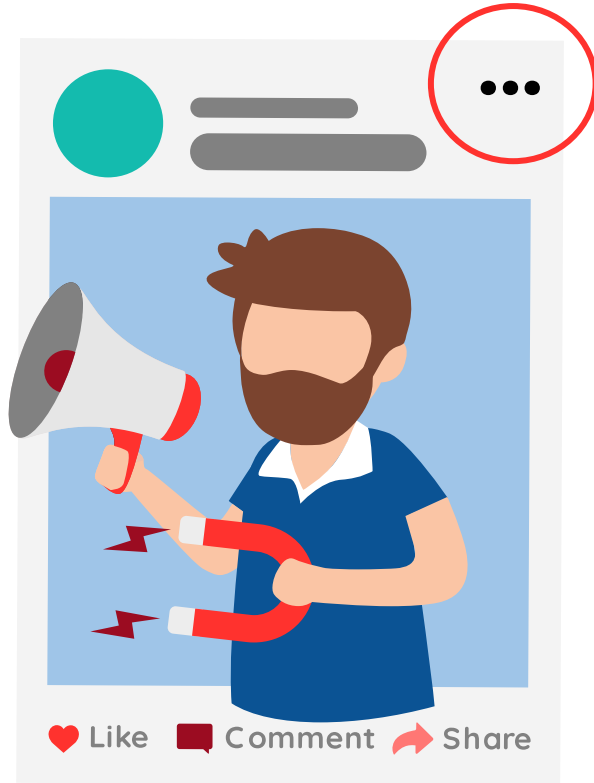
CHECK THE  
**SOURCE** - IS IT  
**TRUSTWORTHY**?

WHAT DO **OTHER**  
**RELIABLE**  
**SOURCES** SAY?

LOOK AT  
**FACT-CHECKING**  
**WEBSITES**



# TAP REPORT



# CAPTION



## **Why is it important to report health misinformation?**

- The faulty information may lead people to unhealthy or even harmful practices
- Reporting helps clean up the social network environment
- The more exposure to misinformation the more one believes it



## **How to spot health misinformation?**

- Information is unverifiable
- Written by nonexperts
- Information cannot be found on other sites
- Information comes from a fake site
- Stories that appeal to emotions and desires instead of stating facts



## **Quick Fact-check**

1. Check the source - is it trustworthy?
2. Check other reliable sources - what do they say?
3. Find an author and information about them - are they an expert?
4. Read more than a headline
5. Is it a joke? Is it sponsored?
6. Look at fact-checking sites (e.g. BBC reality check, Factcheck.org)



## **Report**

- 3 dots in the right corner of a post
- Report
- Click "False information"



- 1. What do you think about the solution?**
- 2. Do you think our target group would perform our desired behavior?**
- 3. Who do you see as credible sources/ influencers to promote this post?**
  - a. Do you have a preference on a influencer or an organization like Erasmus university instagram account.
- 4. How can we improve our proposed intervention?**
- 5. What tips do you have for our upcoming focus group?**



# Fake news infographics

## Fake news in tv channels



	Fake news %	Summary
Channel 1	5%	Saturn is a gas giant and has several rings
Channel 2	22%	Venus is terribly hot, even hotter than Mercury
Channel 3	19%	Jupiter is the biggest planet of them all
Channel 4	12%	Earth is the third planet and is where we live on

# Fake news infographics

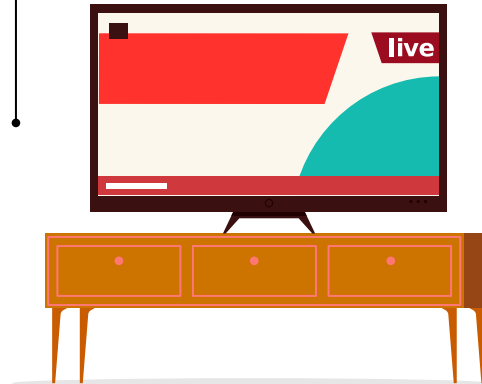
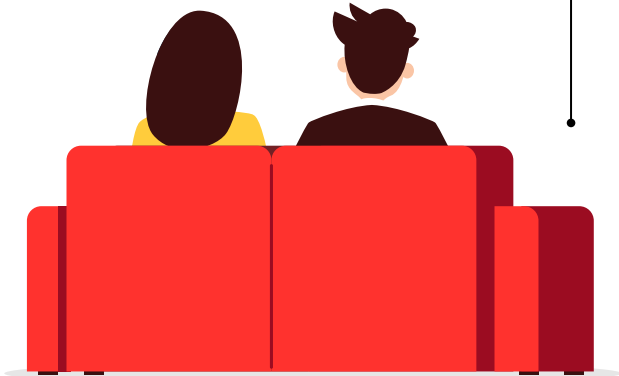
## Venus

