



6 kinds of fake information

1

Propaganda: Misleading stories missing context or important points of view in order to promote cause or point of view.

2

Clickbait: Eye-catching, sensational, weird and untrue messages meant to get clicks in order to make the website owner more money.

3

Satire or parody: Created to be funny or to make light of a powerful or well-known person.

4

Disinformation: Purposefully false information meant to deceive or mislead for profit or power.

5

Misinformation: False or inaccurate information that the sender may not know is faulty.

6

Shoddy journalism: Extremely biased, one-sided or poor quality content.



How to spot a fake

What's the problem?

Dis- and mis-information are all over social media. You can protect yourself and others from sharing and consuming fake and purposely deceitful information with these tips.

What should you do about it?

- PAUSE and carefully consider the information.
- Don't share information you are not sure is accurate.
- Make your decision based on critical thinking, not on emotion.

Who created it and why?

- Is the information from an honest source that provides EVIDENCE you can check yourself?
- What is the purpose of the message?
- Does it want you to believe, buy or do something?

Is it real?

Deep fakes are a type of artificial intelligence (AI) used to create convincing images, audio and video to trick you into believing someone said or did something that they did not. They are not real.

How can I spot a deepfake?

Find out more about an image and where it has been online by dragging and dropping it into a Google search for images (the camera icon next to the search bar). For videos, look for inconsistencies in hair, eyes, glasses, ears and background that signal it has been manipulated.

What do other sources say?

Check if the suspicious information is reported by other **credible sources** (meaning the content provides evidence and uses multiple sources) and/or has been verified by fact-checking sites such as FactCheck.org, Politifact or Snopes.

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