E.S.C.A.P.E.
JUNK NEWS

6 WAYS TO EVALUATE INFORMATION

EVIDENCE
DO THE FACTS HOLD UP?
Look for information you can verify.
• Names
• Numbers
• Places
• Documents

SOURCE
WHO MADE THIS, AND CAN I TRUST THEM?
Trace who has touched the story.
• Authors
• Publishers
• Funders
• Aggregators
• Social media users

CONTEXT
WHAT’S THE BIG PICTURE?
Consider if this is the whole story and weigh other forces surrounding it.
• Current events
• Cultural trends
• Political goals
• Financial pressures

AUDIENCE
WHO IS THE INTENDED AUDIENCE?
Look for attempts to appeal to specific groups or types of people.
• Image choices
• Presentation techniques
• Language
• Content

PURPOSE
WHY WAS THIS MADE?
Look for clues to the motivation.
• The publisher’s mission
• Persuasive language or images
• Moneymaking tactics
• Stated or unstated agendas
• Calls to action

EXECUTION
HOW IS THIS INFORMATION PRESENTED?
Consider how the way it’s made affects the impact.
• Style
• Grammar
• Tone
• Image choices
• Placement and layout