

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).