

# HOW2 INFORM

H2i's step-by-step guide to combat misinformation

**I**

## IDENTIFY AND INVESTIGATE

Investigate source. Identify author, publisher, date of publication, website, URL, purpose of messaging, and intended audience.



**N**

## NARRATIVE AND TONE

What group, organization, or individual created the message? Why? What is the perspective and overall attitude? What is the message's purpose: to inform, entertain, or persuade?



**F**

## FACT OR FICTION

Identify and verify facts. Do claims seem logical and believable? Are they supported by other credible sources?



**O**

## OPINION AND CONTEXT

Recognize beliefs and bias. Is info presented in full or has it been edited? Have details been taken out of context? Is the messaging offensive to anyone? Does it target an individual or group?



**R**

## RELIABLE AND CREDIBLE

Is the source well-known and trustworthy? Recognize satire, fantasy, humor, etc. Spot URL identifiers. Confirm website ownership and safety.

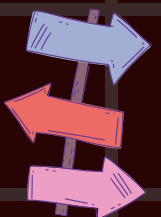


*honest*

**M**

## MISLEADING OR MANIPULATIVE

Has info been omitted or manipulated to promote certain ideas? Is a conclusion being pushed without presenting all the facts? Is it mis-, dis-, or malinformation? Is it a conspiracy theory?



## TIPS

Bad actors clone websites and create memes, posts, videos and more to deliberately mislead and harm audiences. **Claims may be unverifiable.** Author, publisher, date, time and other identifying factors may be missing. **Errors may be present.** Included images and/or other context could be from prior events to misrepresent current circumstances. **Websites may not have an "About Us" section or contact info.** Messaging may evoke strong reactions. **It may encourage/demand audience action.**