

3 WAYS TO AVOID BEING MISLEAD BY 'FAKE NEWS'

A MODERN APPROACH TO GETTING YOUR
FACTS STRAIGHT



Created by:
Ampl - Experience News, Differently

WHAT IS FAKE NEWS?

'Fake news' is news, stories, or hoaxes created to deliberately misinform or deceive readers. Usually, these stories are created to either influence peoples views, push a political agenda, or mislead by reinforcing a skewed bias.

Social media algorithms display biased news and articles based on our personal data that only tend to reinforce a specific viewpoint that may be slanted. (Echo Chamber)

68%



of people read all their news on Social Media, often from unreliable sources in echo chambers.



READ QUALITY NEWS

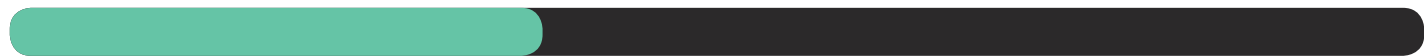


ADDRESS THE FAKE NEWS EPIDEMIC AND RAISE AWARENESS

Recognize potential echo chambers occurring in the social media groups you're subscribed to, and take note if you're only seeing beliefs and perspectives that are influenced by social media algorithms.

Many people are drawn to news or stories that confirm their own beliefs or biases and fake news can prey on these biases.

STEP ONE



Break out of your echo chamber and read a variety of trusted news sources. Consistently introduce yourself to varying perspectives and information.



EMBRACE OPINIONS



DIVERSIFY YOUR INFORMATION SOURCES

Follow a variety of news sources to ensure we're seeing all perspectives on the story.

There is no denying that strong bias exists in news today, and it's by understanding several viewpoints that we can begin to form a competent opinion on the matter.

STEP TWO

Read several publishers' coverage to equip yourself with the information to understand what's truly happening.





FORM YOUR PERSPECTIVE

**BE A WELL INFORMED, CONFIDENT,
AND RESPECTED INDIVIDUAL**

As we begin to distil the truth between the bias, we're able to form a unique position on the story. Curiosity and debate are the most powerful ways to reinforce a sound understanding.