Venus has a beautiful name and is the second planet from the Sun



## Mars

Despite being red, Mars is actually a cold place full of iron oxide dust



# Fake news infographics

Jupiter is a gas giant and  
the biggest planet in the  
Solar System



**Jupiter**

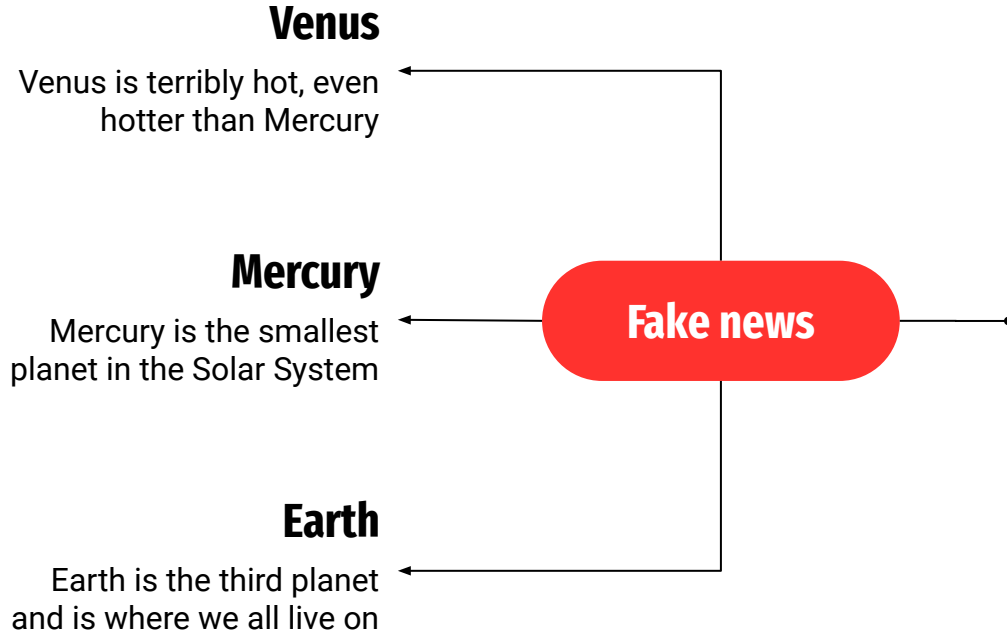


Despite being red, Mars is  
actually a cold place full of  
iron oxide dust



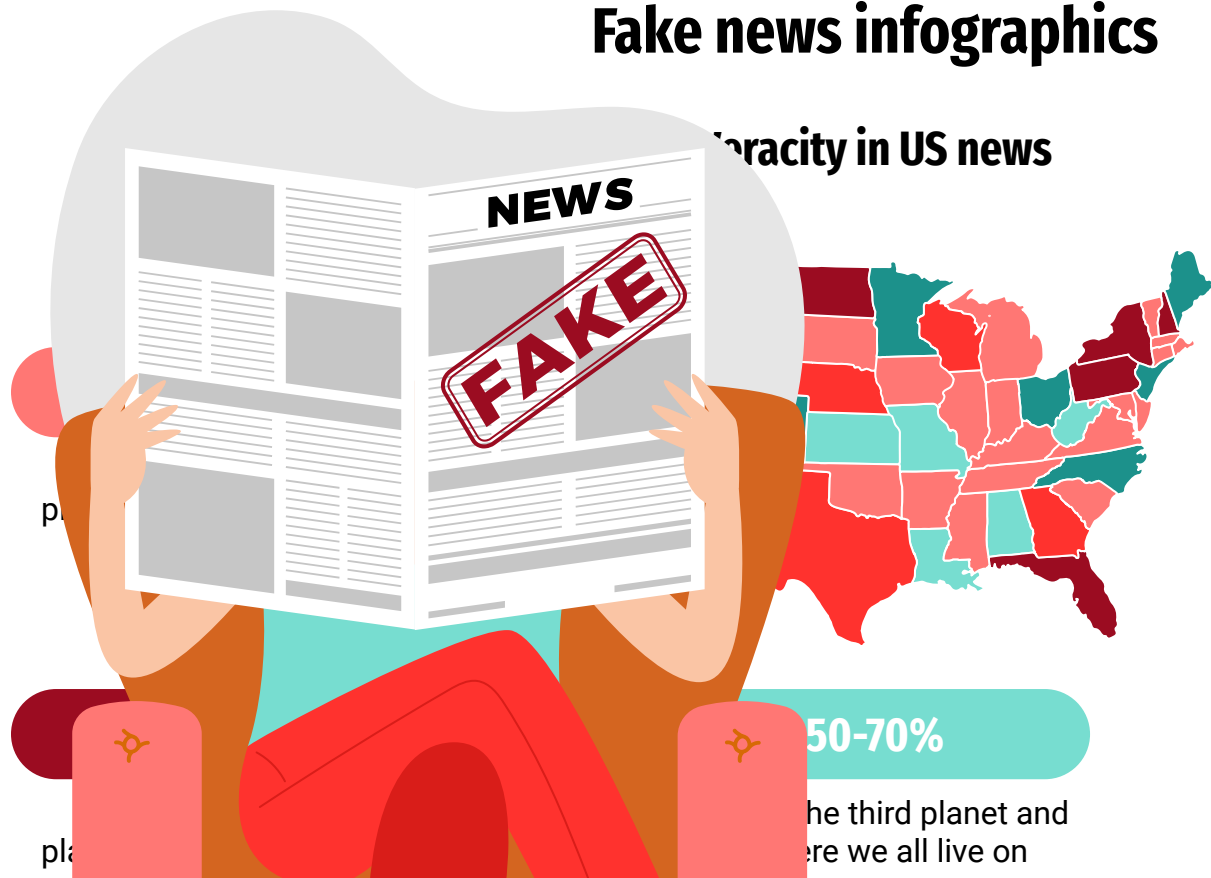
**Mars**

# Fake news infographics



# Fake news infographics

Accuracy in US news



10-30%

Despite being red, Mars is a very cold place

70-90%

Saturn is a gas giant and has several rings

