

FACT CHECKING FOR FAKE NEWS



PARK YOUR EMOTIONS

Be aware of your bias. When we feel strong emotions, the normal reaction is to react, to respond, to like, and to share. Don't let content creators manipulate your emotions!



LOOK BACK

Has anyone else had this same question? What does Snopes, FactCheck, or Politifact say? Use Google or Duck Duck Go to search for keywords and the "site:" option. And don't be afraid to use Wikipedia.



LOOK UP

Follow hyperlinks back "upstream" to the original source and evaluate that page. Use SHEG thinking chart to help. Be aware of sponsored content and use reverse image search if needed.



LOOK SIDeways

Read laterally. Get off the site and see what others are saying. Search for the author, Goggle the organization, and look for who links back to the site. WHOIS can help determine ownership.



CIRCLE BACK

The Web can be a confusing rabbit hole. If you get stuck or end up lost, start over. You're smarter now and will make better search decisions.



ACT OUT

Stand up to fake news by taking action. Use scripted comments and responses to avoid provoking conflict. The goal is not just media analysis but a better Internet for everyone.