E.S.C.A.P.E.
Junk News

6 Ways to Evaluate Information

EVIDENCE
Do the facts hold up? Look for information you can verify.
- Names
- Numbers
- Places
- Documents

SOURCE
Who made this, and can I trust them? Trace who has touched the story.
- Authors
- Publishers
- Funders
- Aggregators
- Social media users

CONTEXT
What’s the big picture? Consider if this is the whole story and weigh other forces surrounding it.
- Current events
- Cultural trends
- Political goals
- Financial pressures

AUDIENCE
Who is the intended audience? Look for attempts to appeal to specific groups or types of people.
- Image choices
- Presentation techniques
- Language
- Content

PURPOSE
Why was this made? Look for clues to the motivation.
- The publisher’s mission
- Persuasive language or images
- Manipulating tactics
- Stated or unstated agendas
- Calls to action

EXECUTION
How is this information presented? Consider how the way it’s made affects the impact.
- Style
- Grammar
- Tone
- Image choices
- Placement and layout

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