

# BEYOND 'FAKE NEWS'

## 10 TYPES OF MISLEADING NEWS

<p>propaganda</p> 	<ul style="list-style-type: none"> <li>adopted by governments, corporations and non-profits to manage attitudes, values and knowledge</li> <li>appeals to emotions</li> <li>can be beneficial or harmful </li> </ul>	<p>partisan</p> 	<ul style="list-style-type: none"> <li>ideological and includes interpretation of facts but may claim to be impartial</li> <li>privileges facts that conform to the narrative whilst forgoing others</li> <li>emotional and passionate language </li> </ul>	<p><b>IMPACT</b></p> <ul style="list-style-type: none"> <li> neutral</li> <li> low</li> <li> medium</li> <li> high</li> </ul> <p><b>MOTIVATION</b></p> <ul style="list-style-type: none"> <li> money</li> <li> politics/power</li> <li> humour/fun</li> <li> passion</li> <li> (mis)inform</li> </ul>
<p>clickbait</p> 	<ul style="list-style-type: none"> <li>eye catching, sensational headlines designed to distract</li> <li>often misleading and content may not reflect headline</li> <li>drives ad revenue </li> </ul>	<p>conspiracy theory</p> 	<ul style="list-style-type: none"> <li>tries to explain simply complex realities as response to fear or uncertainty</li> <li>not falsifiable and evidence that refutes the conspiracy is regarded as further proof of the conspiracy</li> <li>rejects experts and authority </li> </ul>	
<p>sponsored content</p> 	<ul style="list-style-type: none"> <li>advertising made to look like editorial</li> <li>potential conflict of interest for genuine news organisations</li> <li>consumers might not identify content as advertising if it is not clearly labeled </li> </ul>	<p>pseudoscience</p> 	<ul style="list-style-type: none"> <li>purveyors of greenwashing, miracle cures, anti-vaccination and climate change denial</li> <li>misrepresents real scientific studies with exaggerated or false claims </li> <li>often contradicts experts</li> </ul>	
<p>satire and hoax</p> 	<ul style="list-style-type: none"> <li>social commentary or humour</li> <li>varies widely in quality and intended meaning may not be apparent</li> <li>can embarrass people who confuse the content as true </li> </ul>	<p>misinformation</p> 	<ul style="list-style-type: none"> <li>includes a mix of factual, false or partly-false content</li> <li>intention can be to inform but author may not be aware the content is false</li> <li>false attributions, doctored content and misleading headlines </li> </ul>	
<p>error</p> 	<ul style="list-style-type: none"> <li>established news organisations sometimes make mistakes</li> <li>mistakes can hurt the brand, offend or result in litigation</li> <li>reputable orgs publish apologies </li> </ul>	<p>bogus</p> 	<ul style="list-style-type: none"> <li>entirely fabricated content spread intentionally to disinform</li> <li>guerrilla marketing tactics; bots, comments and counterfeit branding</li> <li>motivated by ad revenue, political influence or both </li> </ul>	

### DIG DEEPER...

false attribution	authentic images, video or quotes are attributed to the wrong events or person	misleading	content does not represent what the headline and captions suggest
counterfeit	websites and Twitter accounts that pose as a well-known brand or person	doctored content	content, such as statistics, graphs, photos and video have been modified or doctored