# Fake news infographics



**Via  
message**

Saturn has  
several rings



**Via  
live TV**

Jupiter is the  
biggest planet



**Via  
newsletter**

Venus is hotter  
than Mercury

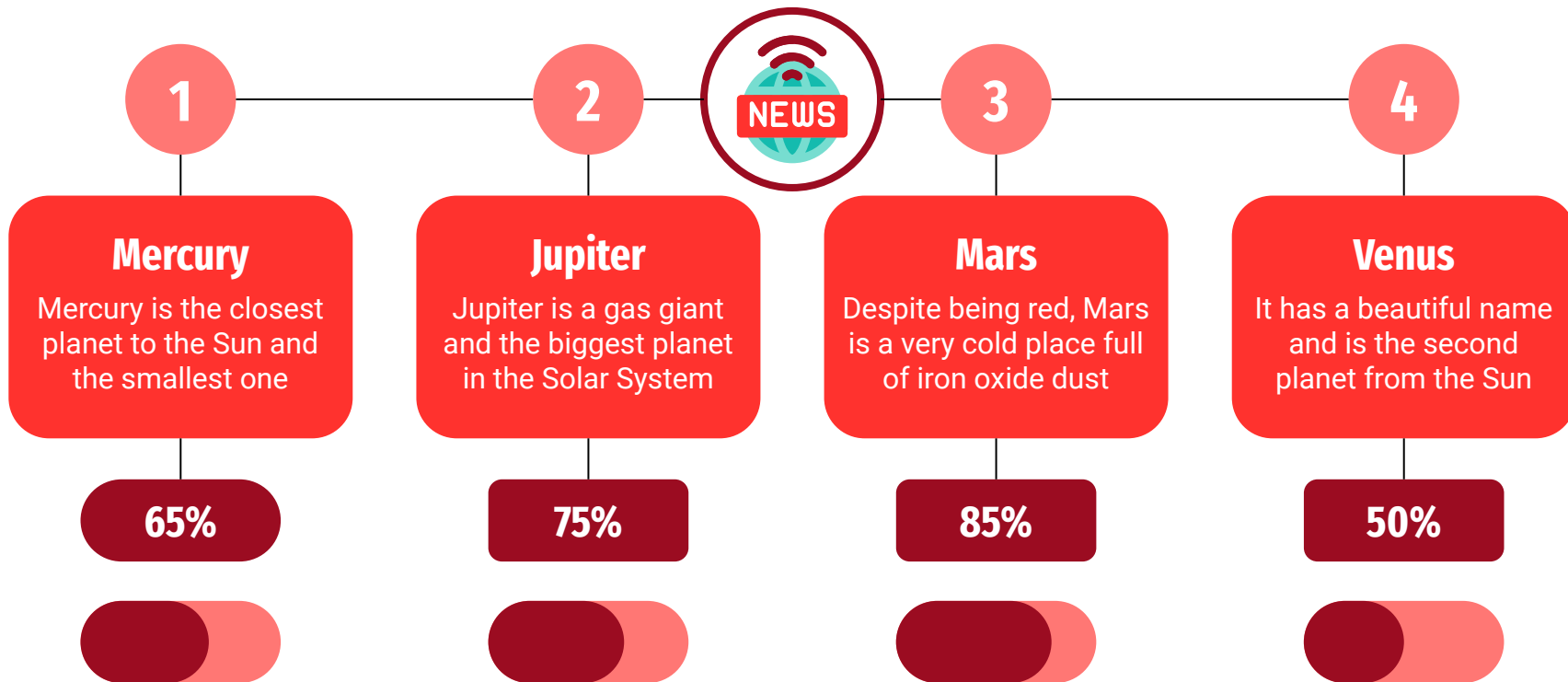


**Via  
web page**

Mars is actually  
a cold place



# Fake news infographics



# Fake news infographics

Anyone can make up a story and go viral

1

## Saturn

Saturn is a gas giant and has several rings



Earth is the planet we all live on

2

## Jupiter

Jupiter is the biggest planet in the Solar System



Mercury is the smallest planet

3

## Venus

Venus is terribly hot, even hotter than Mercury



