

COMPARING INFORMATION NEIGHBORHOODS

	Verification	Independence	Accountability
Advertising	Although false advertising is illegal, advertisers are given broad leeway to make one-sided claims without confirming or establishing truth.	The paying client controls the content and placement of an ad, to increase sales.	Ad writers and producers do not sign their work. Clients occasionally publish/air corrections.
Promotion/Publicity	PR and Publicity burnish a client's brand by product placement or event sponsorship or careful public statements. One-sided, it doesn't aim to confirm or establish truth.	The client pays staff to sponsor events, arrange product placement or make public statements to improve the client's image.	Publicists and PR staff rarely sign their work, but are sometimes required to correct errors publicly.
Propaganda	Effective propaganda mixes facts with illogical conclusions or exaggeration to demonize a cause, a person or a group of people.	A government or movement creates a one-sided or exaggerated message to demonize opponents or attract followers.	Propagandists do not sign their work and do not publicly correct errors.
Entertainment	Confirmation or verification is beside the point. Entertainment's first priority is to seize and hold an audience.	The producer controls the content and can therefore support any point of view.	Entertainment producers do sign their work. They do sometimes correct errors publicly.
Journalism	Journalism is defined as a process of verification that aims to confirm or establish facts.	A code of ethics forbids journalists from joining or working for any interest group.	Journalists sign their work and are responsible for its accuracy. They correct errors publicly.
Raw information	Fresh, un-filtered, un-edited raw information is by definition unverified. It may confirm truth, it may obscure it.	Usually unknown. The person posting it may or may not have an agenda	Anonymous or not, the poster of raw information is not held accountable for how the information gets used.