

Influencer or *Informer?*

a media literacy guide for global students

Before sharing or believing what you see online, pause. Four questions to ask of any post, video, or article — to tell the difference between someone shaping your opinion and someone helping you understand.

 **Stop. Ask *questions.***

Pause before you share. Pause before you believe. The questions below take less than a minute and protect you from being manipulated.

01

Who?

- Who made this content?

- Who is the intended audience?

- Who makes money from this?

02

What?

- What is the message?

- What information has been left out?

- What assumptions have been made?

03

Where?

- Where did this person find their facts?

- How can I confirm those claims?

04

Why?

- Why was this info shared here?

- Why am I sharing this message?
