Fake news is generally created to encourage people to click on a link, buy something or to support a point of view – sometimes it can even be a mistake.

1in2

Kiwis can spot fake news

Think you can tell what's real and what's not?

Combat fake news

Help minimise the spread of misinformation by reporting fake accounts, pages or domains on the social media's Help Centre that you're using.

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TIPS for spotting fake news

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How to spot fake news

That's incredible, but is it credible?

Fake news is information that is either totally or in part factually inaccurate. It can appear anywhere and be created by anyone.

Spotting fake news is not easy and these days it's spreading more than ever - a third of Kiwis have accidentally shared it online and 50% are concerned about mistakenly spreading it. Use these tricks to work out what's real and what's not.

1 Understand the context

Information is presented to you everywhere. Check where the original story appeared and who is promoting it. Find out if the source is credible before sharing it.

2 Compare other sources

Every news source has its limitations. When news is important, it's hard to contain. If you can only find it in one place, you should be cautious. Check the differences between similar reports to understand the facts before sharing it.

3 Understand the subtlety

Sometimes real information can be distorted to become fake news. Be especially wary of image or video descriptions that might be misrepresenting what is happening in them.

4 Check the facts

Fake news often contains incorrect details, unreliable sources or altered timelines. You can often research and cross reference key facts with a simple web search.

5 Know your biases

We quickly and subconsciously accept news that aligns with our beliefs and negatively react to information that is different. It's important to take time and reflect on how news is making you feel before reacting or sharing.

Types of fake news

Clickbait

These articles use words and phrases that sensationalise a story to reel in the clicks and generate attention.

Satire

Some sites and social media accounts are specifically designed for entertainment and parody purposes.

Incorrect facts

Incorrect details are often a giveaway. Misinformation such as altered timelines, incorrect place names or unreliable sources can easily mislead and trick readers.

Commercial agenda

Examine the article to see if it's clearly 'sponsored'. If you find anything that resembles an advertisement, it's probably trying to get you to open your wallet

Manufactured photos

As the old saying goes, a picture's worth a thousand words. That's why you'll often find digitally altered images on fake news articles that are intentionally designed to deceive readers.

Unconscious bias

We're hardwired to believe news that affirms our beliefs and discredits information that doesn't. It means you may see fake news because of the things you like.

Get more useful information at netsafe.org.nz