

**Insight:**

Different studies show that people have a hard time distinguishing between sponsored articles and real news stories, especially online. The motives behind news articles are kept unseen so that the stories do not convert to objective pieces of propaganda, especially when related to politics or economy.

More than news stories or articles, people believe in studies and data because they give concrete demonstrations to rely on. Statistics are based on data and can speak “the truth” per se, however, it is easy to ignore who conducted the study, what kind of sampling was used and in which circumstances the study was managed. Also, the way we are used to interpret data give out easy ways to manipulate the viewer. All of these factors make it easier to control outcomes and showcase them in a favorable manner to the source.

**Proposal for a campaign execution:**

Take a closer look.

Helsingin Sanomat should tackle the issue by talking about it in a discreet way: Showing people how minor indicators can reveal the credibility of different sources. Displaying studies that give out important clues or altered information, if you just take a closer look, could lead to better understanding of the problem and prompting conversation around motives behind false or misleading content. Showing news and studies about topics people are familiar of, but include new or obtrusive information, would confirm how subjects can be showcased in very different ways to the viewers.