

## New Media Types

For the next round of MediaReview testing, we will expand the number of media types to check with MediaReview (along with “Image” and “Video”) to include:

- **Image macro** (an image that includes text in the image file itself, either overlaid on the image or as an embedded caption)
- **Audio**

Ratings categories associated with the new media types:

- **Image macro** (an image that includes text in the image file itself, either overlaid on the image or as an embedded caption)
  - **Original:** No evidence the image has been misleadingly altered or manipulated, though it may still contain false or misleading claims.
  - **Missing Context:** An unaltered image presented in an inaccurate manner to misrepresent the image and mislead the viewer. For example, a common tactic is using an unaltered image but saying it came from a different time or place. (An “original” image with inaccurate text would generally fall in this category.)
  - **Cropped:** Presenting a part of an image from a larger whole to mislead the viewer.
  - **Transformed:** Adding or deleting visual elements to give the image a different meaning with the intention to mislead.
  - **Staged:** An image that was created using actors or similarly contrived, such as a screenshot of a fake tweet.
  - **Satire/Parody:** An image that was created as political or humorous commentary and is presented in that context. (Reshares of satire/parody content that do not include relevant context are more likely to fall under the “missing context” rating.)
- **Audio**
  - **Original:** No evidence the audio has been misleadingly altered or manipulated, though it may contain false or misleading claims.
  - **Missing Context:** Unaltered audio presented in an inaccurate manner that misrepresents it. For example, using incorrect dates or locations, or sharing brief clips from a longer recording to mislead viewers. (Audio rated “original” can also be missing context.)
  - **Edited:** The audio has been edited or rearranged. This category applies to time edits, including editing multiple audio clips together to alter the story being told or editing out large portions from the recording.

- **Transformed:** Part or all of the audio has been manipulated to alter the words or sounds, or the audio has been synthetically generated, such as to create a sound-alike voice.
- **Staged:** Audio that has been created using actors or similarly contrived.
- **Satire/Parody:** Audio that was created as political or humorous commentary and is presented in that context. (Reshares of satire/parody content that do not include relevant context are more likely to fall under the “missing context” rating.)

## New Ratings Categories

For the next round of testing, we will also make changes to the existing ratings categories for all relevant media types. Alexios encourages asking IFCN fact-checkers to vote on the ratings in the future.

Changing one rating:

- **“Original”** rating replaces “authentic”
  - **Original:** No evidence the footage/image/audio has been misleadingly altered or manipulated, though it may contain false or misleading claims.

Adding two ratings:

- **Staged:** A video/image/audio that has been created using actors or similarly contrived.
- **Satire/Parody:** A video/image/audio that was created as political or humorous commentary and is presented in that context. (Reshares of satire/parody content that do not include relevant context are more likely to fall under the “missing context” rating.)