

The Pacific Northwest tree octopus is an internet hoax created in 1998 by a humor writer under the name Lyle Zapata. (WTF) This endangered, fictitious species of cephalopod

Look in Wikipedia
 Searching for information on the source, organization, person, thing, or claim in Wikipedia can help you to get an overview on the topic

Dr. Bob Smith
 @drbobsmiths
 Not a doctor. Joke account in Boise, ID

Hovering over a profile link on social media lets you get more context. Verified accounts are more trustworthy.

2 INVESTIGATE the SOURCE
 Try these tricks online:
 Hover your mouse cursor over a link before you click it

3 FIND more, BETTER COVERAGE
 - look for trustworthy, reliable sources
 - is there a consensus?
 - is this topic a source of some controversy?
 - is it satire or parody?
 try this online

4 TRACE CLAIMS QUOTES and MEDIA BACK to the ORIGINAL SOURCE
 is there an image?
 try this trick online

use known fact-checking websites such as snopes.com, factcheck.com, or politiFact.com

right click on an image and click "search Google for image"

1 STOP
 - take a breath
 - sometimes info is presented to urge you to take action or have an emotional response
 - do you know and trust the source of this information?
 - if not, follow the rest of the moves

The SIFT Moves were created by Mike Cavfield and shared with an open license www.hapgood.us

This zine was created as a part of the Idaho Information Literacy project. Find us here:
[infolit-idaho.github.io/](https://github.com/infolit-idaho)
[infolit-for-everyone](https://infolit-for-everyone.com)

SIFT
 The SIFT Moves are things to do when confronted with new information that may not be 100% true:
 Stop
 Investigate the source
 Find better sources
 Trace claims, quotes and media back to original context

WHAT to DO with INFORMATION that's NEW