

CONSPIRACY THEORY

A theory that explains an event as the result of a secret plot by conspirators.

CLICKBAIT

Content designed to attract attention and encourage visitors to click on a link – often exaggerated or misleading.

FALSE CONTEXT

When genuine information is shared with false or missing context so as to be misleading.

IMPOSTER CONTENT

When genuine sources - could be a person or an organisation - are impersonated (e.g. via fake social media accounts).

PSEUDOSCIENCE

Content presented as science, but having no true scientific basis.

FALSE CONNECTION

When headlines, visuals or captions misrepresent the content.

ZOMBIE CLAIM

A false claim that appears repeatedly on social media and refuses to die.

SATIRE

A type of news parody that uses irony and humour to comment on real events or presents wholly fictional news stories.