# Fake news infographics

## Earth

Earth is the amazing planet where we all live

## Mercury

Mercury is the smallest planet in the Solar System

## Mars

Despite being red, Mars is actually a cold place



## Venus

Venus is terribly hot, even hotter than Mercury

## Jupiter

Jupiter is the biggest planet in the Solar System

## Saturn

Saturn is a gas giant and has several rings

# Fake news infographics

15%

## Jupiter

Jupiter is the biggest planet in the Solar System

25%

## Earth

Earth is the third planet and is where we all live on

**FAKE  
NEWS**



## Mars

Despite being red, Mars is actually a cold place

35%

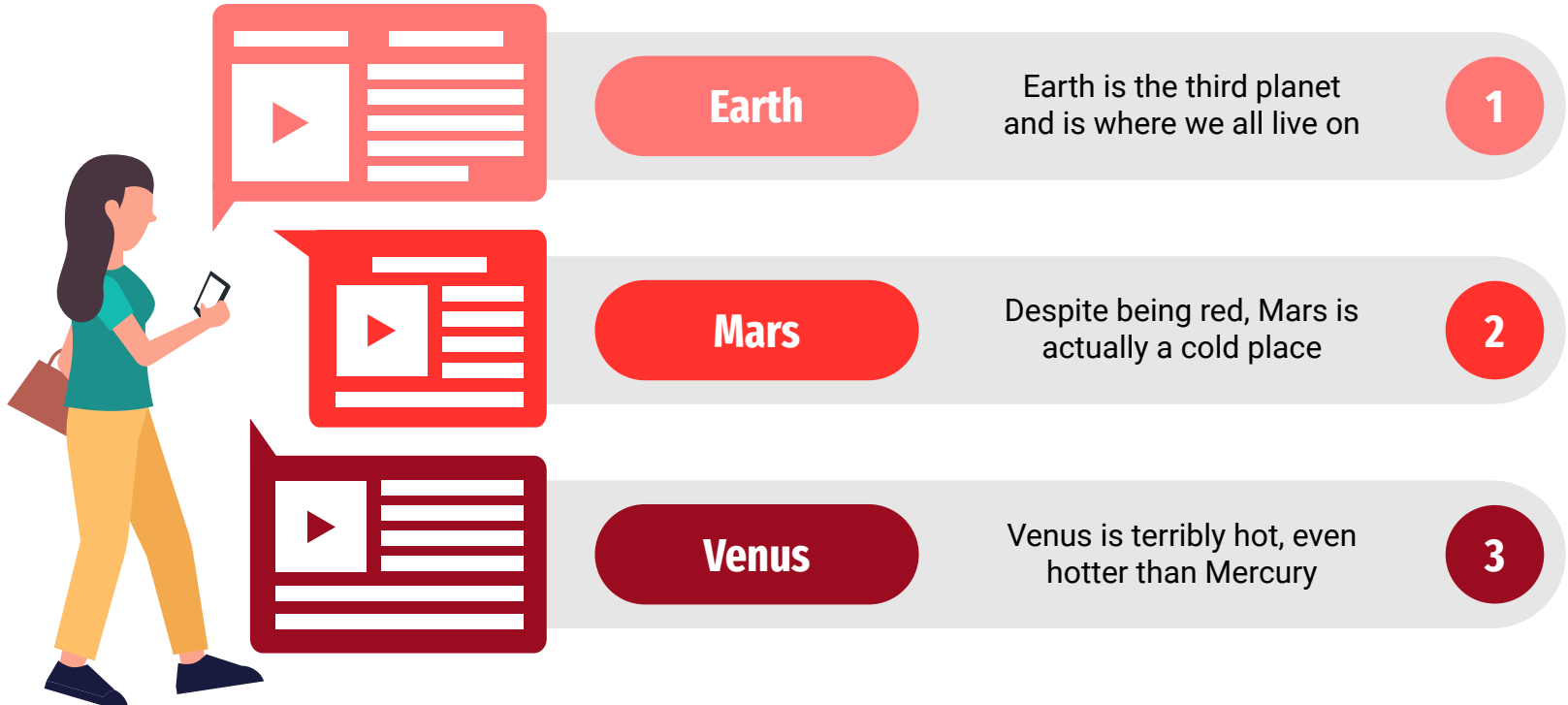
## Mercury

Mercury is the smallest planet in the Solar System

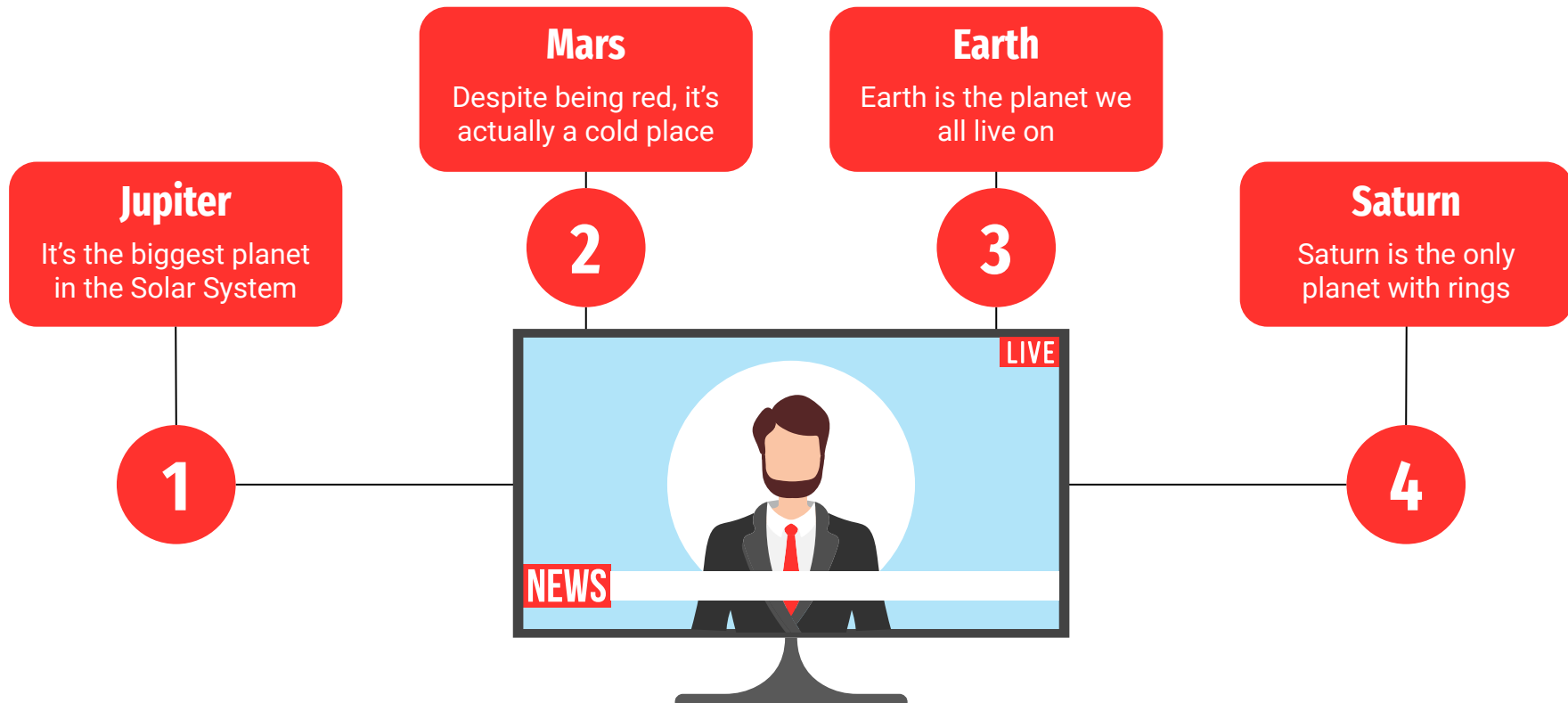
25%

Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

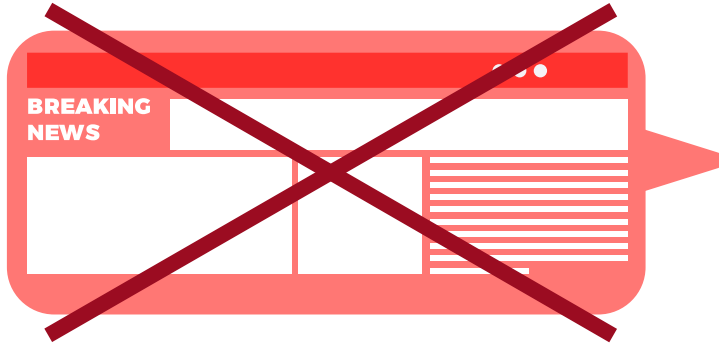
# Fake news infographics



# Fake news infographics



# Fake news infographics



## Venus

Venus is terribly hot, even hotter than Mercury

## Mercury

It's the closest planet from the Sun and the smallest one

## Jupiter

It's a gas giant and the biggest planet in the Solar System

## Mars

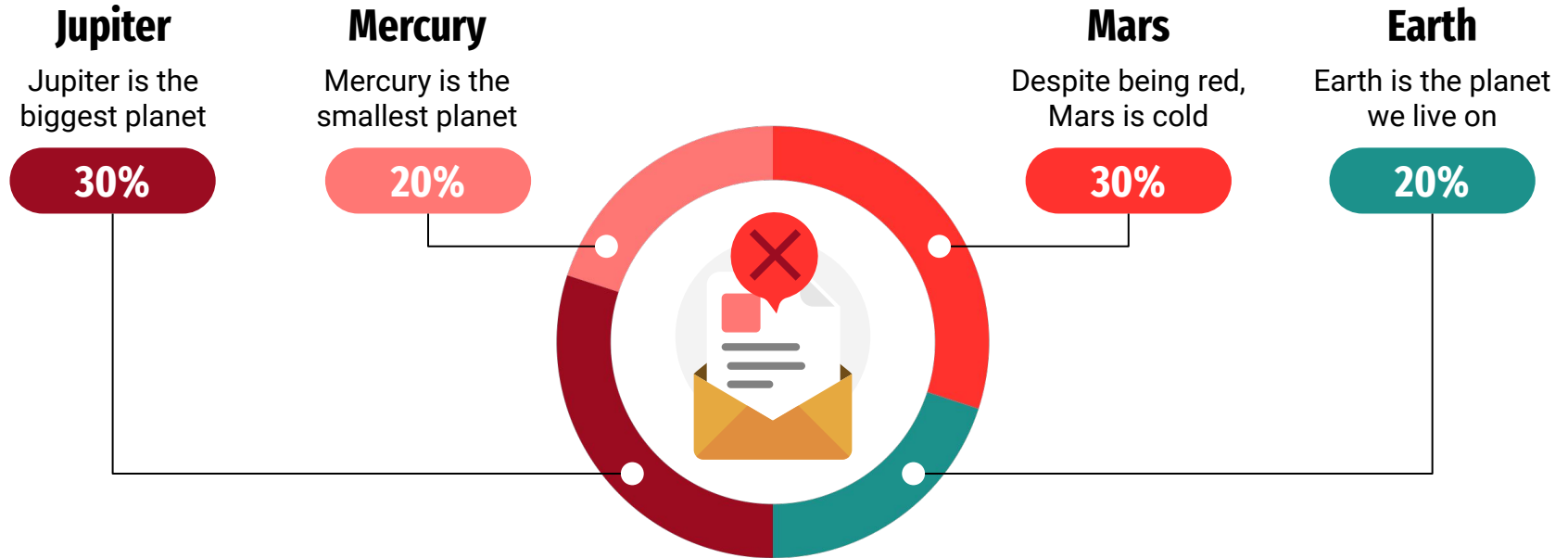
Despite being red, it's a cold place full of iron oxide dust

