

BEYOND THE HEADLINES

THE ONLINE NEWS VERIFICATION GAME

RULES: START WITH 36 POINTS AND SUBTRACT OR ADD POINTS ACCORDINGLY AS YOU ANALYSE YOUR CONTENT. COMPARE YOUR RESULTS WITH OTHERS.

headlines



- the headline makes use of ALL CAPS or excessive punctuation!!!???
- the headline promises secret information, surprise, happiness, outrage?

-1

-2

images



- these are stock images or there are no captions on the images
- the images have been doctored or relate to different events

-1

-2

url



- the publication does not have its own domain name or uses a free blog platform
- the domain is counterfeit, eg. bbc.com.co

-1

-2

ads



- the article is sponsored by a company or organisation
- there are many intrusive banner or pop-up ads or the ads look questionable and cheap

-1

-2

author



- there are no examples of their work elsewhere online
- there is no identifiable author or the author is using a pseudonym

-1

-2

text



- there are many spelling or grammar errors or the appearance looks unprofessional
- the text frequently uses emotional, hyperbolic or sensationalised language

-1

-2

date



- there is no date on the article
- the information in the article is no longer relevant or current

-2

-2

search



- there are no links or the links point to questionable sources
- there are no examples of this story elsewhere online

-2

-2

BONUS ROUND

interviews & opinions



- the content quotes sources and names them
- the interviewee is qualified to speak with authority on the topic or more than one opinion was represented in the article

+2

+3

graphs & statistics



- refers to a study which is named and linked or you can find the study online
- represents accurately the results of a study or graphs and statistics are clear and precise

+2

+3

BONUS QUESTION

Can you find out who owns the publication? **YES +3 NO -3**

