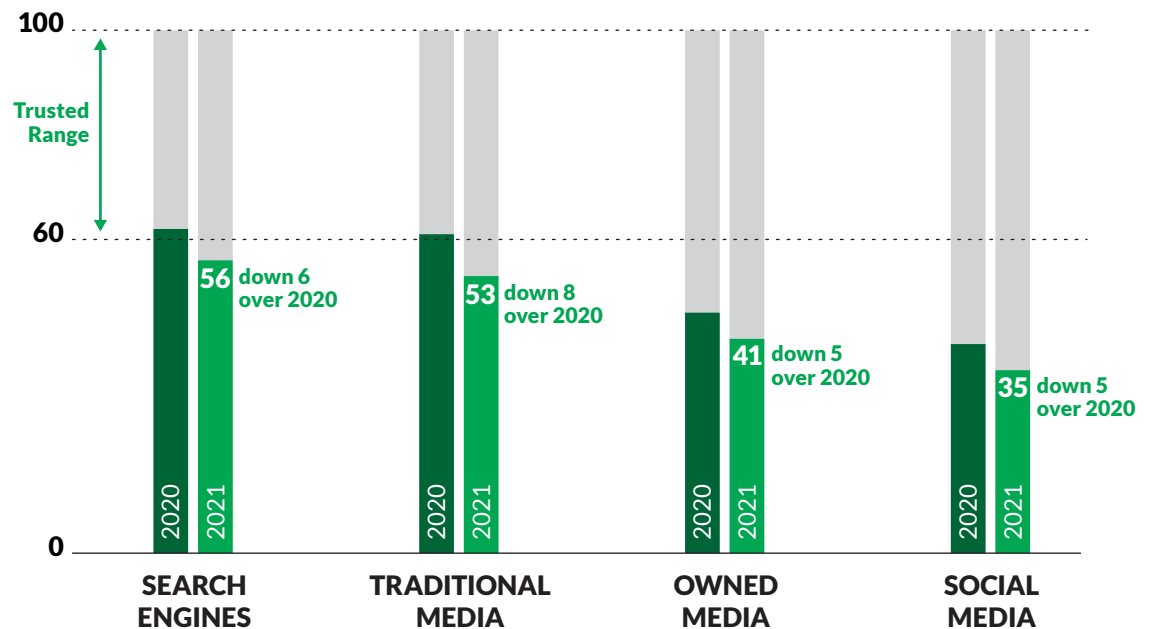




5 Fact Checking Tips for Mastering Misinformation

Can a line be drawn between the disintegration of trust in institutions and the proliferation of fake news, misinformation, and disinformation? The latest data from Edelman's 21st annual trust and credibility survey certainly speaks to a connection. Calling the assault on facts a "rampant infodemic," the 2021 Edelman Trust Barometer notes that businesses, governments, NGOs, and the media face "*... an environment of information bankruptcy and a mandate to rebuild trust and chart a new path forward.*"¹

The decline in trust isn't limited to institutions. Trust in the sources of information have hit record lows too, according to Edelman.²



Fact checking: The path to a trust turn-around

The Trust Barometer found that businesses are well-placed to win back trust. Among the four institutions compared, only business sits in a trusted position, and respondents also indicated that business gains the most trust by acting as a “guardian of information quality.”³

How can businesses separate fact from fiction quickly enough to execute agile strategies to grow and protect their organizations? Start with these fact-checking tips.



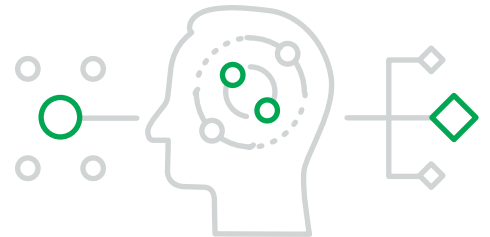
1 Begin with a healthy dose of scepticism.

One reason that fake news, misinformation, and disinformation have gone from a trickle to a tsunami is because the content is crafted to be convincing. Instead of taking information at face value, use **multi-source verification** to document that the information is timely and accurate. Nexis brings together an unmatched content universe—all in one place—enabling quick discovery and validation of research results.



2 Acknowledge your own biases.

It's human nature to seek and interpret information that affirm our existing beliefs. By consciously recognizing this tendency, you can **evaluate** whether an article or piece of information offers much-needed context, delivers real insight, or simply exploits biases to mislead.





3 Avoid the assumption that quantity equals quality.

The shareable nature of digital media channels means that viral stories or bad data can quickly dominate news feeds. Applying a fact checking best practice like source evaluation is an important step. The best research encompasses **a broad range of sources**, allowing you to capture a balanced view from which you can determine the best path forward. Nexis aggregates local to global news from premium print, broadcast, and web sources, along with company, executive and market data, legal and public records*, so you can see the big picture AND the details that matter most.



4 Consider the audiences.

Looking at content from the intended audience's perspective can help you **understand the aims** of a particular article and assess whether those objectives enhance or detract from the reliability of what's being said. But that's not the only point of view to consider. When conducting research, consider what types and sources of information your own audiences—the C-suite, internal teams, or clients—will consider authoritative and compelling.





5 Choose the right search engine for the job.

The open web excels at serving up relevant results if you're looking for product reviews or services nearby. But business research isn't best served by an information highway jammed with promoted content and paywall detours. The **intelligent technologies** behind Nexis® are designed to surface relevant information so you can distinguish noise from signals that enable data-driven decisions.



See what makes Nexis a go-to tool for mastering misinformation.

Visit internationalsales.lexisnexis.com/Nexis or call **+31 20 485 3456** to get started.



1. "Edelman Trust Barometer 2021," Edelman. January 13, 2021. Accessed at: <https://bit.ly/3c6XcxT>

2. IBID

3. IBID

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