

H2I is How2INFORM



Use **INFORM**
to deconstruct online content

Malinformation is information based on fact, but taken out of context to deliberately harm, manipulate, or mislead others. The meme below shows an image symbolizing Coronavirus. A “Made in China” label appears on top of the image, mimicking stickers found on consumer goods originally produced in China.

This meme represents many posts, images, and memes of similar messaging circulating online since the pandemic began.



Using **INFORM** to review the message, we find:

I—The primary source here is unknown. Audience is Internet users.

N—Seems designed to inform and/or persuade. Stems from the fact that Covid-19 is believed to have started in China, but implies it was purposely created.

F—On April 9, 2021, ABC News reported that scientists are still researching the origin of Covid-19. Knowing this, it is unfair, mean-spirited, and dangerous to jump to conclusions and place blame until proper research has been done, facts have been reported, and information is supported by credible news outlets.

O—The meme creator blames China for the virus. Bias is against the country of China.

R—Sources are not known. Claim is unsupported by reliable news outlets.

M—The info is misleading, dangerous, and an example of **malinformation**. The Conspiracy Chart created by researcher Abbie Richards lists it as a conspiracy theory.

**When you spot harmful memes like this online, report them.
Please do not share them!**

References

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- Shumacher, E. (2021, April 10). *COVID-19 origins: What to know about the search for the start of the virus*. Abc7news.com. <https://abc7news.com/covid-origin-where-did-coronavirus-come-from-bats-source/10505224/>