

*H2I is How2INFORM*



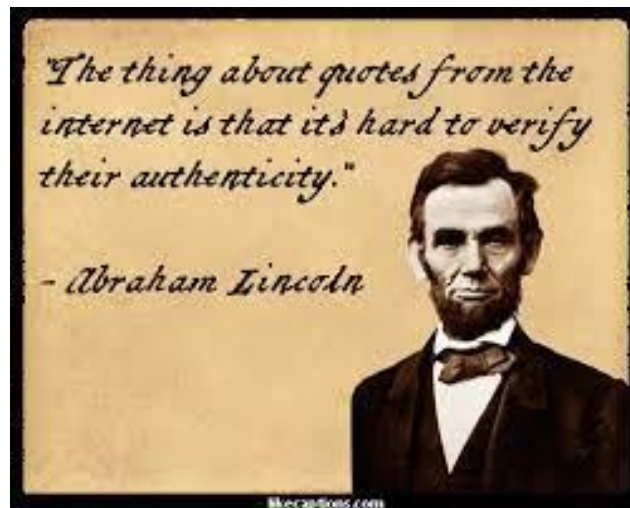
Use **INFORM**  
to deconstruct online content

**Disinformation** is created to mislead, harm, or manipulate a person, a social group, an organization, or a country.

The author/creator of the original message knows the information is untrue, but creates and spreads the message on social media anyway.

The meme below shows a photo of Abraham Lincoln, with a statement in quotes credited to him.

The meme style is popular on social media.



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

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

**N**—Designed to entertain. WH.gov shows Lincoln lived from 1809-1865.

**H**istory.com shows the Internet was introduced during the Cold War, long after Lincoln died.

**F**—The meme is fiction, based on what we learned in the previous step.

**O**—No opinion or bias indicated.

**R**—Source is unknown.

**M**—The info is misleading and an example of **disinformation**. Since Lincoln is such a recognizable historical figure, it was likely created as a joke and would not lead to harm. It is not related to a conspiracy theory.

#### References

Department of Homeland Security. (2021, March 8). *Media Literacy and Critical Thinking Online*. Dhs.org.

<https://www.dhs.gov/publication/media-literacy-and-critical-thinking-online>

History.com Editors. (2019, October 28). *The Invention of the Internet*.

<https://www.history.com/topics/inventions/invention-of-the-internet>

White House. (2021, April 11). *Presidents: Abraham Lincoln*. WH.gov. <https://www.whitehouse.gov/about-the-white-house/presidents/abraham-lincoln/>