The spectrum of Misleading News*
(*Spoiler alert: it's much more than "Fake News!")
How many of these do you recognize?

Type	Description	Impact
PROPAGANDA *fueled by passion or politics/power*	• used by governments, corporations, & non-profits to manage attitudes, values and knowledge • appeals to emotions • can be either beneficial or harmful	NEUTRAL
CLICKBAIT *motivated by ad revenue or to spoof*	• eye-catching, sensational headlines designed to distract • often misleading, and content may not reflect headline claims	
SPONSORED CONTENT *motivated by ad revenue*	• advertising made to look like editorial content • potential conflict of interest for genuine news organizations • consumers may not recognize it as advertising	LOWER IMPACT LEVELS
SATIRE / HOAX *intended as humor/fun*	• social commentary or humor • varies widely in quality; intended meaning may not be apparent • can be embarrassing if people believe it as true	
ERROR *intended to (mis)inform*	• legitimate news organizations sometimes make mistakes • mistakes can be harmful or result in litigation • reputable organizations publish apologies	
PARTISAN *motivated by passion or politics/power*	• interprets facts while claiming to be impartial • selects facts that fit with their view, while avoiding other viewpoints • uses emotional and passionate language	MEDIUM
CONSPIRACY THEORY *powered by passion, intended to (mis)inform*	• rejects experts and authority • uses fear and uncertainty to explain realities • lack of evidence that refutes the conspiracy is used to "prove" the conspiracy	HIGHEST LEVELS OF HARMFUL IMPACT
PSEUDOSCIENCE *motivated by money or politics/power*	• misrepresents real scientific studies with exaggerated or false claims • often contradicts experts • examples: miracle cures, anti-vaccination	
MISINFORMATION *intended to (mis)inform*	• mix of factual, false, or partly-false content • author may not be aware the content is false • false attributions, doctored content, and misleading headlines	
BOGUS / FAKE *motivated by political influence or ad revenue*	• entirely fabricated content spread intentionally to disinform • guerrilla marketing tactics; bots, comments, and counterfeit branding	

✓ Check for yourself! Verify the content with other sites, or fact-checking websites. Verify the source. Has the real photo or story been modified?

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You know us. You trust us. We're accountable.
And, if we do make an error, we own up to it.

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