



HOW TO USE FACT-CHECKING TO MAKE STRONGER STORIES

17 April 2025

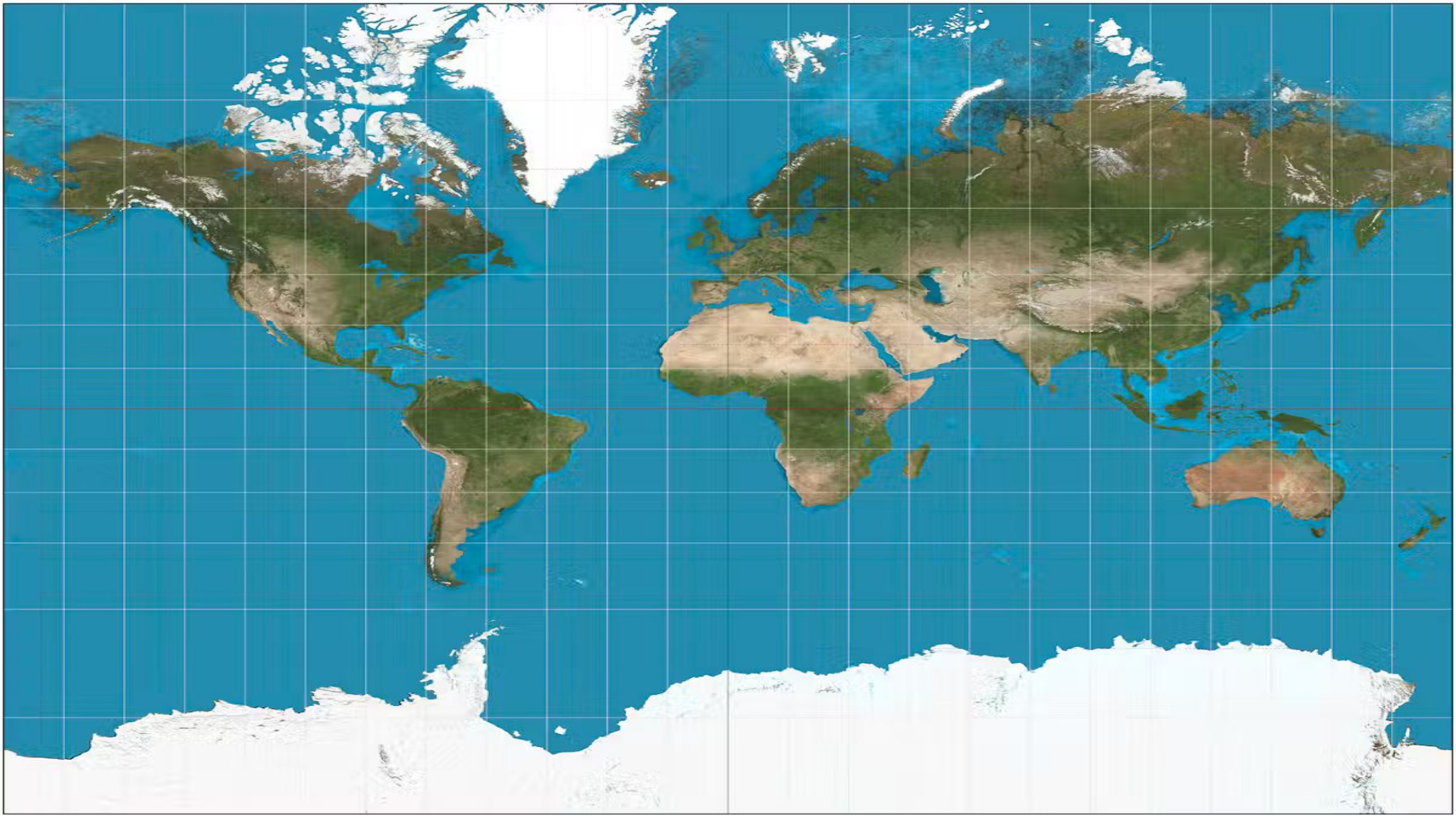
DATA CHANGES THE WAY WE SEE THE WORLD

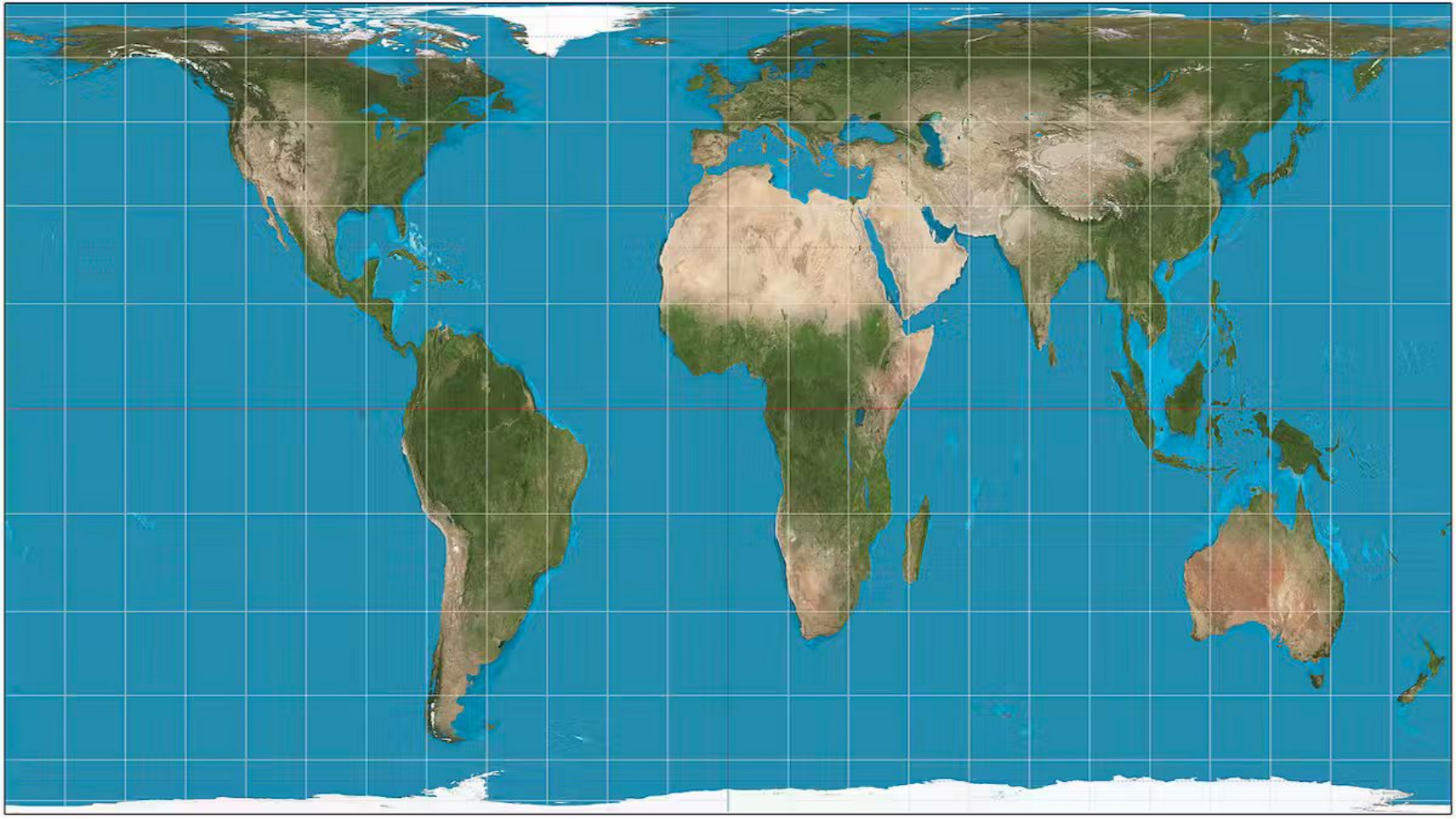
INFORMATION FUNCTIONS AS
STORY COORDINATES AND
TELLS US WHERE WE ARE
GOING, AND HELPS US CHECK
IF WE ARE IN THE RIGHT
PLACE (OR IF WE ARE
LOOKING IN THE RIGHT
PLACE)

DIFFERENT DATA
CAN BE USED TO
TELL DIFFERENT
STORIES

FACTS MATTER –
BUT SO DOES
CONTEXT.







WHY FACTS MATTER TO YOUR MESSAGE



SLIDE

RESEARCH AND FACT CHECKING NOT ONLY HELPS YOU TO DEVELOP BETTER STORIES, IT ALSO MAKES YOUR CONTENT MORE CREDIBLE, MORE TRANSPARENT, AND MORE ACCOUNTABLE.