## Earth

Earth is the only planet that harbors life of them all

# Fake news infographics

## Fake news via email



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**



# Fake news infographics



# Fake news infographics

## Why people create fake news



1

**Earn money**

Venus is hotter than Mercury



2

**Get influence**

Earth is where we all live on



3

**Spread fear**

Mars is actually a cold place



4

**Incite hatred**

Jupiter is the biggest planet



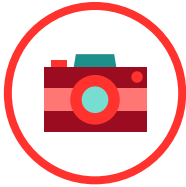
# Fake news infographics



# Fake news infographics

## Earth

Earth is the planet we  
all live on



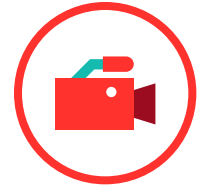
## Mars

Despite being red, it's  
actually a cold place



## Jupiter

It's the biggest planet  
in the Solar System



## Saturn

Saturn is a gas giant  
and has several rings



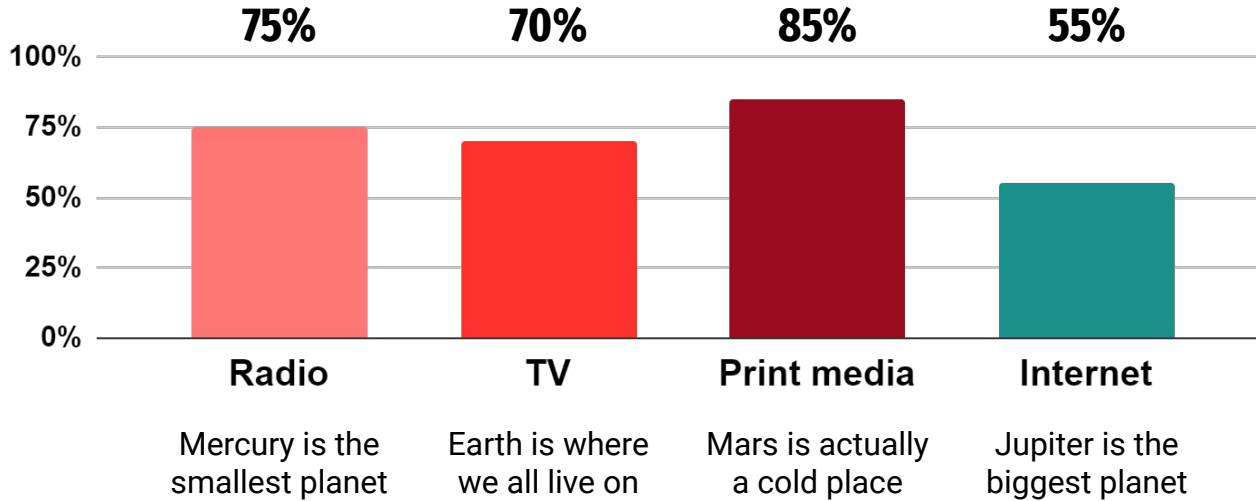
## Venus

It's terribly hot, even  
hotter than Mercury



# Fake news infographics

## Trust in media news



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**



# Fake news infographics

## Saturn

Saturn has several rings

1

## Jupiter

Jupiter is the biggest planet

2

## Mars

It's actually a cold place

3

NEWS



6

## Venus

Venus is hotter than Mercury

5

## Earth

Earth is where we all live on

## Mercury

Mercury is the smallest planet

4



# Fake news infographics

## Veracity of TV news

Channel	Channel	Channel	Channel	Channel
1	2	3	4	5
Share	Share	Share	Share	Share
55%	52%	60%	80%	35%
Veracity	Veracity	Veracity	Veracity	Veracity
45%	20%	36%	94%	80%

