

The SIFT Method

STEP 01

STOP

Before engaging with content, pause to assess the source's credibility and your purpose in fact-checking.



STEP 02

INVESTIGATE THE SOURCE

Identify who created the content and their potential biases before trusting the information.



STEP 03

FIND BETTER COVERAGE

Look for reputable, in-depth, and varied sources to verify the claim rather than relying on a single article.



STEP 04

TRACE CLAIMS, QUOTES AND MEDIA

Track information back to its original context to ensure accuracy and prevent misinterpretation.



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