FACT CHECKING CAN ALSO HELP YOU TO IDENTIFY WHERE YOU DON'T HAVE THE ANSWERS – WHICH CAN HELP YOU TO DEVELOP NEW QUESTIONS, OR BUILD NEW RESEARCH.

FACT CHECKING IS A SYSTEM / PROCESS YOU CAN APPLY TO ANY STORY OR ISSUE

PROGRESS AND CHALLENGES



USE JOURNALISTIC TECHNIQUES
TO RESEARCH AND CHECK YOUR
INFORMATION & SOURCES

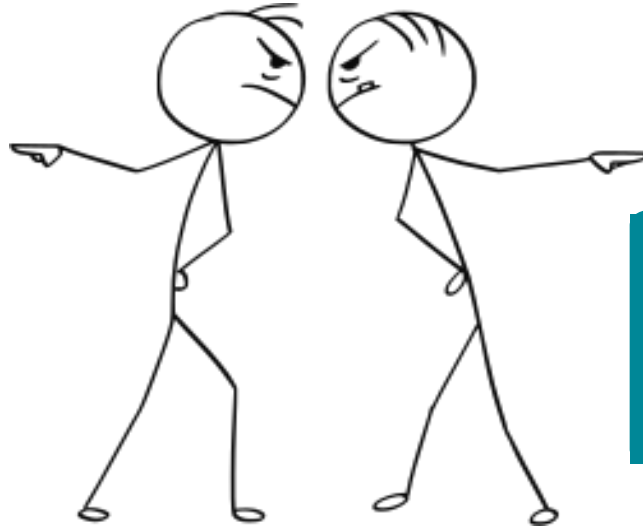
YOU CAN DO FACT-CHECKING
AND RESEARCH USING YOUR
MOBILE PHONE, OR A
COMPUTER.

YOU SHOULD SHARE YOUR
SOURCES IN YOUR WORK



FACTS VS OPINION

FACTS ARE SOMETHING THAT
CAN BE CHECKED AND WHICH
ARE BACKED UP WITH
CREDIBLE EVIDENCE



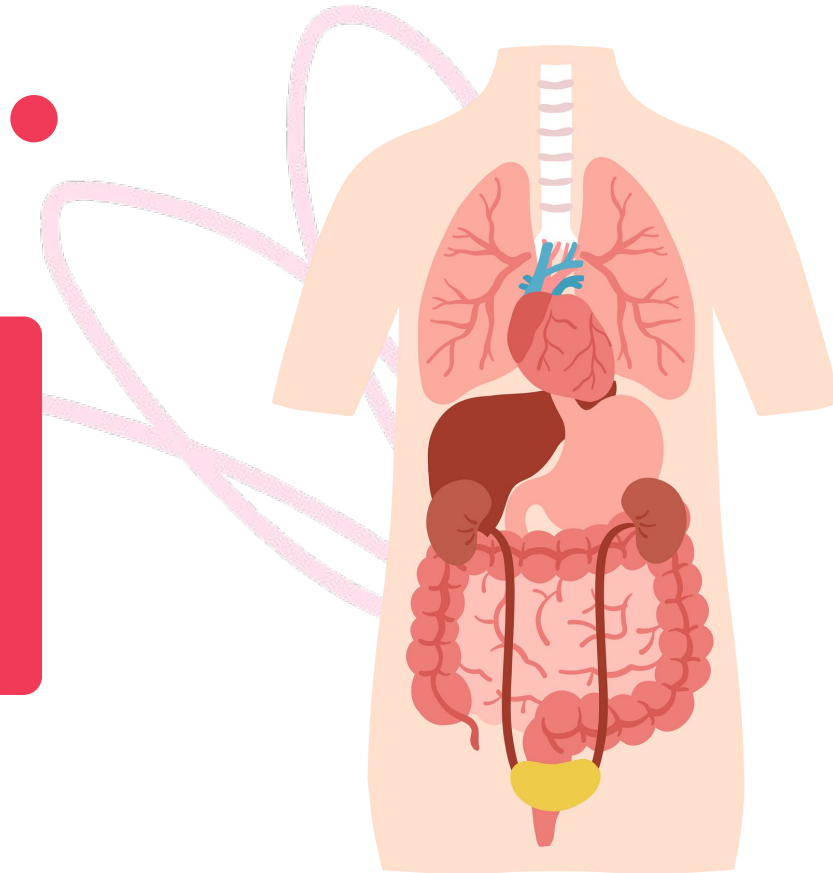
OPINIONS ARE BASED
ON BELIEF OR A
PARTICULAR POINT OF
VIEW.

