

H2I is How2INFORM



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

Misinformation is false information that has been disproven. The original author/creator may have genuinely believed the information and shared it with good intentions, but causes others to see it, believe it, and spread the false info even further. In some cases, significant harm occurs. On April 2, 2021, artist/rapper Earl Simmons, better known as DMX, suffered a heart attack. On April 8, 2021, Montrezl Harrell, an NBA player, shared the tweet shown below. Harrell's tweet linked another tweet shared earlier, which has since been deleted, by Karl-Anthony Towns, another NBA player, which indicated DMX died.

This misinformation caused rumors of DMX's death to spread so far, the topic trended on Twitter. DMX's manager, Adam Rifkin even had to make a public statement addressing the rumors while DMX was very ill. The situation made a very painful situation for DMX's family and friends that much worse. Though the original two tweets were spread by people that seemingly cared about DMX, the misinformation they spread caused harm to others.



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

I—The primary source here is Montrezl Harrell. Audience is Twitter users.

N—It seems believable DMX could have died since he had a heart attack on April 2, 2021.

F—AP, a reliable news source, reported DMX's passing on April 9, 2021. Before that, rumors were being spread of DMX's death without confirmation from news outlets.

O—Harrell seems emotional in the tweet.

R—Sources are celebrities, not a known credible news source. Claim is believable, but when tweets were sent, confirmation of DMX's death had not happened yet.

M—The info is misleading and an example of **misinformation**. In this case, it is an example of misinformation. It is not related to a conspiracy theory.

References

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- Landrum Jr., J. & Peltz, J. (9 April, 2021.) *Nothing less than a giant': Rapper-actor DMX dies at 50*. AP News. <https://apnews.com/article/dmx-earl-simmons-dead-a9151285bb3e6334154afe4773d8b74f>
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