

# 5 WAYS TO SPOT MISINFORMATION

## HOW ACCURATE IS YOUR COVID MISINFORMATION METER? KNOW WHAT TO LOOK FOR.

### 1. THE EMOTIONAL FACTOR

- Is the content emotionally charged?
- Does it make you feel angry? Afraid? Anxious?

**SOLUTION:** Look for objectivity. Misinformation is heavy on emotion, but tends to be light on facts.

### 2. THE VAGUE FACTOR

- Does the information feel vague or incomplete?
- Does the content seem heavily edited to remove important context?

**SOLUTION:** Look for details. Expect the source to show how they came to their conclusion.

### 3. THE MONEY FACTOR

- Does the person sharing the content have something to gain?
- Is the person trying to sell you something?
- Is the person asking you for personal information?

**SOLUTION:** Check the source. Look for an “About Us” section of the site with a clear description. Avoid sites that ask you for personal information.

### 4. THE CREDIBILITY FACTOR

- Is the content coming from a reliable and credible source?
- Has it been verified by organizations like the Imperial County Public Health Department (ICPHD), California Department of Public Health (CDPH), Centers for Disease Control and Prevention (CDC), or World Health Organization (WHO)?

**SOLUTION:** Look for objectivity. Misinformation is heavy on emotion, but tends to be light on facts.

### 5. THE AVAILABILITY FACTOR

- Can you find this information published by multiple sources?
- Do these sources include reputable, highly-visible news and media outlets?

**SOLUTION:** Find the same information in more than one place. If it's important and true, chances are the story will get more coverage.

Find more info about how and where you can get vaccinated at  
[www.icphd.org/covid19vaccine](http://www.icphd.org/covid19vaccine).