YOU CAN'T FACT-CHECK AN OPINION.

INFORMATION IS COMPLEX


RESEARCH ON
CORRECTIONS THROUGH
FACT-CHECKING IS MIXED.

WHAT IS MORE IMPORTANT
PERHAPS TO IS TO ENSURE
THAT ACCURATE
INFORMATION IS
DISTRIBUTED AT THE
START.




NEITHER FACTS NOR OPINIONS
FUNCTION ON THEIR OWN –
THEY ARE USUALLY PART OF
COMPLEX BELIEF SYSTEMS
AND CULTURAL CONTEXTS.

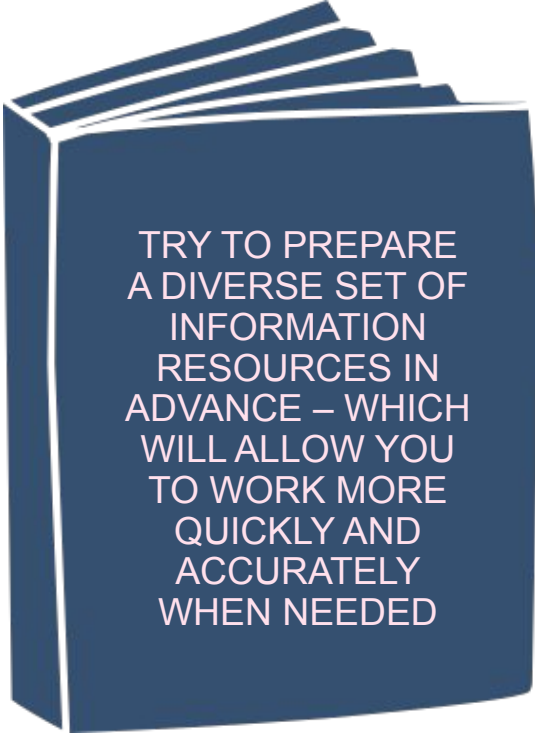
HOW CAN YOU RESEARCH YOUR OWN WORK?



LOOK FOR
'CHECKABLE'
INFORMATION
FROM YOUR
SOURCES.



CHECK YOUR
DATA/FACTS USING THE
SAME STEPS EACH
TIME – BEING
SYSTEMATIC MEANS
YOU ARE LESS LIKELY
TO MAKE MISTAKES OR
DISCARD A STEP WHEN
UNDER PRESSURE.



TRY TO PREPARE
A DIVERSE SET OF
INFORMATION
RESOURCES IN
ADVANCE – WHICH
WILL ALLOW YOU
TO WORK MORE
QUICKLY AND
ACCURATELY
WHEN NEEDED

CHECKABLE VS NON-CHECKABLE

WE WILL HARNESS TECHNOLOGY TO TRANSFORM THE WAY THAT GOVERNMENT WORKS. WE WILL INVEST IN DIGITAL PUBLIC INFRASTRUCTURE TO GIVE PEOPLE ACCESS TO GOVERNMENT SERVICES ANYTIME



TO CREATE THIS VIRTUOUS CYCLE OF INVESTMENT, GROWTH AND JOBS, WE MUST LIFT ECONOMIC GROWTH TO ABOVE 3%.

DURING THE PAST YEAR, YOUNG PEOPLE SECURED 235 000 WORK OPPORTUNITIES THROUGH THE NATIONAL PATHWAY MANAGEMENT NETWORK.

CHECKABLE VS NON-CHECKABLE

WRITE DOWN SOME OF YOUR KEY MESSAGES
OR FOCUS AREA POINTS

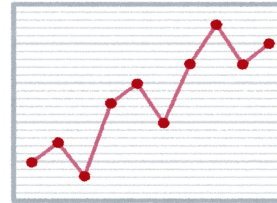


USEFUL SOURCES



INDEPENDENT EXPERTS
ACCREDITED PROFESSIONALS
LAW REPORTS
NEWSPAPER ARCHIVES

ACADEMIC STUDIES
UNIVERSITIES
STATUTORY BODIES
STATISTICAL AGENCIES



* REMEMBER THAT CHOOSING ANY SOURCE IS A SUBJECTIVE PROCESS

CONSIDER LIMITATIONS



WHAT IS THE PROBLEM WITH RELYING ON DATA FROM THE DEVELOPMENT SECTOR, OR NGO'S AND CBO'S?



