GET SMART WITH SHERLOCK

WHAT IS FAKE NEWS?

PART

01

HEY!

Did you recently hear about the building that collapsed on Orchard Road? Yes? Well, here's my advice:

DON'T SHARE THE NEWS WITH ANYONE, AND DON'T POST IT ONLINE!

> ➦ *Forwarded*
> Slab collapsed.. Sunray site at Orchard besides Heeren.
> 4.50 PM

> ➦ *Forwarded*

News about a 'building collapse' circulated on WhatsApp in August 2018 (Image credit: STOMP)

HI, I'M SHERLOCK, your friendly neighbourhood detective. I'm here to unlock the dangers of fake news and help you identify them. But first, here's a question for you:

WHAT IS FAKE NEWS?

> False and often sensational information disseminated under the guise of news reporting.

Here are some of the key features of fake news:

- **FAKE NEWS CONTAINS FALSE INFORMATION**
- **FAKE NEWS CAN BE DELIBERATELY CREATED TO TRICK THE READER**
- **FAKE NEWS CAN BE MOTIVATED BY ECONOMIC GAINS OR POLITICAL INFLUENCE**
- **FAKE NEWS CAN HIDE BEHIND THE MASK OF A TRUSTED NEWS SOURCE**

Remember, an article does not need all four features to qualify as fake news. Now we know what fake news is, here are the ways it takes shape:

1. FALSE CONTEXT

2. IMPOSTER CONTENT

3. MANIPULATED CONTENT

4. MISLEADING CONTENT

5. CLICKBAIT

6. SATIRE

1. FALSE CONTEXT

Quotes used entirely without, or with deliberately false, information about the context in which it was said.

For example, if a politician says, "Having more cars will ease congestion when used on a ride-sharing basis," a car manufacturer might use just the first half of the quote for publicity - misrepresenting the original point.

2. IMPOSTER CONTENT

A common scam tactic where fake websites of news or government agencies are used to share news or steal private information.

www.myhealth.goov

www.myhealth.gov.sg

NRIC:

Credit Card:

SUBMIT

Hover over a link before clicking it to check the URL of the site (the site's address) - does it have an extra 's' or 'o' somewhere?

3. MANIPULATED CONTENT

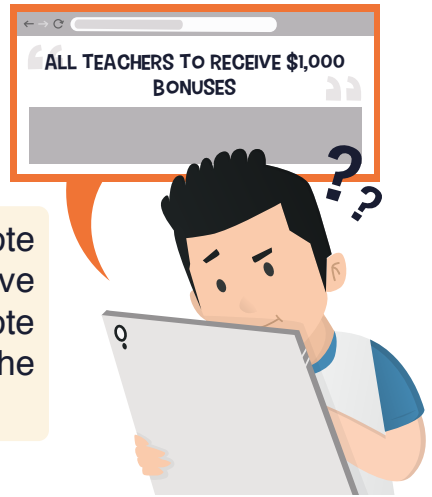Photos or videos can be altered to trick viewers into believing something untrue.

For example, a picture of Punggol Waterway Terraces was altered to look like the building had collapsed. The Singapore Police Force and the Singapore Civil Defence Force had to investigate the situation, which turned out to be a hoax.

FAKE NEWS

4. MISLEADING CONTENT

This involves using real information to create a false story about an issue or person.

> **ALL TEACHERS TO RECEIVE $1,000 BONUSES**

For example, an article might quote someone saying, "All teachers to receive $1,000 bonuses," even though the quote is by someone who doesn't have the right to make that choice.

5. CLICKBAIT

Misleading headlines or captions that encourage you to read an article.

10 Celebrities Who Died This Year

1000   19 COMMENTS   38 SHARES   18K VIEWS

LIKE   COMMENT   SHARE

For example, an article might have the title, "10 Celebrities Who Died This Year," and use a photo of someone alive to make you curious.

6. SATIRE

Satire uses humour or exaggeration to make fun of hot-topic issues, which may fool people unfamiliar with the website, or event mentioned.

HMM..

4

Great! This case has explained the meaning of fake news and the forms it can take:

1. FALSE CONTEXT

Quotes used without, or with deliberately false, information about the context in which it was shared.

2. IMPOSTER CONTENT

A common scam tactic where fake sites of news or government agencies are used to share the news or steal private information.

3. MANIPULATED CONTENT

Photos or videos that are altered to trick viewers into believing something untrue.

4. MISLEADING CONTENT

Misleading headlines or images that encourage you to read an article.

5. CLICKBAIT

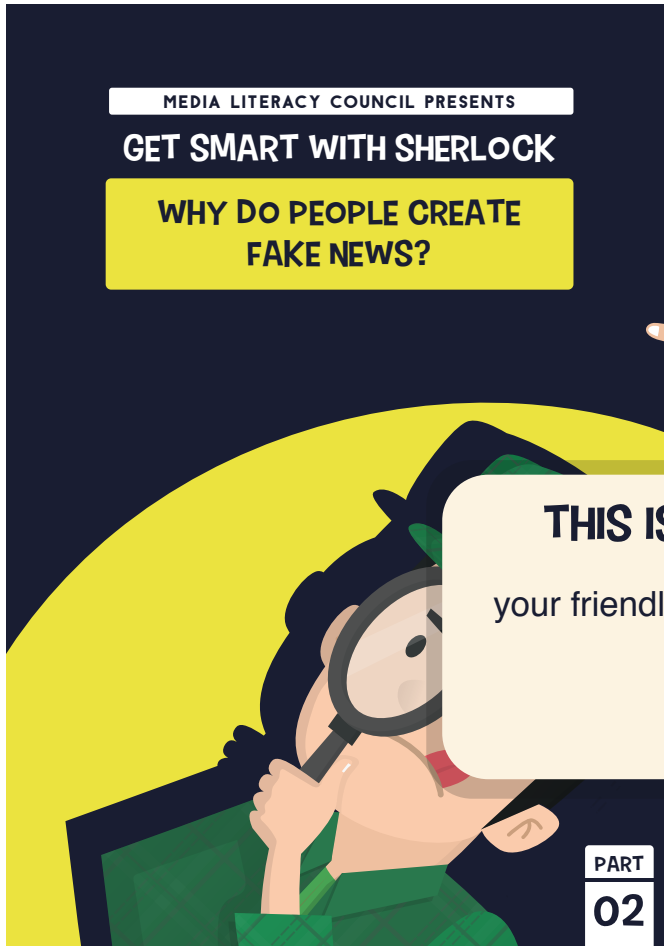Uses real information to create a false story about an issue or person.

6. SATIRE

Uses humour or exaggeration to make fun of hot-topic issues.

Now that we have learnt more about fake news, hopefully we will be able to spot it better in the future! Do you think you can spot all six types on the news or your social media feed?

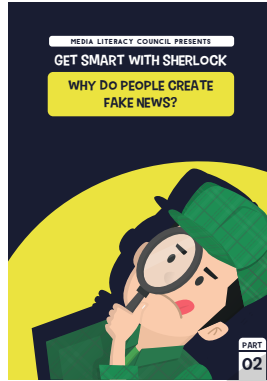## WHAT'S NEXT: WHY PEOPLE CREATE FAKE NEWS

MEDIA LITERACY COUNCIL PRESENTS

GET SMART WITH SHERLOCK

WHY DO PEOPLE CREATE FAKE NEWS?

THIS IS SHERLOCK,

your friendly neighbourhood detective,

Signing off!

PART
02

FOLLOW

SHERLOCK

ON HIS NEXT CASE!

WE ARE HERE!

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