

Using NewsGuard's Browser Extension

- Install the free NewsGuard desktop browser extension on [Chrome](#), [Edge](#), [Firefox](#), or [Safari](#).
- Once installed, links in social media feeds and on search results will appear with an icon indicating how NewsGuard has rated the underlying site. Icons appear in the upper right corner of websites as well.
- Hovering over the icon reveals a short description of the site and a link to read the full Nutrition Label. The icon is a quick indication of the nature of a website, and users should read the label fully to understand the site.

what-is-fracking.com

Proceed with caution: This website generally fails to maintain basic standards of accuracy and accountability.

An information website promoting fracking, a controversial process for removing oil and gas from the earth. The site presents itself as an objective source of information, and barely discloses that it is owned and operated by the American Petroleum Institute, the oil and gas industry's leading trade association. Information appears not to have been updated since 2012.

[See the full Nutrition Label →](#)

What is Fracking?
what-is-fracking.com/ ▾
Learn how **fracking** uses water to extract oil and natural gas from shale plays, why **fracking** is an economic and energy security solution, and where **fracking** is ...

What is fracking – and why is it so controversial? - Fracking ... - Vox
<https://www.vox.com/cards/fracking/what-is-fracking> ▾
"Fracking" is short for "hydraulic fracturing" – it's a process by which water, sand, and chemicals are injected underground at very high pressures to crack open ...

Facts About Fracking - Live Science
<https://www.livescience.com/Planet Earth> ▾
Feb 9, 2018 - Hydraulic fracturing, commonly called **fracking**, is a drilling technique used for extracting oil or natural gas from deep underground.

Why is fracking bad? You asked Google – here's the answer | Opinion ...
<https://www.theguardian.com/commentisfree/.../why-is-fracking-bad-google-answer> ▾
Aug 19, 2015 - **Fracking** technology has transformed the US energy landscape in the last decade with geopolitical ramifications. Photograph: Les Stone/Corbis.

Nutrition Label (partial)

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Ownership and Financing	What-is-fracking.com is owned and operated by the American Petroleum Institute (API), the oil and gas industry's leading trade association.
Content	<p>The site divides content into several topics, including Economic Impact, Environment, Public Health, and Land Use. Each topic is divided into a series of questions and answers, such as "Why is fracking for natural gas important?" and "What are fracking myths?" Every answer portrays fracking in a positive light. In fact, there is much debate over these issues, with opponents arguing that fracking can cause earthquakes and contaminate groundwater and that fracking should be more tightly regulated.</p> <p>The home page promises that viewers can "Learn how fracking uses water to extract oil and natural gas from shale plays, why fracking is an economic and energy solution, and where fracking is safely taking place in America."</p>
Credibility	As a trade association, API represents the interests of its members, the country's oil and natural gas companies. The absence of clear disclosure of its interest means that readers cannot easily know who controls this website or whose vested interests the website represents in the ongoing debate over fracking.

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- Does not repeatedly publish false content
- Gathers and presents information responsibly
- Regularly corrects or clarifies errors
- Handles the difference between news and opinion responsibly
- Avoids deceptive headlines
- Website discloses ownership and financing
- N/A** Clearly labels advertising
- Reveals who's in charge, including any possible conflicts of interest
- Provides information about content creators