

NEWS LITERACY

Journalists strive for truth and accuracy, fairness and balance, accountability, independence and to serve humanity.

Pew Research Center indicates most American adults feel they are confident in their ability to identify fake news. Research shows

81% of American adults

feel that they are at least somewhat confident in their ability to identify fake news.

But for all of this confidence,

23% say they have shared fake news, whether knowingly or unknowingly.*

Take the time to educate yourself so you can recognize real versus fake news. To fully evaluate a story's validity, one must follow five steps to analyze the story.

STEP THREE

Identify the lifestyles, values and points of view which are represented in or omitted from this article. Look for quotes from multiple sources and understand their connection to the story. Identify if various sides were asked for comment.

For example, review "A mass killer: St. Louis heroin deaths hit new high," on STLtoday.com on Monday, February 20, 2017.

1. What lifestyles, values and points of view are represented in or omitted from this article?

The article gives a hard hitting view of the life of heroin addicts, using quotes from addicts to paint the picture. Family members, neighbors, Drug Enforcement Administration officials, police officers and other first responders were interviewed to explain what they see, how the problem has expanded in a very short time and the implications. All points of view about heroin use were covered. The reporter, Jesse Bogan, kept any biases or views out of the feature.

2. Were multiple sources quoted and what is their connection to the story? Were various sides asked for comment?

As noted above, many people were interviewed for this story and all were very open in their comments. Information on who they are and the role they have in story was clearly explained. This feature achieved the journalistic standard of presenting all sides, without bias or judgement.

FEATURE 3 OF 5

Visit **STLtoday.com/Truth**

to access this article.

* PEW RESEARCH CENTER DEC. 2016