

# DETECTING

# TRICKS

OF

# Context

People who create disinformation designed to go viral on social media have an array of tools and tactics at their disposal. Simple tricks of context are one of the most common, mostly because they are effective and relatively easy to produce. For example, removing an authentic visual from its original context and presenting it with a false claim is a low-effort, effective tactic to mislead people. Visuals paired with text can feel like compelling evidence – even when they're not.

Watch out for these four common tricks of context and use these tips to avoid being fooled.



## 2018 CONCERT TODAY'S RALLY



### FALSE CONTEXT:

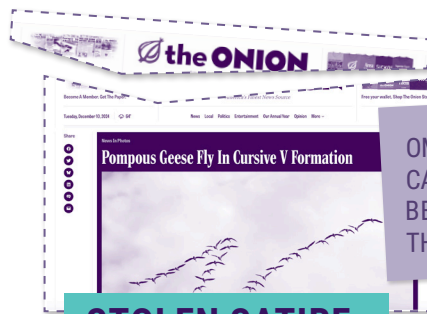
Presenting genuine media in an entirely new, false context.

**Example:** A years-old photo being presented as if it were taken during a recent event.

### STOLEN SATIRE:

Presenting satirical content as if it were accurate information from a reliable source.

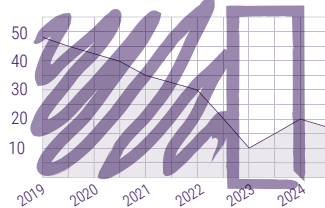
**Example:** A satirical article or meme shared without a disclaimer labeling it as satire.



## DEBUNKING Tricks of Context

- 1 **Pause** and gauge your emotions.
- 2 **Use a reverse image search** to find the original source of a visual.
- 3 **Stay skeptical** if you don't recognize the source – or if its credibility is questionable.
- 4 **Check to see** if the claim in question has been covered by a high-quality source, such as a standards-based news organization.

## CRIME RATES



### MISREPRESENTATION:

Presenting accurate facts or genuine visuals in a misleading fashion.

**Example:** An accurate statistic presented in a way that alters the meaning of a larger trend.

### SELECTIVE EDITS:

Removing essential context from a piece of media to create a false understanding of an issue or event.

**Example:** A misleading shortened clip that creates an inaccurate perception of something a person said.



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