

# EXPLORE THE INFORMATION UNIVERSE

## REPORTS

**PURPOSE:** To inform

**LOOK FOR:** Facts; citations of credible sources; clear byline and publisher info; objective language and conclusions

## Opinion

**PURPOSE:** To share a perspective or persuade you

**LOOK FOR:** First-person language; arguments; calls for action; labels such as editorial, perspective, commentary or column

## INFO-TAINMENT

**PURPOSE:** To bring you enjoyment or hold your attention

**LOOK FOR:** Style over substance; casual language; humor; dramatizations; disclaimers like "based on a true story"

# The Spark

Events and ideas spark records and reactions, which are then gathered and shaped into six types of content with distinct purposes.

## FAKES & SCAMS

**PURPOSE:** To entertain you, trick you, influence you or rip you off

**LOOK FOR:** Shocking or hard-to-believe content; pushy requests; unconfirmable details; labels such as satire or parody

## PROPAGANDA

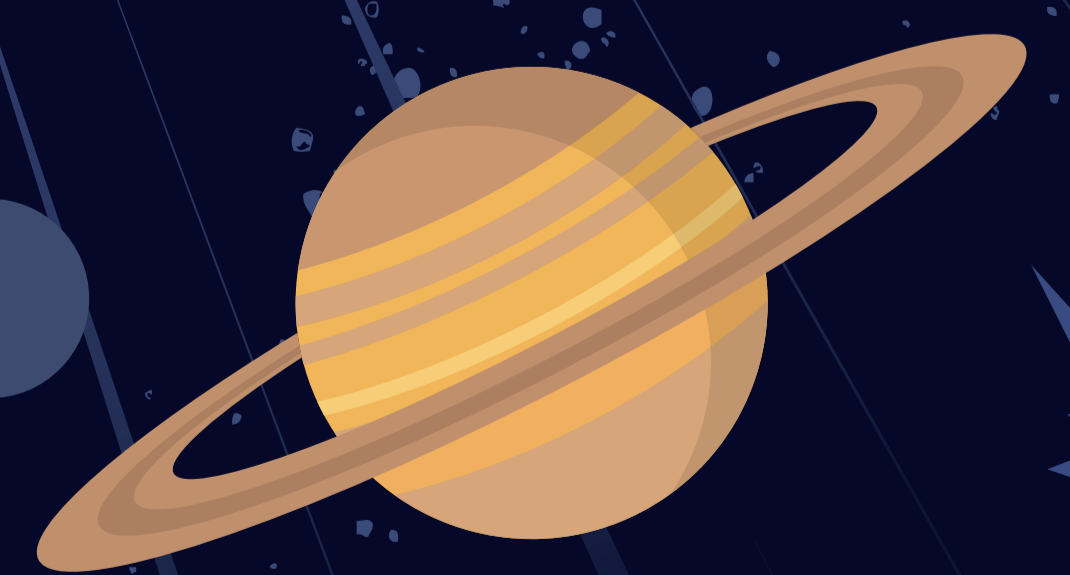
**PURPOSE:** To manipulate what you think and do

**LOOK FOR:** Emotional appeals; simplification; exploitation of weakness; exaggeration; dividing "us" and "them"

## Marketing

**PURPOSE:** To sell you a product, literally or metaphorically

**LOOK FOR:** A call to buy, support, like or subscribe; labels such as #ad, paid post, featured partner, or sponsored content



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