

InfoZones & Misinformation

INFORMATION CATEGORIES & TYPES OF MISINFORMATION



INFOZONES

Identify and define the 6 Infozones

Identify and define the 6 Infozones.



MISINFORMATION TYPES

Identify and define the 5 types of Misinformation.

STEPS TO AVOID MISINFORMATION & FAKE NEWS

How can you avoid misinformation?
Minimum of 3

SUMMARY



Summarize why media literacy is important (1--2 sentences). What can you do to avoid misinformation? (1-2 sentences with SPECIFIC examples)

SOURCES:

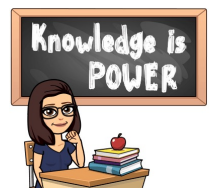
Potts, Traci. "Infozones." Checkology, The News Literacy Project
Wardle, Claire. "Misinformation." Checkology, The News Literacy Project

Using the Information you have taken notes on in Checkology's InfoZone and Misinformation lessons and create a Media Literacy infographic. You may wish to use two pages on the Canva infographic template- one for the InfoZones and a second for the remaining items. Showcase the media literacy information you learned about in Checkology in an infographic format. Use [Canva](https://www.canva.com/).

1. Make sure you include a relevant and engaging visual for each category. Be sure to use Fair Use images and icons! [Flat Icon](https://www.flaticon.com/)
2. Cover all the categories of InfoZones and Misinformation topics from Checkology on your infographic.
3. For each section make sure to identify the category and describe it.
4. You should include an example for at least three categories for InfoZones AND Misinformation. (6 minimum)
5. At the bottom of your infographic make sure to include a summary of why media literacy is important AND what steps can you do to avoid fake news/misinformation. *steps = multiple*
6. At the bottom of your infographic make sure to include a reference/citation for Checkology as the source.

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Potts, Tracie, "Infozones," Checkology: The News Literacy Project, Sept. 2018, checkology.org/.

INFOZONES

by Sydney F. and Hadley H.

ASK YOURSELF, "WHAT IS THE PRIMARY PURPOSE?"

there are **SIX** primary purposes

- 1. UNVERIFIED**
Has not been checked for accuracy by an editor or expert
- 2. SELL**
It is occasionally disguised, the goal is to sell a product or service
- 3. PERSUADE**
To convince someone to adopt a specific POV
- 4. ENTERTAIN**
To make you laugh or draw you into a story
- 5. PROVOKE**
Seeks a strong emotional reaction, makes it difficult to think clear by using false or distorted information
- 6. DOCUMENT**
To create a record that can be used later, raw and unedited
- 7. INFORM**
To inform you about what's going on, help you keep up, not convince you, not to sell, not to persuade

THE SIX INFOZONES

Entertainment
Opinion
Advertising
News
Raw information
Propaganda

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Fake News

Misinformation:

Satire
Uses humor/exaggeration to critique/mock a person, organization, or policy.

False Context
Takes an image, quote or other piece of content and puts it into a new, false context to change its meaning.

Imposter content
A well known name, brand, or logo to fool people into believing that it is authentic content.

Manipulated content
Something is altered from the original, such as images that have had content added or removed using photo editing tools.

Fabricated content
Entirely made up and designed to deceive you into thinking that it's real.

Why care?

- Rumors can lead to violent protests
- Something that starts online can lead to devastation consequences
- People develop incorrect Understandings of what is occurring in the world

Disinformation:

Information created with the intention to cause harm in one way or another

Examples

- To influence people to vote a certain way
- To start confusion
- To cause people to stop believing information is true

Wardle, Claire, "Misinformation," Checkology: The News Literacy Project, Sept. 2018, checkology.org/.

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Olivia

FAKE NEWS

SATIRE
Satire is use of humor or exaggeration to critique or mock a person, organization or policy

FALSE CONTEXT
False Context is misinformation that takes and image, quote or other piece of content and puts it into a new false context to change its meaning

Imposter Content
Uses a well known name, brand or logo to fool people into believing that it is authentic content.

Manipulated Content
misinformation in which something is altered from the original, such as images that have had content added or removed using photo editing tools.

Fabricated content
misinformation that is entirely made up and designed to deceive you into thinking that it's real.

Why it's used

- Can be used to gain followers
- Get people talking about a certain subject
- Shared as a joke
- By mistake

Where it's used

- social media
- news
- television
- music

Disinformation

- Created with the intention of causing harm
- Usually created to target specific groups of people to achieve a certain goal

Examples

- influence people to vote
- cause anger in certain groups of people
- Cause people to change their views on a subject

How fake news lost it's meaning

"Fake news" was being used in the media by politicians to explain news they didn't like or agree with. "Fake news" quickly lost its meaning

Fake News!

by:Angelina & Elise

- 1) carefully look at what you're reading and if you can't seem to tell if it's real or not, do some research on the topic.
- 2) Learn how to identify the types of fake news.
- 3) Look for the authors name/ check to see who posted or wrote the article.
- 4) Are there any errors in what was posted for example errors in spelling
- 5) How believable is the story.
- 6) See if the title and the article are even similar.
- 7) See if you can find a similar article relating to the same thing on the internet
- 8) Check to see if other stories posted by the same person are unrealistic
- 9) Is the story to funny or to interesting
- 10) Does the website have an odd domain name.

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