

# Advertising

the act or practice of calling public attention to one's product, service, need, etc

# Bias

a particular tendency, trend, inclination, feeling, or opinion, especially one that is preconceived or unreasoned: unreasonably hostile feelings or opinions about a social group; prejudice: Statistics. A systematic as opposed to a random distortion of a statistic as a result of sampling procedure.

# Clickbait

Internet content whose main purpose is to encourage users to follow a link to a web page, esp. where that web page is considered to be of low quality or value

# Confirmation Bias

The tendency to Interpret information that confirms one's preexisting beliefs or hypotheses

# Disinformation

false information, as about a country's military strength or plans, publicly announced or planted in the news media, especially of other countries.

# Fact

something that actually exists; reality; truth: something known to exist or to have happened: a truth known by actual experience or observation; something known to be true

# Fake News

false news stories, often of a sensational nature, created to be widely shared or distributed for the purpose of generating revenue, or promoting or discrediting a public figure, political movement, company, etc.:

# Hoax

something intended to deceive or defraud

# Information

1. knowledge communicated or received concerning a particular fact or circumstance; news: 2 knowledge gained through study, communication, research, instruction, etc.; factual data

# Knowledge

the fact or state of knowing; the perception of fact or truth; clear and certain mental apprehension. the body of truths or facts accumulated in the course of time.

# Misinformation

false or inaccurate information, especially that which is deliberately intended to deceive

# Objectivity

not influenced by personal feelings, interpretations, or prejudice; based on facts; unbiased.

# Parody

any humorous, satirical, or burlesque imitation, as of a person, event, etc.

# Point of View

a specified or stated manner of consideration or appraisal; standpoint: an opinion, attitude, or judgment

# Post-truth

an adjective defined as 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.'

# Prank

a trick of an amusing, playful, or sometimes malicious nature

# Propaganda

information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.: The deliberate spreading of such information, rumors, etc: To build support for an ideology or leader and demonizing the opposition.

# Publicity

information, articles, or advertisements issued to secure public notice or attention

# Reliability

to be relied on or depended on, as for accuracy, honesty, or achievement

# Satire

the use of irony, sarcasm, ridicule, or the like, in exposing, denouncing, or deriding vice, folly, etc

# True

the true or actual state of a matter: conformity with fact or reality; verity: a verified or indisputable fact, proposition, principle, or the like: an obvious or accepted fact; truism; platitude.