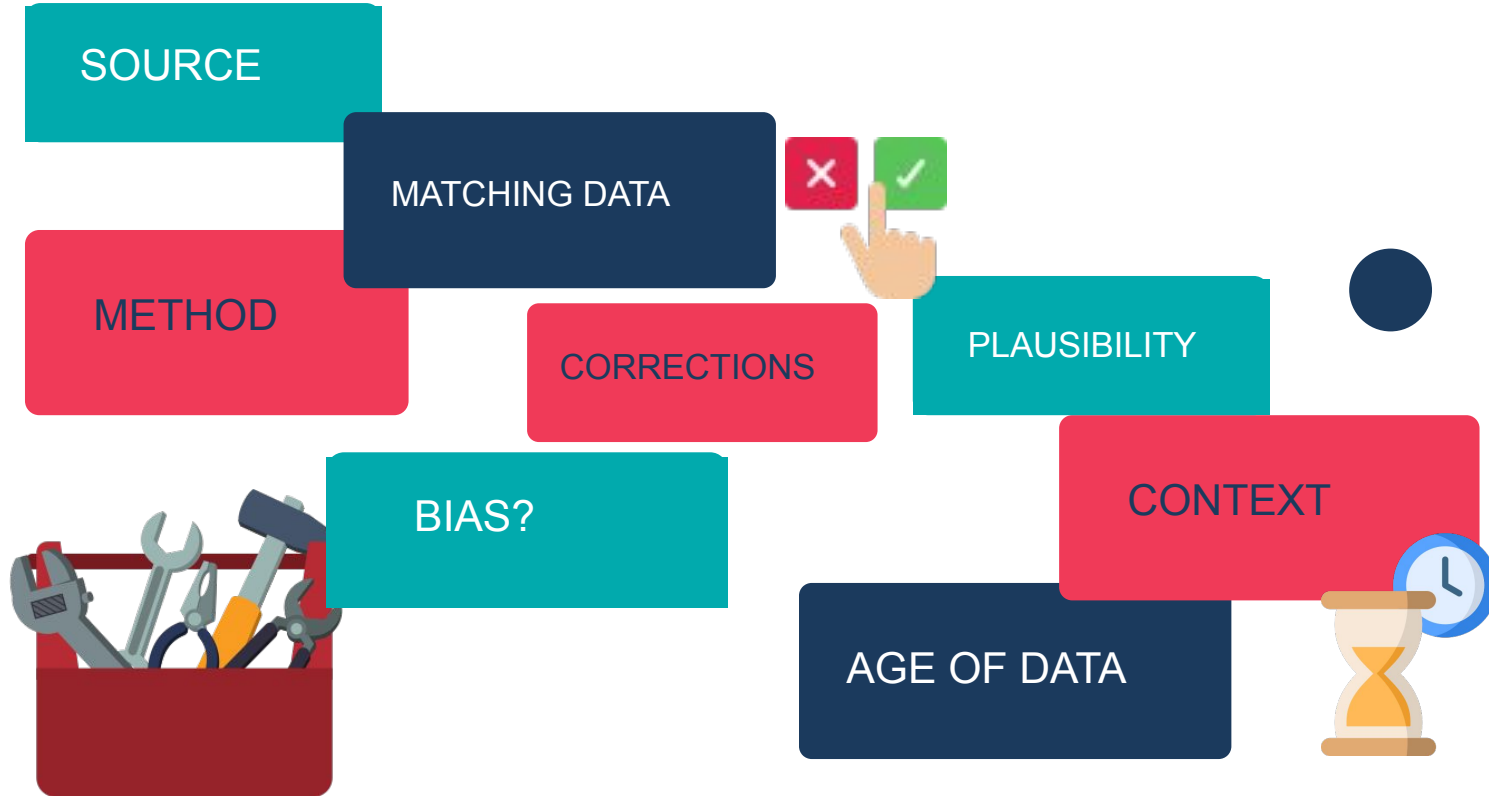
WHAT ARE THE LIMITATIONS OF RELYING ON DATA FROM THE STATE?

TYPES OF BIAS



CONFIRMATION BIAS
SAMPLING BIAS
CHERRY-PICKING (SELECTION / EXCLUSION BIAS)
BULLSEYE EFFECT
AI/COMPUTATIONAL BIAS
CONVENIENCE BIAS
POLITICAL BELIEFS
RELIGIOUS OR CULTURAL BELIEFS
NUMBER BIAS
OUT OF CONTEXT ...

