



WARDLE'S 8 Ps

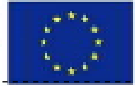


POOR JOURNALISM	When there are mis- and disinformation based on a lack of research or fact and source checking
PARODY	Often the headlines or content are exaggerated and highly ironic aimed at making fun of a person or an issue
PROVOCATION	The information is designed to provoke reactions from the audience
PASSION	When the headlines, images and content are very explicit and colourful, the content might be driven by passion rather than precise research
PARTISANSHIP	When there is clear bias and prejudice towards a cause or an issue
PROFIT	News articles that go viral on social media can draw significant advertising revenue when users click on the original site
POLITICAL MOTIVES	Political advertising has become a sophisticated and targeted industry, drawing on enormous pools of personal data on Facebook and Google. This means that campaigns create personalised ads for individuals

Benefits and Dangers of Social Media

Erasmus+ project ID number: 2020-1-UK01-KA201-078830

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



PROPAGANDA

Many state-controlled news providers have spent resources on building a strong web presence where the control or nation of origin is masked, allowing them to flex soft power both within and without their countries