

Fact checking in the 2019 election: research recommendations

Style

- Story:** does it tell the reader what is wrong, why, and provide an alternative factual account?

- Headline:** does it leave the reader in no doubt about what is false and accurate?

- Context:** do quotations and background information strengthen your conclusions?

- Language:** is it free from gratuitous asides that might suggest a lack of respect for the source making the claim?

Format

- Layout:** is it easy to read and not overloading the reader with visual or background information?

- Images:** do they echo your conclusions?

- Graphs:** if your fact check includes numerical information, could it be more clearly conveyed with a graph?

Production

- Time:** are you responding quickly?

- Sources:** have you asked the source of the claim if they will correct the record? If they agree, have you included this in the fact check?