20 Questions: Interrogating the Social Media Image

Who else used it on social media?  
Does social media sharing raise ethical concerns?  
WHAT IS IT?  
How was it produced?  
For what purpose was it made?  
Who or what was the message's intended target?  

Who were the respondents intended audience?  
What action was taken?  
Was the message reproduced?  
What responses did it receive?  

Interpreted differently by different people? If so, how?  
Where was it shared on social media?  
How widely and for how long was it circulated?  

Was it long-term, short-term, or event-led?  
If not, where did it originate?  
Was it originally made for social media?  

What text accompanied it and framed its meaning?  
Is it accurate, misleading, manipulated, or fabricated?  
Was it shared on social media by the person who made it?  

Was it shared by a human, cyborg, or a bot?  
WHO MADE IT?  
Is it similar to or related to other images?  

Is it similar to or related to other images?  
What contextual information do you need to know?  
Is the message legal?  

If not, who shared it on social media?  
Was it shared on social media by the person who made it?  

Was there an intent to harm and/or mislead?  
Is the actor official or unofficial?  
Level of organisation: none, loose, tight, or networked?  

Is the message legal?  
Was it shared by a human, cyborg, or a bot?  

Was there an intent to harm and/or mislead?  
Is the message legal?  

This infographic takes inspiration from:
b) ‘Questions to ask about each element of an example of information disorder’ (Figure 7, p.28 in (2017), Wardle, C. and Derakhshan, H., Information Disorder: Toward an Interdisciplinary Framework for Research and Policy-Making, Council of Europe report DR(2017)09.

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