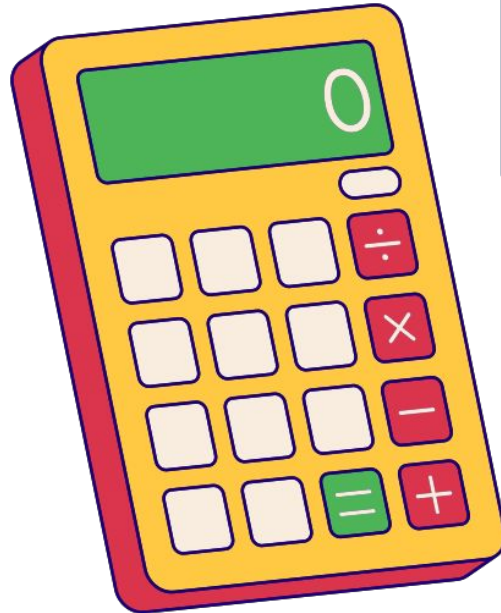
ASSESSMENT TOOLS



WORKING WITH NUMBERS

DON'T CREATE
NUMERICAL DATA WHERE
THE TRUTH IS THAT YOU
DON'T KNOW / DON'T HAVE
DATA ABOUT A
PHENOMENON

DON'T ROUND NUMBERS UP
OR DOWN IN WAYS THAT
CHANGE THE OUTCOME OR
IMPACT OF THE STATEMENT.



IF NUMBERS AREN'T YOUR
THING, FIND A COLLEAGUE
OR A CONSULTANT WHO
LIKES WORKING WITH
FIGURES AND
PERCENTAGES

IF YOU ARE USING NUMBERS,
FIGURES, DATA, GRAPHS ETC
TO TELL YOUR STORY, ALWAYS
INCLUDE YOUR SOURCES AND
MAKE SURE YOUR
INFORMATION IS ACCURATE
(AND CORRECT)

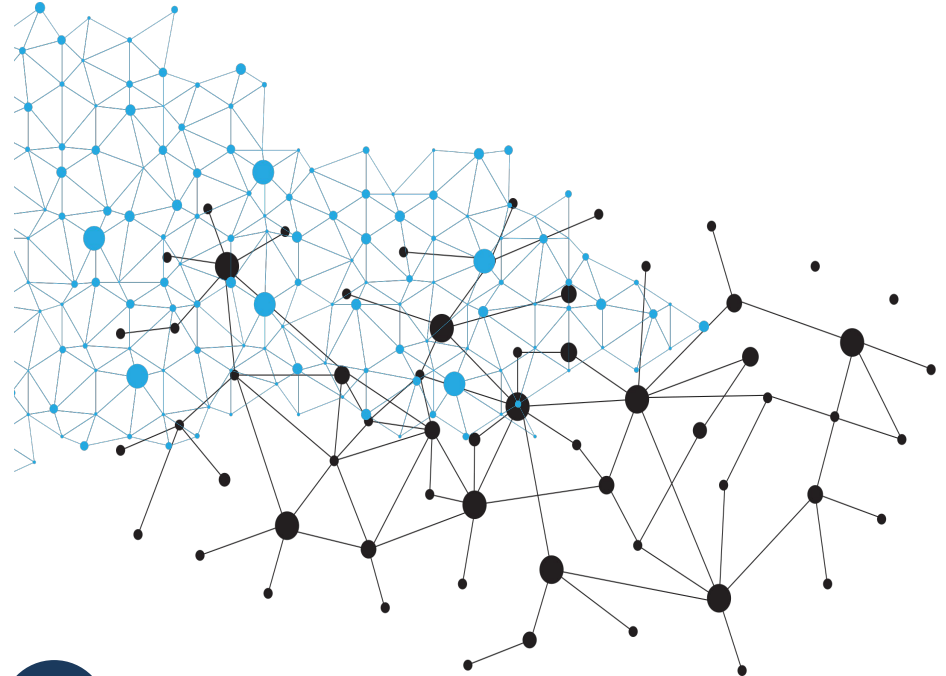
WORKING WITH REAL LIFE EXAMPLES

LET'S WORK WITH SOME OF THE ISSUES OR THEMES THAT YOU WROTE DOWN EARLIER AS BEING IMPORTANT TO YOUR WORK OR YOUR ORGANISATION ...

WHERE IS A GOOD STARTING POINT?



NETWORKS





The Institute for Economic Justice (IEJ) is a progressive economic policy think tank committed to advancing economic justice, systemic change, and the equitable distribution of resources to ensure rights realisation and planetary wellbeing.



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