

Fake news: misinformation, clickbait, sponsored content, fabricated journalism

Fake news' is news stories that are either completely untrue, or do not contain all the truth, *with a view to deliberately **misleading readers***.

Fake news is false information distributed deliberately, usually for **political or commercial purposes**. It *uses **digital technology** - social media and new networks and **go viral**, to reach around the world and influence millions of people very very quickly*.

Fake news is **easy to create, spreads rapidly and is easily consumed**. It's a bit like gossip. But like false gossip, fake news can harm.

There are two kinds of fake news:

1. **False stories that are deliberately published** or sent around, in order to make people believe something untrue or to get lots of people to visit a website. These are deliberate lies that are put online, even though the person writing them knows that they are made up.
2. **Stories that may have some truth to them**, but they're not completely accurate. This is because the people writing them - for example, journalists or bloggers - don't check all of the facts before publishing the story, or they might exaggerate some of it.

Types of Fake News:

- **Clickbait:** a story, often sensational or featuring a sensational headline, geared toward getting "clicks" (to generate ad revenue).

Man Tries to Hug a Wild Lion, You Won't Believe What Happens Next!

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- **Sponsored content:** a story that is made to appear as independent journalism when in fact it is public relations or advertising.



Ajax Project Will Improve Local Quality of Life with Economic Benefits

Sponsored Content - May 25, 2017

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Sponsored Content The financial benefits from the Ajax Project will create long-term economic effects that will improve the quality of life in Kamloops. From people who...

- **Credible journalism:** news stories that are completely made up (including fabricated quotes and sources, etc.) and looked like a real one.

Politics

Editor's Note: An apology

March 16, 2011

Two articles published by The Post online and in its print editions earlier this month contained substantial material that was borrowed and duplicated, without attribution, from The Arizona Republic newspaper.

The articles described an indictment of Jared Lee Loughner for murder and attempted murder in the January rampage that wounded Rep. Gabrielle Giffords and the subsequent unsealing of court records supporting a search warrant in connection with the case.

In the article about the indictment, which [appeared on The Post's website](#) on March 4 and on page A3 of the print edition of March 5, two paragraphs about a provision in federal civil rights law that applies to hate crimes were copied from the [Republic's work](#). The article also included without attribution other facts previously reported by the Republic.