FIVE TYPES OF MISINFORMATION



Uses humor or exaggeration to critique or mock a person, organization or policy.



Falsely uses a well-known name, brand or logo to fool people into believing that it is authentic content.

DIM FAKE

Donald J. Trump

18889



Takes an image, a quote or other piece of content and puts it into a new, false context to change its meaning.



Is entirely made up and is designed to deceive you into thinking that it's real.



Makes changes in original material in an effort to deceive or create a false context (for example, an image where something has been added or deleted using photo editing tools).







Give facts a fighting chance newslit.org checkology.org

> These misinformation types are adapted from the work of Claire Wardle at First Draft.