

Identify a conspiracy - Checklist

Use this table to evaluate whether a piece of information—such as a news article, video, blog post, or podcast—is likely to be a conspiracy theory or not. Carefully read, watch, or listen to the content you want to assess.

For each criterion, assign:

0 points if the characteristic fits the “Unlikely a conspiracy theory” column, or

1 point if it fits the “Likely a conspiracy theory” column.

Then, add up all the points.

- If the **total score is 0**, the content is **very unlikely to be a conspiracy theory**.
- If the total score is between 1 and 9, you should pay attention, because **the higher the score, the more likely it is to be a conspiracy theory**.

Questions	Evaluation criteria	Unlikely	Likely
Who is the author?	Author has recognised qualifications in the topic	0	
	Uses verifiable facts and evidence from research	0	
	Self-proclaimed expert without credible affiliation		1
	Credentials are fake, exaggerated, or unverifiable		1
What is the source?	Reported by multiple reputable media outlets	0	
	Supported by many scientists/academics	0	
	Confirmed by independent fact-checkers	0	
	Source is unclear or anonymous		1
	Circulates only in fringe or self-proclaimed expert channels		1
	Fact-checking websites refute the claims		1
How is it written? Tone and style	Balanced, considers different perspectives	0	
	Acknowledges limits or uncertainties	0	
	Objective, factual tone	0	
	Presents itself as the only truth		1
	Frames everything as a hidden plot		1
	Uses emotional, alarmist, or demonising language		1
	Relies on shocking images or anecdotes instead of evidence		1
	Total	0	9

MODIFIED FROM:

