



# Tips for recognising misinformation and false content

How can you verify whether something you read is real?



Check who the author is and whether they are reliable.



Check the full content of the text.



Check (with a critical eye) where the text comes from.



Check where the photos and videos come from.

**Look closely at the web address (URL).** A deceptive website often has an address that looks similar to that of a legitimate website, but with small differences that may not immediately be noticeable.

**Look closely at the photos.** Does the text contain altered images or videos? Dubious texts sometimes also use real photos out of context. You can use a search engine to establish when the photo was first used.

**Verify the source.** Find out who wrote the article, report or post. Are they known as a credible, accurate source? Is this a topic they usually write about?

**Look for other confirmation.** The more reliable new sources there are reporting on a story, the more likely it is to be real. If you can't find any other reports that confirm the story, that could be a sign it's not true.

**Verify the references.** Does the text refer to separate studies or reports, for instance? A lack of evidence or an over-reliance on anonymous experts could be a sign that the text is not legitimate.

**Be wary of headlines.** Texts containing misinformation or false content often have headlines written in all caps and containing exclamation marks. If it sounds sensational and or unbelievable, that's probably a good reason to be sceptical.