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 TWO

Determine if the overall tone of the article is neutral, inflammatory or persuasive. Look for any implied values or biases. Note the number of sources cited and if several sides of the story are represented.

For example, review "These St. Louis charter schools have struggled for 14 years, but continue to evade closure," on STLtoday.com on Sunday, February 26, 2017.

1. Is the overall tone of the article neutral, inflammatory or persuasive? Does it contain implied values or biases?

The article concerns a charter school. The language in this article addresses the Who, What, Where, When and How of journalism in a straightforward manner. The tone is neutral and the reporter does not advocate a position but reports the facts.

2. How many sources in the article are cited and do these represent several sides of the story?

The story includes quotes from members of the Missouri Board of Education, the sponsoring university, a parent and several other vested organizations. Background information on the history of charter schools as well as details about the specific school are provided. There are comparisons to the test scores of nearby public schools. The article presents several sides to the story.

Visit **STLtoday.com/Truth**
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* PEW RESEARCH CENTER DEC. 2016

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ST. LOUIS POST-DISPATCH