



# ***TIPS FOR SPOTTING FAKE NEWS***

**50% of Kiwis have fallen  
for fake news.**

**Think you can tell what's real and what's not?**

# Clickbait

Clickbait articles use words and phrases that sensationalise a story to reel in the clicks. In many cases, the alarming language in the headline aims to lure the reader into finding out more.



**Tip:** Good rule of thumb: if a headline makes you feel outraged, scared or shocked, then you have good reason to be skeptical. Take a deep breath and always read beyond the headline.



/Y.N.B.

## Unbelievable scientific breakthrough uncovers snakes in New Zealand! Have we been lied to?

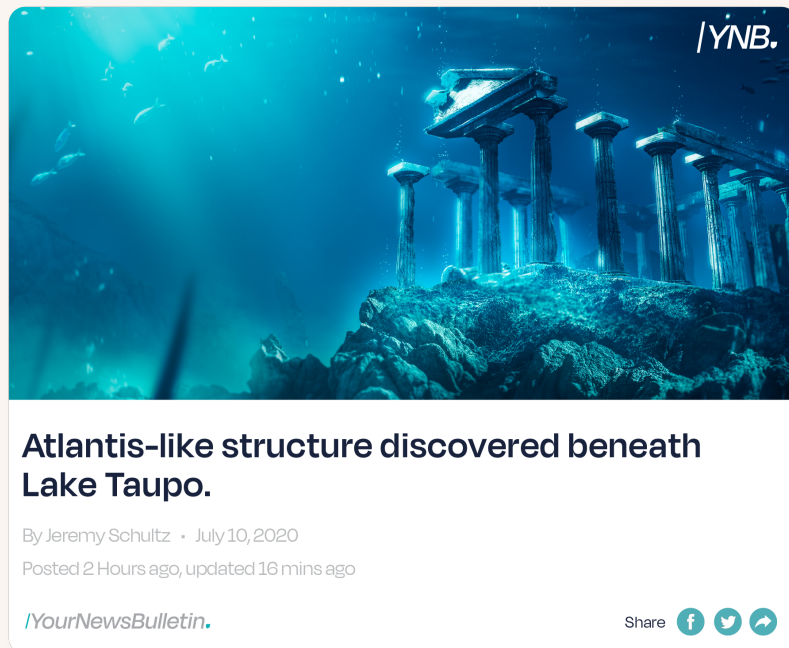
By Jeremy Schultz • July 10, 2020

Posted 2 Hours ago, updated 16 mins ago

/YourNewsBulletin.

Share   

# Incorrect Facts



Incorrect details are often a giveaway of fake news. Misinformation such as altered timelines, incorrect place names or unreliable sources can easily mislead and trick readers.

**Tip:** If you think something seems odd, see if you can find any other information from a reputable source. Anyone can share fake news, so never assume that an article is telling the truth just because it's been published.

***Check the content before relying on it***



# Satire

Some media outlets are just in it for the lols and parody. Satirical news is deliberately amusing, which is why it's important to not mistake it for real news.

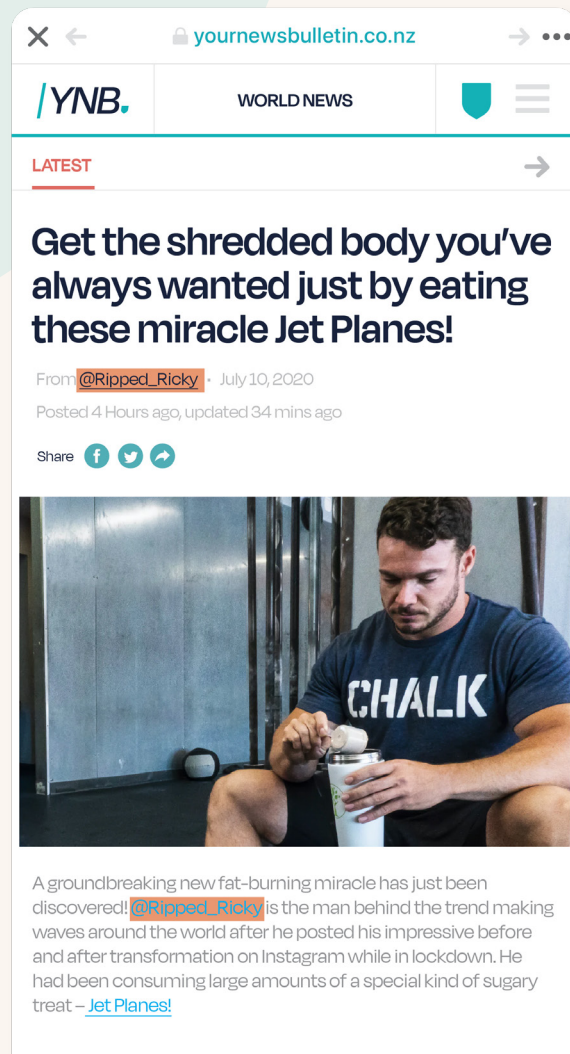


**Tip:** Sometimes it's hard to tell the difference between satire and reality. If you're unsure, have a look at what other articles have been published on the same website. Are they known for their satirical commentary?

***Make sure you know before you share.***



# Commercial Agenda



Examine the article to see if it's clearly 'sponsored'. If you find anything that resembles an advertisement, it's probably trying to get you to open your wallet.