# Fake news infographics

Earth is the third planet and is where we live on

**Earth**

**1**

Venus is terribly hot, even hotter than Mercury

**Venus**

**2**

Jupiter is the biggest planet in the Solar System

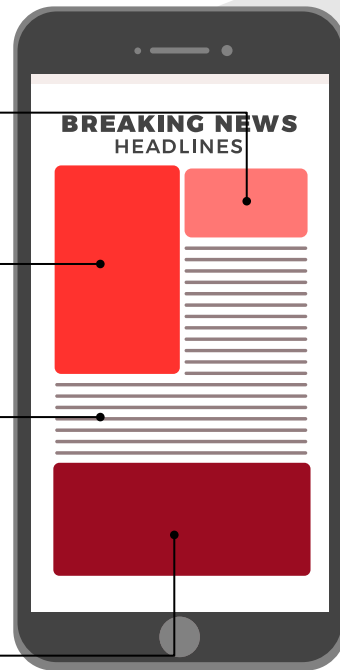
**Jupiter**

**3**

Mercury is the smallest planet in the Solar System

**Mercury**

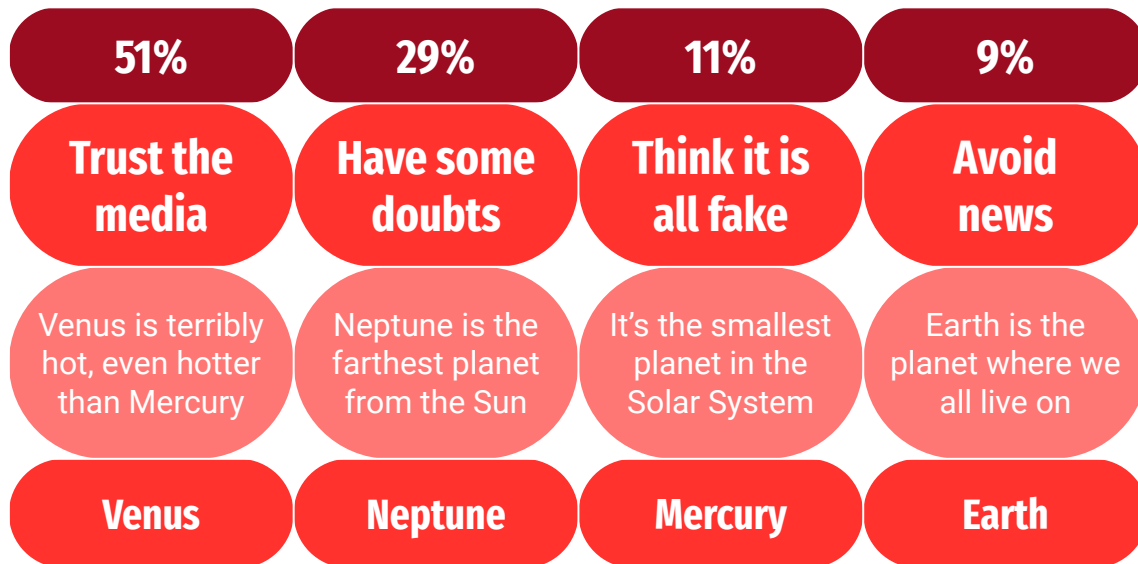
**4**





# Fake news infographics

## Impact of fake news in the society



# Fake news infographics

## Mercury

Mercury is the smallest planet in the Solar System

## Venus

Venus is terribly hot, even hotter than Mercury

## Mars

Despite being red, Mars is actually a cold place

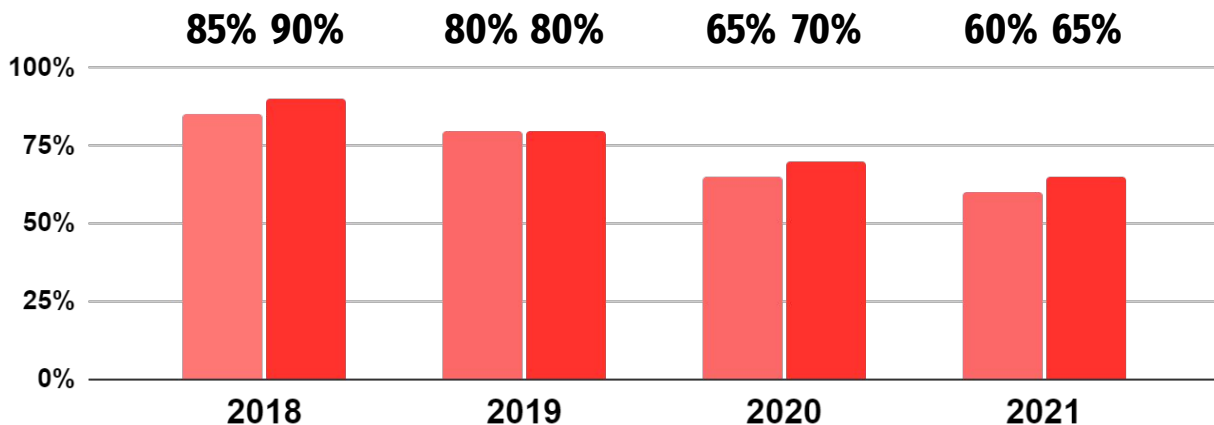
## Jupiter

Jupiter is the biggest planet in the Solar System



# Fake news infographics

## Veracity in media during the last years

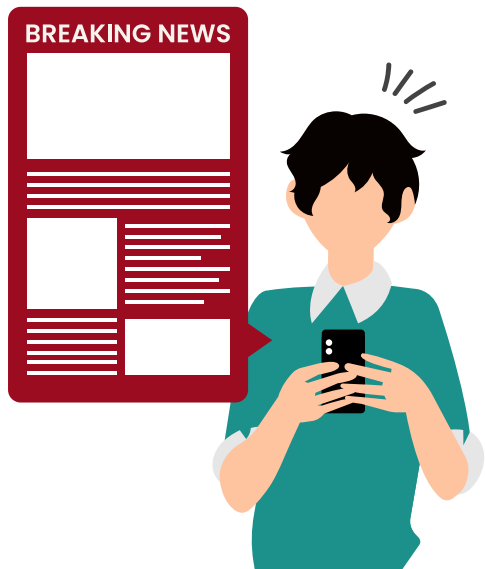


