



FAKE NEWS, REAL CONSEQUENCES

INTENTIONALLY FALSE ALTERNATIVE FACTS

By DARREN CHASE, DANA HAUGH
& VICTORIA PILATO

Are you concerned with the increase in fake news and misinformation? As a producer and consumer of information, you *can* make a difference. Here are 6 ways you can make a difference NOW by evaluating and engaging.

Despite numerous scientific studies showing no link between vaccinations and autism, fake news reports continue to claim that there is a connection.

1. **Think before you share.** Read the entire piece, not just the headline, before you decide whether or not to share.

2. **Verify an unlikely story.** Check to see if other reliable news sources are reporting the same story. Snopes and Politifact can also be useful in determining the veracity of a claim or story.

- Snopes (<http://www.snopes.com/>)
- PolitiFact: Fact-checking US politics (<http://www.politifact.com/>)

3. **Install a browser extension** that identifies stories from sites that produce clickbait, fake news, and other suspect stories.

- B.S. Detector (<http://bsdetecter.tech/>)

4. **Help debunk fake news.**

- Join the Digital Polarization Initiative (<http://digipo.io/doku.php?id=start>)
- Report fake news on Facebook (<https://newsroom.fb.com/news/2016/12/news-feed-fyi-addressing-hoaxes-and-fake-news/>)

5. **Rethink your news diet.** Expand your information network to include diverse perspectives from quality sources.

6. **Think critically about your sources.** While technology can be useful in identifying fake news and misinformation, you shouldn't rely solely on online tools. These tools can still fall victim to human error and bias.