

Worksheet

# Media Credibility Check

Credibility questions	Story Headline	Social Media Headline	Reflections and Comments
<p><b>WHAT is it?</b> What kind of content? Is it a news story or an opinion piece? Is an ad paid for by a company or perhaps propaganda from a political group?</p>			
<p><b>WHO is behind it?</b> Did someone pay for this message? If it's from a news site, who owns the media company? Does anyone have anything to gain from you believing this message?</p>			
<p><b>WHAT do they want you to feel and think?</b> Happy or sad, angry or curious? Or like you want to buy something?</p>			
<p><b>What TECHNIQUES have been used to create it?</b> Does it use loader words or neutral language? What about the images? Look closely at angles and style used. Does it use stereotypes?</p>			