**Online media**

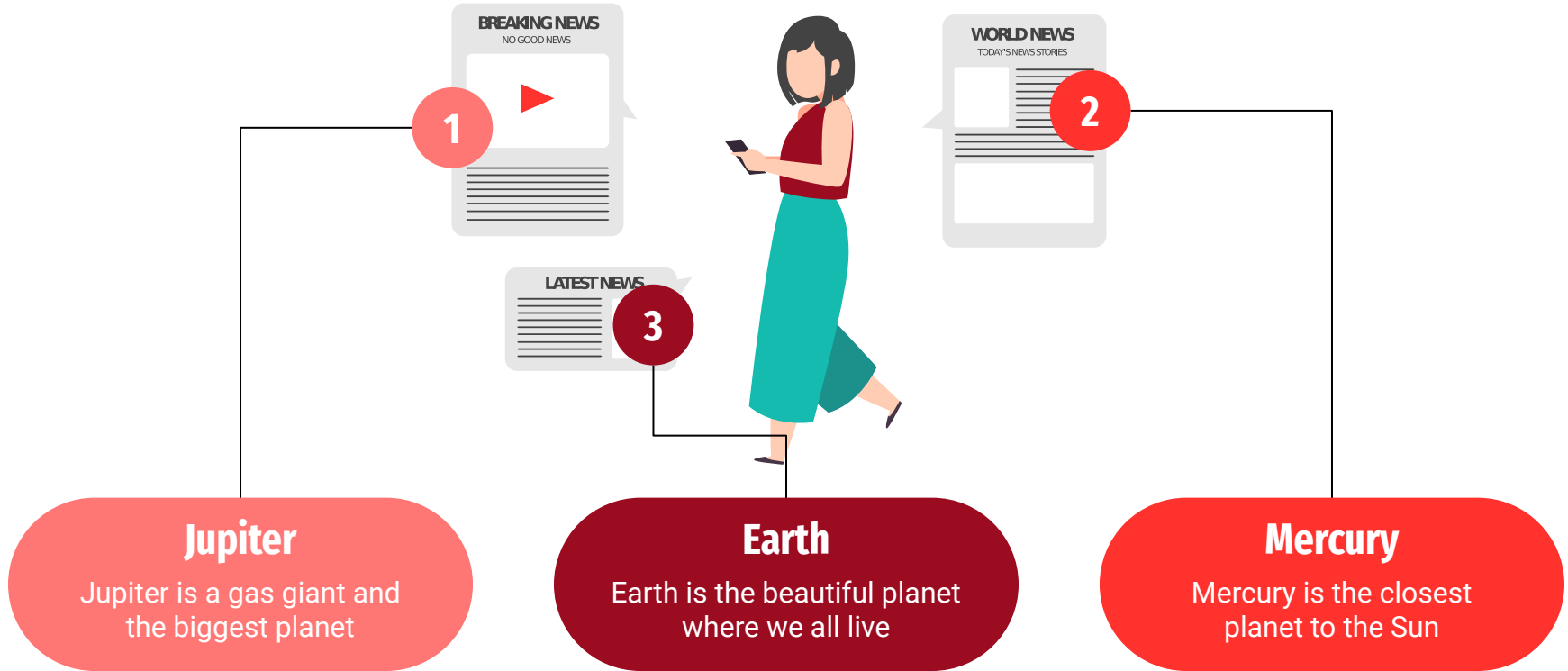
Despite being red, Mars is actually a cold place

**Traditional media**

Mercury is the smallest planet in the Solar System



# Fake news infographics



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- Select one of the parts and **ungroup** it by right-clicking and choosing “Ungroup”.
- **Change the color** by clicking on the paint bucket.
- Then **resize** the element by clicking and dragging one of the square-shaped points of its bounding box (the cursor should look like a double-headed arrow). Remember to hold Shift while dragging to keep the proportions.
- **Group** the elements again by selecting them, right-clicking and choosing “Group”.
- Repeat the steps above with the other parts and when you’re done editing, copy the end result and paste it into your presentation.
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