BE SMART

TYPES 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!

Understand what fake news really means, and the different types you might find online.

01

SATIRE

Satire is writing that uses humour or exaggeration to make fun of hot-topic issues. Although it is usually very obvious that this type of writing is not meant to be taken seriously, some people may still be fooled – especially if they are unfamiliar with the site.

02

MISLEADING CONTENT

Writers can sometimes use real information to make an issue or a person seem different from what they really are. For example, an article might claim, "All teachers receiving $1000 bonus," even if the quote is from someone who doesn't have the right or ability to make that claim happen.

03

FALSE CONNECTION

False connections happen when a headline or caption leads you to believe something that is different from the actual content of the writing. For example, an article might say, "10 Celebrities Who Died This Year," and purposefully put a photo of someone alive. Online sites often make use of false connections to lure more people into clicking an article to gain profit.

04

FALSE CONTEXT

Quotes by people are often used entirely without, or with deliberately false, information about the context in which it was made. For example, if a critic wrote, "It is amazing how terrible this film was," the movie's publicity team might just put "Amazing" on their posters.

05

IMPOSTER CONTENT

This type of content is most often used in Singapore to scam people, like when sites pretend to be official government sites to get people's NRIC number or credit card details. Popular news agencies can also be impersonated, with the only difference being small changes in the URL of the page.

06

MANIPULATED CONTENT

Written content can be manipulated but this is increasingly happening with photos and videos. Real images of people or places can be altered, like pictures of buildings collapsing when they did not, and videos can be convincingly faked to look like the real thing.

07

FALSEHOODS

This is what most people mean when they say 'fake news' – content that is completely untrue and created to trick people. False content is particularly harmful because people tend to believe the things they read a lot, especially if it is their first time learning about it.