



IS THIS STORY SHARE-WORTHY?

The First Amendment protects the right to report and publish information, but not every story is worth your text, tweet or share. This chart can help you find the good stuff and get rid of the garbage.

NEED HELP?

IS IT REAL?

Does the **EVIDENCE** hold up? Is the **SOURCE** legitimate? Run a search for the source name and key facts, people or images from the story to weed out the fakes.

IS IT WELL-MADE?

Are you impressed by the **EXECUTION**? A well-made story starts with solid facts. It should be calm, clear and neat, not a train wreck of exaggerated emotion (like **ALL CAPS WORDS!!!!**) and sloppy mistakes.

IS IT NEWS OR OPINION?

What is the **PURPOSE**? News mainly explains what is happening. Opinion takes a stance to judge or make an argument about it. First-person voice or words like "perspective" and "editorial" are often tipoffs it is opinion.

IS IT SUPPORTED BY FACTS?

Is there good **EVIDENCE**? Look for statistics, studies, historical examples, primary sources, expert analysis or other signs that the writer has done their homework and can back up their argument.

IS IT BIASED?

Does the **EVIDENCE** show you the big picture? Biased stories may leave out key facts, so you only see one side of an issue. They may also exaggerate or downplay the importance of the story in the **CONTEXT** of other news.

IS THE BIAS OPEN OR SNEAKY?

Does the **EXECUTION** clearly aim for a specific **AUDIENCE**? News with an open bias often uses partisan labels in its titles (like "Left-Wing News") or declares support for partisan missions (like "help Republicans get elected"). News with a sneaky bias pretends it isn't biased at all.

DOES IT ENTERTAIN AND/OR RAISE AWARENESS?

What is this story's **PURPOSE**? Weigh whether the story was created for darker reasons, like causing destruction, scamming people for profit, or unfairly hurting someone or something.



DEFINITELY SHARE-WORTHY

This is real, solid information. It may not be all sunshine and rainbows, and you may not like what it has to say, but it's backed up with facts to provide plenty of food for thought. It doesn't have the shock value of a crazy fake news story or the viral potential of an angry rant, but what it lacks in sparkly distractions it makes up for with reliability and real-world implications.

MAYBE SHARE-WORTHY

It all depends on how you do it. These stories can be perfect for getting insight into how other people think or starting a productive debate, but only if you stay aware of the risks. Take a minute to foresee the possible consequences of your actions and choose your words wisely to steer clear of troll bait or flame wars. Look for a way to stir the pot without making it boil over.

PROBABLY NOT SHARE-WORTHY

Marred by hidden agendas and bad intentions, these stories can fuel destruction and chaos. With no concern for consequences, they can spread deceit, fear and sometimes even danger. From scamming the system for profit to tricking people into bad decisions to just plain making folks look stupid, there's something tricky going on here.