Uses humor or exaggeration to critique or mock a person, organization or policy — but is sometimes mistaken for genuine information.

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

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

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 (for example, a photo or video that has been doctored — had something added, deleted or otherwise changed — using editing tools).