

VIROLOGY REPORT

Online Rumor Breakdown

1 THE BASICS

Date of example: _____

Website/App where found: _____

What is the claim of the rumor you found?

Is this claim related to an important social or political issue, major event or scientific finding? Explain.

Describe your example's appearance and content. How is the rumor conveyed?

What is your initial reaction to this rumor example? What does it make you feel and think?

Do you think it is true or false at this point? **TRUE** **PARTIALLY TRUE** **FALSE**

Type of rumor: **DREAD** **CURIOSITY** **WEDGE-DRIVING** **WISH**

Apparent reason for creating/sharing:
NARROW SELF-INTEREST **GENERAL SELF-INTEREST** **ALTRUISTIC** **MALICIOUS**

2 LET'S INVESTIGATE!

Three searches:

SEARCH TERM(S)	WHAT I DISCOVERED ABOUT MY RUMOR
IMAGE UPLOAD (IF APPLICABLE)	

* if your example includes an image, try doing a reverse image search and describe what you find in the last row

In total, I found approximately _____ instances of this rumor. (If the rumor is widespread, you may write "dozens" or "hundreds" in this blank.)

The earliest instance of this rumor that I can find is...

Date: _____

Location (website): _____

3 REFLECT

Why do you think this rumor has been shared? What do you think made it go viral? (What hopes, fears and/or curiosities do you think it ignites?)

Were you able to confirm whether or not this rumor is true, or how it got started? If so please document how you confirmed this (including your sources). If not, please explain what you did to try to fact-check the rumor.

Ask at least ten other people about this rumor and fill out the chart below:

# OF PEOPLE ASKED	# WHO HAD HEARD THIS RUMOR BEFORE	# WHO BELIEVE IT IS TRUE	WHAT OTHER OBSERVATIONS DO YOU HAVE ABOUT THE PEOPLE YOU SURVEYED?
1	1	1	

4 TAKE ACTION!

Is it important that people know the truth about this rumor? Why or why not? What possible civic and social outcomes could result from people not knowing the truth (believing a falsehood)?

If your answer to the last question is "yes," create an action plan! What actions can you take to make sure the greatest number of people possible know the truth about this rumor?
