

	Verification	Independence	Accountability
News	An essential part of journalism is ensuring that stories are accurate and truthful	In order to be fair and accurate, journalists must not fall prey to outside influence. Their goal is to inform the public.	Journalists and news organizations stand by their work, take responsibility for their methods and content, admit when they are wrong.
Entertainment	Dramatic storytelling often trumps truth and accuracy. Entertainers' goal is to amuse.	Entertainers are not really concerned with independence.	Entertainers usually stand by the quality of their work.
Promotion	Though laws prevent outright deception in ads and publicity, exaggeration and one-sidedness are the hallmarks of promotion.	Promotion is inherently not independent; the people doing the promotion have a vested interest in the thing or person being promoted.	It is often not apparent which ad agencies and publicity firms produce promotional materials.
Propaganda	Truthfulness and accuracy are the enemies of propaganda, which seeks to deceive and demonize with the purpose of rallying people to a cause or party.	Inherently not independent.	Propagandists are often opportunistic, attach themselves to a cause for their own benefit.
Raw Information	At this stage information has not been filtered or verified.	May or may not be.	Often anonymous, especially on line, where user names and aliases disguise the people who share information.