CRAIG SILVERMAN’S
SIX STEPS TO SPOT FAKE NEWS AND OTHER MISINFORMATION

1. CHECK THE URL
   Ask yourself: Where is this story from?
   • If you’re on social media, look below the headline of the post to see the address of the website the piece of information comes from. In your browser, look at the full URL (web address) in the address bar.
   • If the source of the information or the URL is strange or unfamiliar, stop right there — and search for the same story to find a source you trust.
   • If the story doesn’t appear anywhere else, that’s a big red flag.

2. READ THE “ABOUT” PAGE
   Is it clear who is running the site? Does the page indicate anywhere that its contents are satire or full of fake news?
   • If a website does not have an “About” page or any other section telling you exactly who is running the website, be wary.

3. VERIFY KEY QUOTES
   If the story has a quote from someone prominent, or from an official such as a police officer, copy and paste that quote into a search engine.
   • Fake news often relies on made-up quotes to make a story seem real.
   • If you search for a quote and no reputable media outlet has it, that could mean it’s not a real quote.

4. CHECK THE LINKS
   Click on the links in the story. If there are no links or no recognizable sources, watch out!
   • Are the claims supported with evidence?
   • Does the piece refer to other media coverage but not link to it?
   • Do any claims cite a source, but link only to a homepage instead of to a supporting piece of information?

5. TRY TO FIND IMAGES ELSEWHERE
   Do a reverse image search on photos or other art in the story to see where else they appear and if other sites say the same thing about what the images show.
   • Creators of misinformation often take photos from real news stories or elsewhere and make up a story around them.

6. SLOW DOWN
   If the story seems too perfect or too good to be true, or if it gives you a strong emotional reaction (outrage or anger, for example), slow down for a moment and check it out.
   • Remember that viral rumors often spread by causing a strong emotional reaction that causes our personal biases to take over and leads us to share quickly.
   • Taking a breath and keeping an open (but skeptical!) mind will never steer you wrong.

NLP adapted this from “These 6 Easy Steps Will Help You Spot Fake News Every Time” by Craig Silverman, published by BuzzFeed News on Dec. 16, 2016 for our Virtual Visit held with him on March 22, 2017.
Based on this evaluation, I have determined that this piece of information IS NOT credible because

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