



THE MEDIA ALWAYS TELL THE TRUTH.



RELIABLE MEDIA CONTENT IS ALWAYS ACCOMPANIED BY THE AUTHOR'S NAME AND INCLUDES SOURCES.



IT IS EASY TO IDENTIFY BIASED MEDIA CONTENT.



YOUR ATTITUDES, OPINIONS AND OUTLOOK ON LIFE CAN HAVE AN IMPACT ON YOUR VIEW ABOUT A NEWS STORY.



IT IS NOT MY RESPONSIBILITY TO CHECK THE RELIABILITY OF MEDIA CONTENT.



AUTHORS OF FAKE NEWS DELIBERATELY SPREAD DISINFORMATION AND WANT TO INFLUENCE YOUR VIEWS.



RELIABLE MEDIA CAN ALSO SPREAD FAKE NEWS.



IT IS IMPOSSIBLE TO VERIFY THE ACCURACY OF MEDIA CONTENT.



FACT

A person's attitudes, opinions and outlook on life have a major impact on how they understand and process messages. For this reason, it is important that you pay attention to how you approach and interpret media content.

- **When was the last time you became emotional over some media content?**
- **Does the content that you read reinforce your way of thinking and values?**



FICTION

It is possible to use media content to consciously influence people's opinions, for example by highlighting only certain types of views and ideas in health-related communications or before elections. Sometimes the aim is to tarnish someone's reputation and cause harm to certain people or organisations. News coverage often appeals to people's emotions, but authorities strive for non-biased communication. Publications must also mention if an article is an opinion, ad or advertorial.

- **Can you tell the difference between an ad, an opinion and a news story?**
- **Would you notice if someone tried to influence your opinions through certain media content?**



FACT

Reliable media content includes the author of a story and its sources. The sources can usually be found easily using search engines, for example. Most of the media houses in Finland are committed to adhering to the guidelines for journalists, which means that the media content shows the author and the sources. You can also check if there are news stories on the same topic in other trusted media.

- **When was the last time you had doubts about the authenticity of media content?**



FICTION

Not everything that you see in the media is true. Some media content may be true and some may be inaccurate. Sometimes someone's opinion or experience can be presented as a fact. If a news channel reports on government advice, such as health-related guidelines, it is a good idea to check the sources particularly carefully. A reliable news story is based on facts, research and comes from trusted channels or authorities.

- **What sources do you use to find news and information?**



FICTION

It is usually possible to check the veracity of media content: reliable news and information can be traced and compared. This is not always easy and may take some time, and it may also require an assessment of the content and research. Learn to identify reliable sources (of information) that always provide up-to-date and accurate information.

- **Has anything essential been left out in the story?**
- **Who produced the content and why?**



FACT

This can happen. Incorrect information can also be published by mistake but then this information is corrected. Reliable and responsible media houses correct their errors and update the news as soon as possible. They update health-related news stories, for example, without delay to reflect the latest information, whereas those who spread fake news do not amend their stories.

- **Have you seen any corrections in the media?**



FACT

Those who spread fake news want to promote their views and objectives. Fake news stories are intended to influence people's opinions, attitudes and thoughts. Simplifying or distorting information can lead to confrontation between people. Fake news stories can be – and often are – a means to exercise power.

- **Why would anyone spread fake news or disinformation?**
- **Who benefits?**



FICTION

Everyone is responsible for checking the reliability of media content: those who create content as well as those who receive and share it. You can stop the spread of fake news or disinformation by carefully examining the truthfulness of the content. Disinformation can lead to dangerous situations in health-related matters, for example. Reliable organisations amend outdated or incorrect information.

- **When was the last time you checked facts from multiple sources?**

