

# 10 TYPES OF MISLEADING NEWS

<b>Propaganda</b> 	<ul style="list-style-type: none"> <li>Adopted by governments, corporations, and non-profits to manage attitudes, values and knowledge</li> <li>Appeals to emotions</li> <li>Can be beneficial or harmful</li> </ul> 	<b>Partisan</b> 	<ul style="list-style-type: none"> <li>Ideological and includes interpretation of facts but may claim to be impartial.</li> <li>Privileges facts that conform to the narrative whilst forgoing others</li> <li>Emotional and passionate language</li> </ul> 	<b>IMPACT</b>  Neutral  Low  Medium  High  <b>MOTIVATION</b>  Money  Politics/Power  Humor/Fun  Passion  (Mis)information
<b>Clickbait</b> 	<ul style="list-style-type: none"> <li>Eye catching, sensational headlines designed to distract</li> <li>Often misleading and content may not reflect headline</li> <li>Drives ad revenue</li> </ul> 	<b>Conspiracy Theory</b> 	<ul style="list-style-type: none"> <li>Tries to explain simply complex realities as response to fear or uncertainty</li> <li>Not falsifiable and evidence that refutes the conspiracy is regarded as further proof of the conspiracy</li> <li>Reject experts and authority</li> </ul> 	
<b>Sponsored Content</b> 	<ul style="list-style-type: none"> <li>Advertising made to look like editorial</li> <li>Potential conflict of interest for genuine news organizations</li> <li>Consumers might not identify content as advertising if it is not clearly labeled</li> </ul> 	<b>Pseudoscience</b> 	<ul style="list-style-type: none"> <li>Purveyors of greenwashing, miracle cures, anti-vaccination and climate change denial.</li> <li>Misrepresents real scientific studies with exaggerated or false claims</li> <li>Often contradicts experts</li> </ul> 	
<b>Satire and Hoax</b> 	<ul style="list-style-type: none"> <li>Social commentary or humor</li> <li>Varies widely in quality and intended meaning may not be apparent</li> <li>Can embarrass people who confuse the content as true.</li> </ul> 	<b>Misinformation</b> 	<ul style="list-style-type: none"> <li>Includes a mix of factual, false, or partly-false content.</li> <li>Intention can be to inform but author may not be aware content is false</li> <li>False attributions, doctored content, and misleading headlines</li> </ul> 	
<b>Error</b> 	<ul style="list-style-type: none"> <li>Established news organizations sometimes make mistakes</li> <li>Mistakes can hurt the brand, offend, or results in litigation</li> <li>Reputable orgs publish apologies</li> </ul> 	<b>Disinformation/Bogus</b> 	<ul style="list-style-type: none"> <li>Entirely fabricated content spread intentionally to disinform</li> <li>Guerrilla marketing tactics; bots, comments, and counterfeit branding</li> <li>Motivated by ad revenue, political influence, or both</li> </ul> 	

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<b>False Attribution</b>	Authentic images, video, or quotes are attributed to the wrong events or person.	<b>Misleading</b>	Content does not represent what the headline and captions suggest.
<b>Counterfeit</b>	Website and Twitter accounts that pose as a well-known brand or person.	<b>Doctored Content</b>	Content, such as statistics, graphs, photos, and video have been modified or doctored.

*N.B. The impact and motivation assignments are not definitive and should just be used as a guide for discussion.*