



What triggers Substantiating?

- A desire to better understand a headline
- Content that seems too good (or too bad)
- Overly sensational language
- Civic or political content that reads as unfair or unbalanced, usually unflatteringly framing the consumers' political leanings
- Rough grammar or image quality
- Possible use of generative AI for text or images

Substantiating behaviors

- Reading comments for fact-checking or shared suspicion
- Verifying headlines with trusted sources
- Searching to see if multiple sources reported similarly
- Checking bias-reporting aggregators to understand the "whole story"