



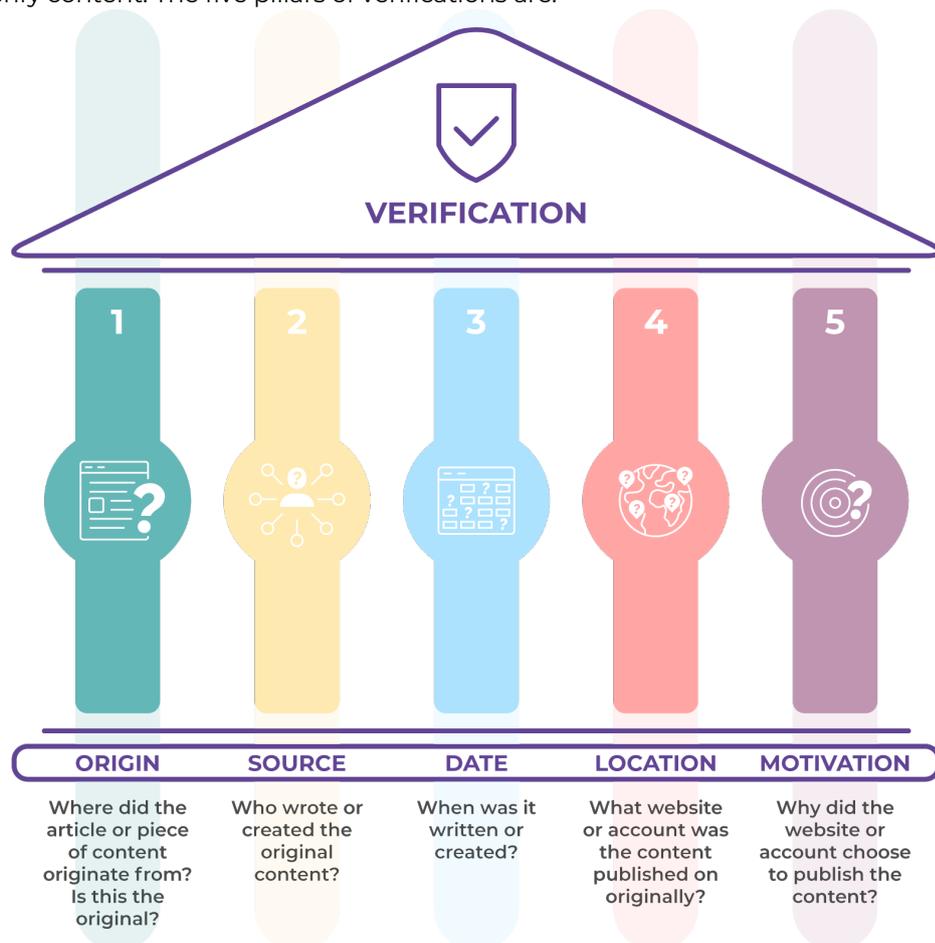
THE VERIFICATION GUIDE

1. HOW TO SPOT FAKE OR UNRELIABLE CLAIMS

1. **Clickbait headlines:** As headlines are designed to tempt readers into clicking on them, research can often be simplified and potentially even misrepresented.
2. **Conflicts of interest:** Companies may be hiring scientists to publish research that is specifically beneficial to them, often for personal or financial gain.
3. **Correlation and causation:** There is no proven correlation between 5G and COVID-19, despite the virus beginning in Wuhan, where 5G was being tested. Be wary of other conspiracies such as this that confuse correlation and causation.
4. **Issues with samples and test size:** Small sample sizes or unrepresentative samples, and no control group or blind test can provide problematic results in trials.
5. **Cherry picking data:** When only the data that supports the conclusion is selected, results could be skewed and inconsistent
6. **Misconstrued results:** Much like with clickbait headlines, articles may provide misconstrued or misunderstood results in order to create an enticing story.
7. **Unsubstantiated conclusions:** Be wary of conclusions framed by speculative language that require further evidence to be proven.
8. **Lack of peer review:** With no peer review, scientific articles are far less reputable and may not be reliable.

2. THE 5 PILLARS OF VERIFICATION

If you want your content to be as accurate and as persuasive as possible, it's a good idea to learn how to verify content. The five pillars of verifications are:



Origin

If you are trying to find the first version of a meme or suspicious claim, before it made it into the mainstream, it is sometimes worth searching in these spaces:

- › Check [Reddit](#) via the native search bar or [4chansearch.com](#), which allows you to search 4chan and 4chan archive sites or [Gab.com](#) where many users who have been suspended have migrated.
- › Discord channels, Facebook groups and WhatsApp groups are more difficult to find and search but may be worth the effort for deeper dives.
- › Contact: contact the writer of the post/tweet/article, either by calling or private messaging them. Ask them questions: if they are not genuine, they may be vague about the facts.
- › Permission: if the person who posted does not have the right to let you use the content you are enquiring about; they will not be keen to undergo formal permissions.

Date

Finding the correct date for when the content was written or created can help in identifying the reliability, truthfulness and correctness of the content.

Location

Finding where the content was originally posted is also important in order to identify how reliable the content is.

Motivation

You can also ask yourself why the information was shared:

- › Is it clear that the authors wanted to sell the audience something?
- › Inform them?
- › Entertain them?
- › Persuade them of a point of view?
- › Teach them?
- › Is the information presented impartially and objectively?
- › Are there obvious biases: political, religious, institutional?
- › All of these questions should help you judge how to deal with the information.

3. VERIFYING IMAGES

Ten things to consider when verifying photos and images:

1. Can you find when the picture was first used?
2. What is the context the picture was used in?
3. Who is in the picture? Do they fit in? What clothes are they wearing? Is it the right style for the country the picture was allegedly taken in?
4. What is the weather like in the photo? If the photo is recent, is it the right season for that country?
5. Look at any writing in the photo, like road signs and shopfronts. Is it in the correct language?
6. Check for inconsistent lighting or slight variations in light or colour in the photo. If some objects seem brighter or duller than others, there is a chance they could have been added or digitally manipulated.
7. If there are distortions along the edges of people or objects, the picture has probably been poorly manipulated.
8. Check, check and check again, before you tweet or post.
9. If someone posts something that is old or “fake”, politely let them know.
10. Be part of the solution! Follow these tips so you do not contribute to “fake” news.