STEP THREE

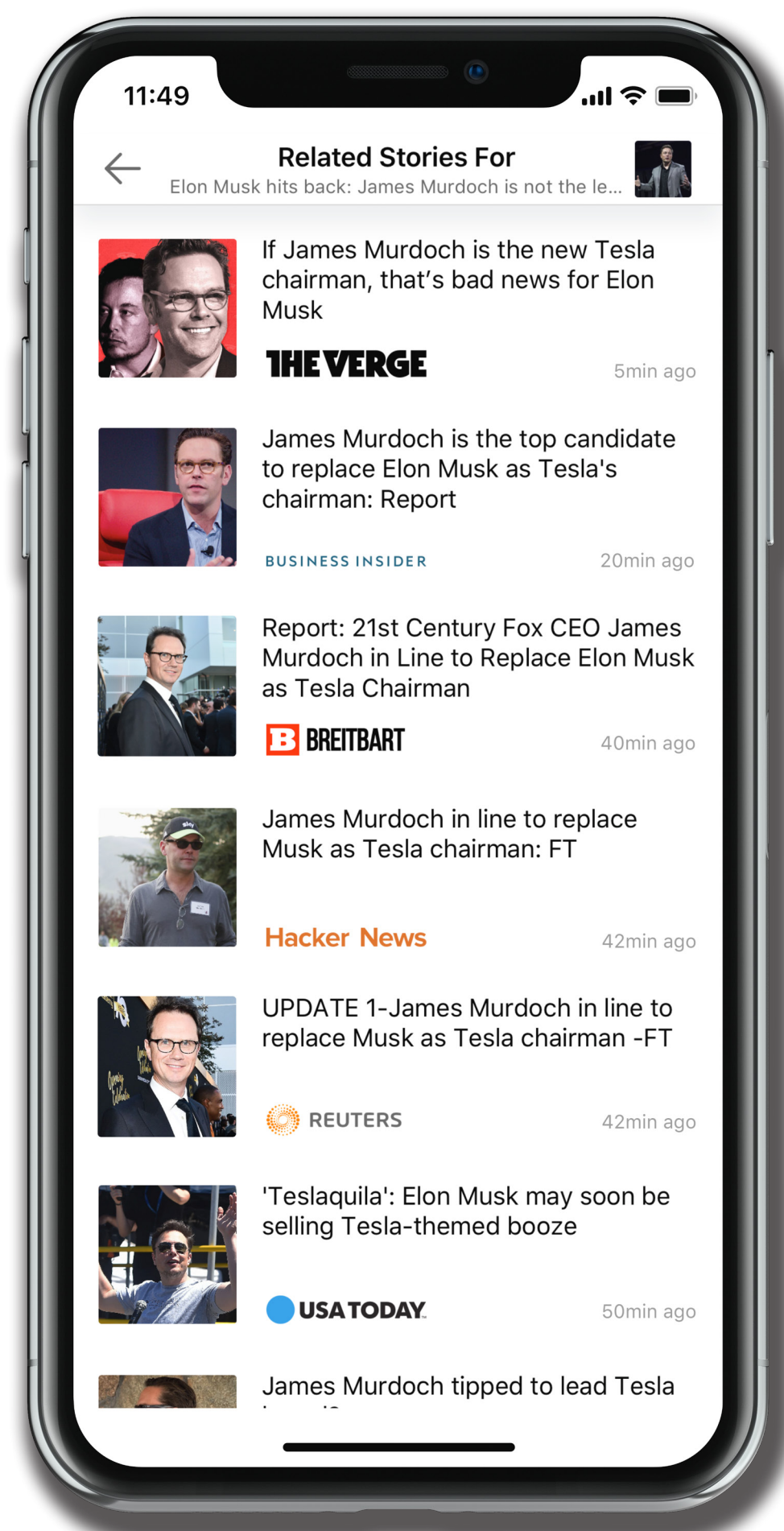
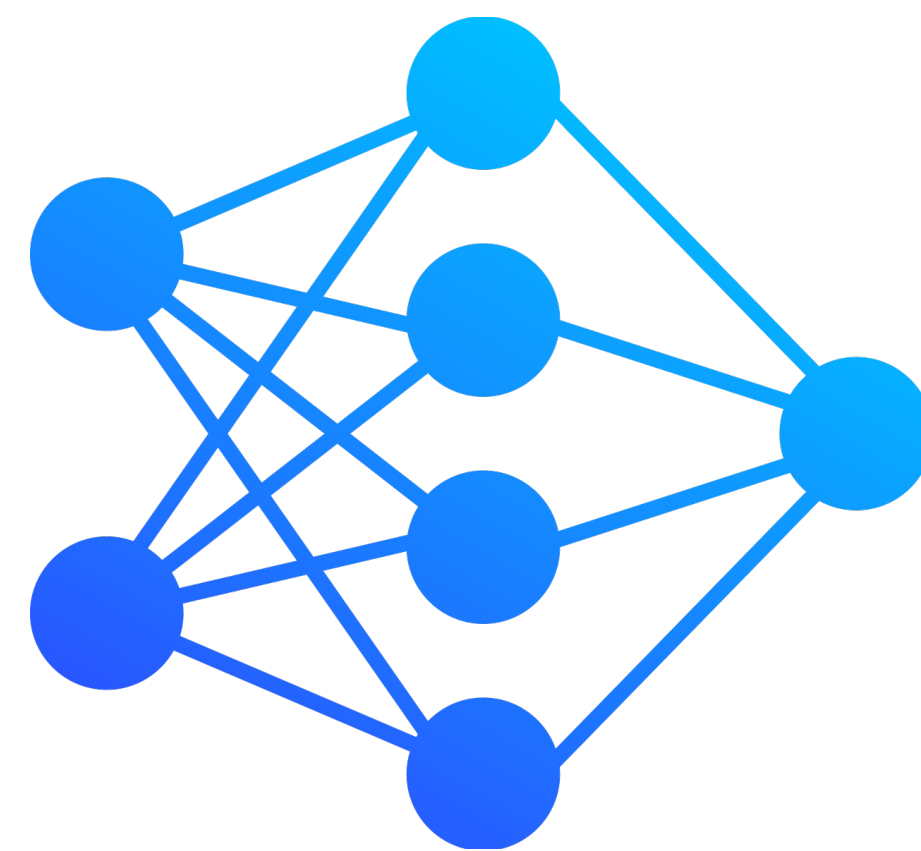
Discuss your opinion on meaningful stories with family, colleagues, and friends to help shape your perspective.



WE CAN HELP YOU UNDERSTAND



Explore All News Coverage On Any Story In The Tap of a Button.



In an effort to combat the rising phenomena of 'fake news', Ampl's 'Related Stories' feature helps people quickly see other perspectives. Helping our community form a sound understanding of the news.