FIVE TYPES OF MISINFORMATION

SATIRE

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

FALSE CONTEXT

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

IMPOSTER CONTENT

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

FABRICATED CONTENT

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

MANIPULATED CONTENT

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