Five Methods of Media Manipulation

SPONSORED CONTENT
- Influencers paid to promote a certain product to their followers
- Followers may not be able to tell they're viewing an ad
- Influencers or content creators may not label that content is paid promotion

SATIRE
- A humorous critique
- May be confused as truth rather than satire
- Sarcasm usually relates to current events

PSEUDOSCIENCE
- Tries to pass itself as real science
- Uses scientific-sounding language, cherry-picked data or outright false claims
- Promotes "miracle cures"
- Often contradicts scientific experts

CONSPIRACY THEORY
- Offers simple explanations for otherwise random or complex events; often pins it on sinister group pulling the strings
- Rejects evidence that refutes conspiracy, and experts
- Can restore a sense of control in anxious times

MISINFORMATION
- Information is wrong. May include a bit of factual information
- Intention may be to inform; influencer may not know the information is wrong
- Miscaptioning, misleading headlines, altered content

Sources: Morrison, Sara. "TikTok and its influencers have a secret sponsored content problem." Vol., 11 July 2022.

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