DON'T GET CAUGHT OFF GUARD.

Recognize misinformation and stop it in its tracks by using RumorGuard's five factors for evaluating credibility of news and other information. Learn more at RumorGuard.org.

The 5 Factors to consider when evaluating a claim:

- **AUTHENTICITY**: Is it authentic?
- **SOURCE**: Has it been posted or confirmed by a credible source?
- **EVIDENCE**: Is there evidence that proves the claim?
- **CONTEXT**: Is the context accurate?
- **REASONING**: Is it based on solid reasoning?

**KNOW:**
- standards of quality journalism
- types of misinformation
- how cognitive biases work
- what makes evidence credible

**DO:**
- reverse image search
- lateral reading
- critical observation
- search internet archives
- practice healthy skepticism

RumorGuard is produced by the News Literacy Project, a nonpartisan education nonprofit building a national movement to create a more news-literate America. Visit NewsLit.org for more media and news literacy resources, including the Checkology® virtual classroom.