Becoming a Fact Checker

Complete the Online Activity: **How Do I Evaluate Online Information?**

How do we make sure the information we find online is accurate? It is important to verify any data but online information can be especially tricky. We need to learn to become fact checkers.

> "The glut of information has generated intense competition for people's attention. As Nobel Prize–winning economist and psychologist Herbert A. Simon noted, "What information consumes is rather obvious: it consumes the attention of its recipients." One of the first consequences of the so-called attention economy is the loss of high-quality information.

-Filippo Menczer and Thomas Hills for the Scientific American

Data Accuracy

A Quick Guide

Inaccurate data has real-world implications across industries. In law enforcement, inaccurate data could mean booking the wrong person for a crime. In healthcare, it could mean making a fatal mistake in patient care. In retail, it could mean making costly mistakes in business expansions. In finance, it could mean violating sanctions rules and lists.

01 WHAT IS DATA ACCURACY?
Error-free records that can be used as a reliable source of information.

02 CAUSES OF DATA INACCURACY
- Poor data entry practices
- Poor regulation of data accessibility
- Ignoring data quality

03 WHY ARE COMPANIES STRUGGLING?
- Poor data cultures
- Data hoarding
- Outdated technologies

04 WHAT IS THE ROI ON DATA ACCURACY
Increase ROI 2X with clean, consolidated, accurate data.

05 CONCLUSION
Data quality is the goal. Data accuracy is the outcome. Begin by fixing the quality of your data!