Authoritative (Corroborated/Confirmed/Verified) News vs. Fake News

Basic questions to consider whenever you encounter a piece of media:

- Who made this?
  - An expert or not?
  - Member of a biased organization?
- Who is the target audience?
- Who paid for this? Or, who gets paid if you click on this ("clickbait")?
- Who might benefit from or be harmed by this message?
- What is left out of this message that might be important?
- Is this credible (and what makes you think that)?

A few things to watch for:

- Check multiple sources to see if they are reporting the story the same way. If it's not the same, it doesn't mean it's not true, but it does mean you should dig deeper.
- Check your emotions. Clickbait and fake news strive for extreme reactions. If the news you're reading makes you really angry or simply confirms your own beliefs without presenting another side ("confirmation bias"), it could be a sign that you're being played. Check multiple sources before trusting.
- Check Snopes, Wikipedia, and Google (look at multiple sites and apply the criteria listed above) before trusting or sharing news that seems too good (or bad) to be true.
- Look for unusual URLs, including those that end with "lo" or ".com.co" -- these are often trying to appear like legitimate news sites, but they aren't.
- Look for signs of low quality, such as words in all caps, headlines with glaring grammatical errors, bold claims with no sources, and sensationalist images (women in bikinis are popular clickbait on fake news sites). These are clues that you should be skeptical of the source.
- Check a site's "About Us" section. Find out who supports the site or who is associated with it. If this information doesn't exist -- and if the site requires that you register before you can learn anything about its backers -- you have to wonder why they aren't being transparent.

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based on How to Spot Fake News by Sierra Filucci