

 MediaLiteracyCouncilSG
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SG:D | GET READY!

BE SMART

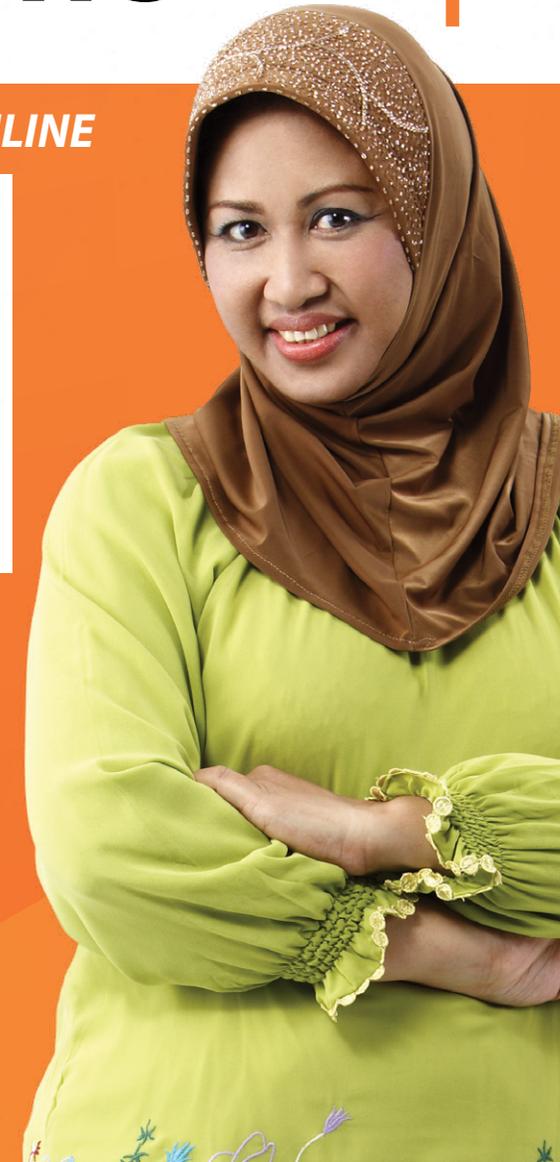
SIGNS OF FAKE NEWS



DO WHAT'S RIGHT ONLINE

-  **QUESTION**
the source
-  **VERIFY**
the information
-  **CHECK**
with experts

 **CHECK
Please!**
Be Safe. Be Smart. Be Kind.



Before we trust or click, **CHECK PLEASE!**

Look out for these signs, and you will be better at identifying fake news online when you come across it.

01 POOR WRITING

Many fake news sites and articles are riddled with poor spelling or grammatical errors. Look out for these not just in the main content of the article but also in the other pages of the site, particularly the 'About Us' or 'Contact Us' pages.

02 CLICKBAIT

If the headline has words like 'Amazing' or 'Unbelievable' and extreme images that immediately draw your attention, it is best not to click on the page. Clickbait is used to get more people to click on a story to gain advertising revenue. The link likely leads to suspicious content, like surveys, automatic downloads or content that does not fit the headline.

03 BAD PHOTOS

A fair news writer would not choose unflattering or ugly pictures of someone to get their point across, like someone sneezing or eating. Instead, they would try to use images that best captured the topic of the article. If you see photos like this attached to a story, check if the writer has other articles with biased points of view.

04 UNKNOWN AUTHORS

Occasionally, articles do not make it clear who the author is to protect their identity, especially if they are revealing confidential information. However, this is quite rare and most articles with unclear or unknown sources are fake news. Real news writers would openly state their name so that you can check their credentials and previous articles.

05 SPONSORED CONTENT

Sponsored content increasingly looks exactly like non-sponsored content on news sites and social media feeds, except that it is paid for by an advertiser. All content that is paid for is biased as it is trying to sell you something. Look out for the phrases "sponsored" or "paid for by" on the page.

06 VIRAL VIDEOS

Not all viral videos are fake, but many that become popular online are very misleading. They are posted without the full context and lead people to form the wrong conclusions. Many viral videos are often also sponsored for advertising purposes by companies.

