ANNEX 2

Fake news

Fake news consist of deliberate misinformation or hoaxes spread via the traditional print, broadcasting news media, or via Internet-based social media. Fake news is written and published with the intent to mislead in order to gain financially or politically, often with sensationalist, exaggerated, or patently false headlines that grab attention.

Claire Wardle of First Draft News identifies seven types of fake news:

- satire or parody ("no intention to cause harm but has potential to fool")

- false connection ("when headlines, visuals of captions don't support the content")

- misleading content ("misleading use of information to frame an issue or an individual")

- false content ("when genuine content is shared with false contextual information")

- imposter content ("when genuine sources are impersonated" with false, made-up sources)

- manipulated content ("when genuine information or imagery is manipulated to deceive", as with a "doctored" photo)

- fabricated content ("new content is 100% false, designed to deceive and do harm")