<u>The Reframe Template</u>

~ A standardized way to question information without shame. ~

Brought to you by The Misinformed Mind Initiative.

Initial Reflection:

The Claim (As It Appears) — *What is being said, promised, or implied?*

   a. Paste the claim exactly as it appears.

      i. Do not exaggerate, reword, or editorialize.

      ii.

Why This Claim Gains Traction — *Why does this feel believable, compelling, or shareable?*

   a. Consider:

      i. Simplicity or certainty

      ii. Fear, urgency, or control

      iii. Authority cues or aesthetics

      iv. Relatability or moral framing

      v. Beyond.

The *Lens* — *Five questions to be applied consistently,*

1. Who Benefits?

   a. Who gains from this claim being believed? Consider:

      i. Financially

      ii. Socially

      iii. Algorithmically

      iv. Culturally

      v. Other

Identifying incentives adds context. It does not imply bad intent.

2. How Is Confidence Being Performed?

   a. How is credibility being signaled?

      i. Credentials or titles

      ii. Visual or aesthetic authority

      iii. Absolute language or certainty

      iv. "Everyone knows this" framing

      v. Other

Confidence is often mistaken for evidence.

3. What Emotion Is Being Triggered?

   a. What feeling is driving engagement?

      i. Fear

      ii. Shame

      iii. Superiority

      iv. Moral panic

      v. Exclusivity

      vi. Other

Emotion shapes belief faster than data.

4. What's Missing or Oversimplified?

   a. What nuance is being left out?

          i.   Context
          ii.   Limitations
          iii.   Trade-offs
          iv.   Uncertainty
          v.   Individual variability
          vi.   OTHER

Many misleading claims are incomplete, not false.

5. **Who Is Discouraged From Asking Questions?**
   a. Who might feel embarrassed, dismissed, or excluded?
      i. Young people
      ii. Non-experts
      iii. Patients or consumers
      iv. Parents
      v. Marginalized groups
      vi. Other

When questioning is punished, misinformation spreads.

How YOU can properly frame info — *avoid misleading.*

1. **Understand What We Can Say With Confidence.**
   a. *What is supported without overstating certainty?*
      i. Use:
         1. Measured language
         2. Clear distinctions between evidence and interpretation
         3. Acknowledgment of disagreement where it exists

2. **Understand What Remains Uncertain or Context-Dependent.**
   a. *Where does nuance still matter?*
      i. Areas of ongoing research
      ii. Population differences
      iii. Short- vs long-term effects

Uncertainty is not weakness. It is honesty.

Why This Reframe Matters — *broader implications.*

1. ***Why does this claim matter beyond itself?*** Consider impacts on:
   a. Public understanding
   b. Youth engagement
   c. Trust in information
   d. Health or personal decision-making
   e. Cultural narratives

Questions To Take Forward — *Questions to encourage continued thinking, not conclusions*

Examples:
   a. **"Who does this advice actually apply to?"**
   b. **"What evidence is this based on?"**
   c. **"What information would change my mind?"**
   d. **"What is being simplified here?"**

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This reframe is part of the Misinformed Mind Initiative (MMI). *MMI focuses on how information is framed, not just whether it is true.*