

EXPRESSION	VERACITY	HEADLINE & GRAPHICS	OVERALL RELIABILITY
<p>1</p> <p>Presented as FACT (who, what, where, when statements)</p> <p>A fact is, exists, or happened. It is easily provable and most agree that it is true</p>	<p>1</p> <p>Statements that are TRUE</p> <p>Easily provable, widely accepted</p>	<p>1</p> <p>G&H are timely, fair, relevant, and important</p> <p>Headline also rates a 1 on both veracity and expression scales</p>	<p>64</p> <p>ORIGINAL FACT REPORTING; HIGH EFFORT</p>
<p>2</p> <p>Presented as FACT WITH SOME ANALYSIS/CONTEXT (the what and why)</p>	<p>2</p> <p>Statements that are MOSTLY TRUE</p> <p>Mostly provable, mostly accepted</p>	<p>2</p> <p>G&H convey some conclusion, but fairly. Slightly less relevant but acceptable</p> <p>Headline also rates a 2 on veracity and 2 or 3 on expression scales</p>	<p>56</p> <p>THOROUGH FACT REPORTING OR FACT-DENSE ANALYSIS</p>
<p>3</p> <p>Presented as ANALYSIS (the why) Contains conclusions closely tied to the facts</p>	<p>3</p> <p>Statements that are NEITHER TRUE NOR FALSE</p> <p>Neither provable nor disprovable</p> <p>Subject to debate</p>	<p>3</p> <p>G&H are neither timely nor relevant. Maybe convey unfairness</p> <p>Headline also rates a 3 on veracity and a 4 on expression scales</p>	<p>48</p> <p>MIX OF FACT REPORTING & ANALYSIS OR SIMPLE FACT REPORTING</p>
<p>4</p> <p>Presented as ANALYSIS WITH SOME OPINION (the why with conclusions) Contains conclusions loosely tied to the facts</p>	<p>4</p> <p>Statements that are MOSTLY FALSE</p> <p>Mostly disprovable and the facts disproving are mostly accepted</p>	<p>4</p> <p>G&H convey overt unfairness or are misleading, not about the story</p> <p>Headline also rates a 4 on veracity and a 5 on expression scales</p>	<p>40</p> <p>ANALYSIS</p>
<p>5</p> <p>Presented as OPINION (just conclusions)</p> <p>Contains conclusions not tied to the facts at all</p>	<p>5</p> <p>Statements that are FALSE</p> <p>Easily disprovable and the facts disproving are widely accepted</p>	<p>5</p> <p>G&H convey extreme unfairness or are misleading, not about the story. Falsely represent the subject of the article</p> <p>Headline also rates a 5 on both veracity and expression scales</p>	<p>32</p> <p>OPINION/FAIR PERSUASION</p>
<p>5</p> <p>Presented as OPINION (just conclusions)</p> <p>Contains conclusions not tied to the facts at all</p>	<p>5</p> <p>Statements that are FALSE</p> <p>Easily disprovable and the facts disproving are widely accepted</p>	<p>5</p> <p>G&H convey extreme unfairness or are misleading, not about the story. Falsely represent the subject of the article</p> <p>Headline also rates a 5 on both veracity and expression scales</p>	<p>24</p> <p>SELECTIVE OR INCOMPLETE/ UNFAIR PERSUASION/ PROPAGANDA</p>
<p>5</p> <p>Presented as OPINION (just conclusions)</p> <p>Contains conclusions not tied to the facts at all</p>	<p>5</p> <p>Statements that are FALSE</p> <p>Easily disprovable and the facts disproving are widely accepted</p>	<p>5</p> <p>G&H convey extreme unfairness or are misleading, not about the story. Falsely represent the subject of the article</p> <p>Headline also rates a 5 on both veracity and expression scales</p>	<p>16</p> <p>MISLEADING INFORMATION</p>
<p>5</p> <p>Presented as OPINION (just conclusions)</p> <p>Contains conclusions not tied to the facts at all</p>	<p>5</p> <p>Statements that are FALSE</p> <p>Easily disprovable and the facts disproving are widely accepted</p>	<p>5</p> <p>G&H convey extreme unfairness or are misleading, not about the story. Falsely represent the subject of the article</p> <p>Headline also rates a 5 on both veracity and expression scales</p>	<p>08</p> <p>FALSE INFORMATION</p>
<p>5</p> <p>Presented as OPINION (just conclusions)</p> <p>Contains conclusions not tied to the facts at all</p>	<p>5</p> <p>Statements that are FALSE</p> <p>Easily disprovable and the facts disproving are widely accepted</p>	<p>5</p> <p>G&H convey extreme unfairness or are misleading, not about the story. Falsely represent the subject of the article</p> <p>Headline also rates a 5 on both veracity and expression scales</p>	<p>00</p> <p>FALSE INFORMATION</p>