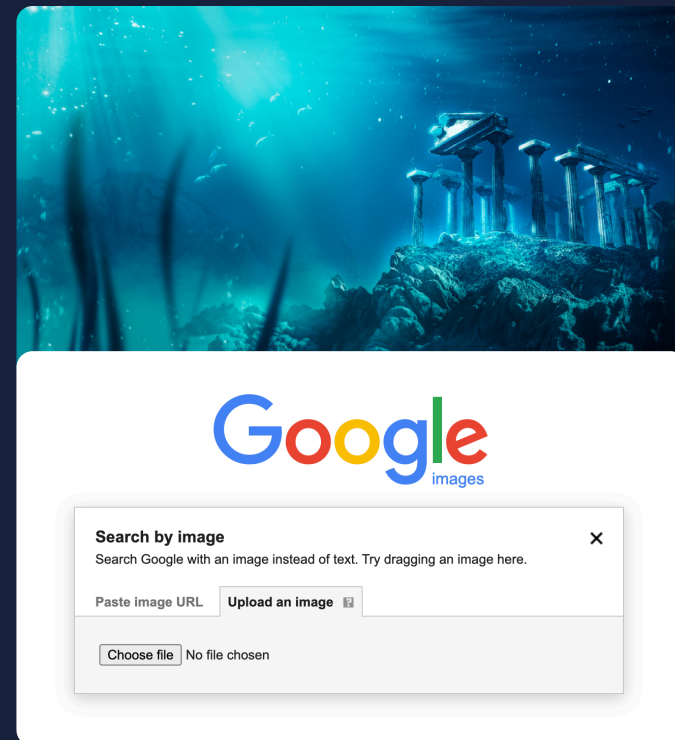
**Tip:** Always do your own research on websites you trust to find out whether a product can actually fulfil the claims stated in an article.

# Manufactured Photos

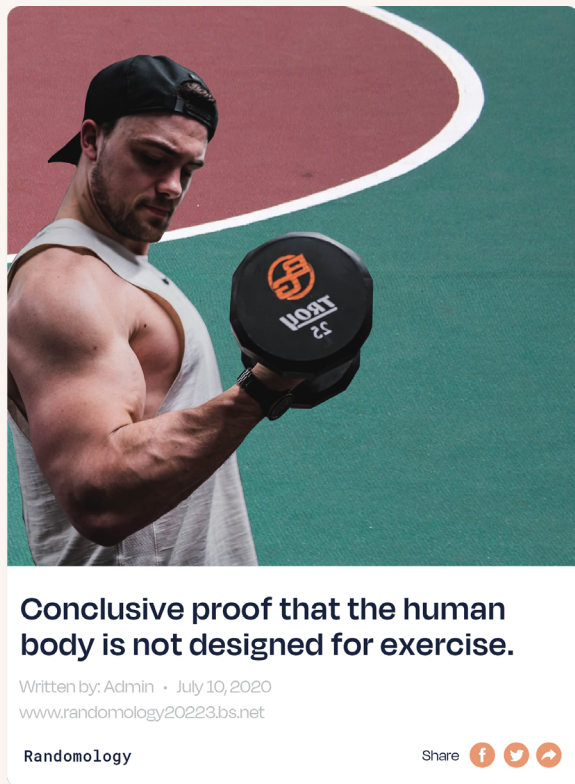
As the old saying goes, a picture's worth a thousand words. That's why you'll often find digitally altered images on fake news articles that are intentionally designed to deceive readers.



**Tip:** If an image looks weird, question whether or not it's been manipulated. See if you can find the image anywhere else. If you want to check if any other news outlets have picked up the same story, **run a reverse image search** simply by dragging and dropping the pic into Google Images.



# Lack of Credible Journalism



Take a look at the URL of the website and check who wrote it. Information that comes from an unnamed author or a funky looking address is an instant red flag.

**Tip:** The author byline and the website URL are often telltale signs of whether an article is credible or not. If you think it's suspicious, have a snoop around and see what else they've had published. This will give you a good indication of a publication's credibility.

# Unconscious Bias

We're hardwired to believe news stories that affirm our beliefs and tend to discredit information that doesn't. This means you may be targeted by fake news based on the things you like.

**Tip:** Unconscious bias is different for everyone. If a piece of news triggers a strong emotional response like outrage, fear or one of affirmation, slow down, check the source and always make sure you read the full story before you share.



Research finds irrefutable evidence that 100% of dogs are good boys.



Dog lovers are more romantic life partners according to survey.



Dogs crowned 'Man's Best Friend' 2020. Cats not even shortlisted.



New study reveals that cats are incapable of emotion.

# *Mainstream Media vs. Social Media*

While a high percentage of Kiwis think fake news is only lurking in their social media feeds, it can actually be found on traditional media channels too. Thanks to the internet, anyone can create, publish and share information. That's why it's important to put on your critical thinking cap to determine what's fact and what's fake.



**Tip:** Fake news might be everywhere, but that doesn't mean all news is fake. Check the facts and do a bit of your own investigating before accepting anything at face value.

**Remember – there's a lot of  
credible information out there,  
but there's a lot of  
misinformation too.**

**Ask more questions, get better answers and  
beware before you share.**