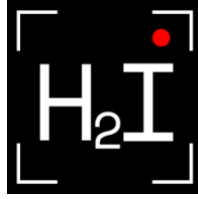


*H2I is How2**INFORM***



*Use **INFORM**  
to deconstruct online content*

**INFORM**

**I—Investigate & Identify**

Investigate the source.  
Identify the writer/author, website, & intended audience.

**N—Narrative & Tone**

Consider the narrator’s message and tone.  
Does it make sense & seem believable? Is it written to inform, entertain, or persuade?

**F—Fact or Fiction**

Find & verify facts. Do you have doubts about the claim?  
Are there grammatical errors and lots of punctuation????!!

**O—Opinion & Context**

Recognize opinion & bias.  
Could the message/meme be viewed as offensive?

**R—Reliable & Credible**

Confirm source (writer/author, website) is trustworthy.  
Verify name/organization, logo, & “About” info of their website.  
Confirm site is not “satirical” or “fantasy” news.  
Are claims believable? Are they supported by other credible sources?

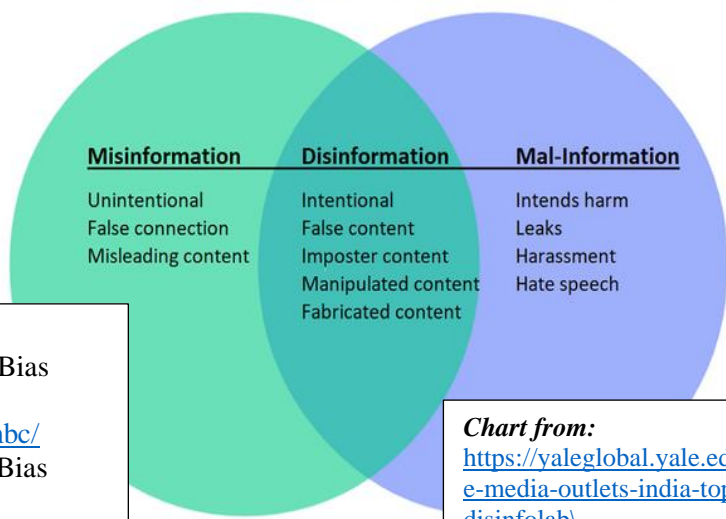
**M—Misleading or Manipulative**

Determine if the info is misleading or manipulative. Label it an example of misinformation, malinformation, or disinformation. Is it related to a conspiracy theory?

**Helpful tip:**  
For balanced news:  
<https://www.allsides.com/unbiased-balanced-news>

**Helpful tip:**  
Information may appear in many places online, but that doesn’t mean you can automatically believe it. Trusted sources fact-check reported information & can support their findings. Remain skeptical until you confirm news is true, especially before spreading it online.

**Categorizing Falsehoods in News**



**Helpful tip:**  
To check media bias, refer to the Media-Bias Chart 7.0 Static Version:  
<https://www.adfontesmedia.com/static-mbc/>  
For the interactive version of the Media-Bias Chart and more, register at:  
<https://www.adfontesmedia.com/interactive-media-bias-chart/>

**Chart from:**  
<https://yaleglobal.yale.edu/content/fake-media-outlets-india-topics-eu-disinfofab>