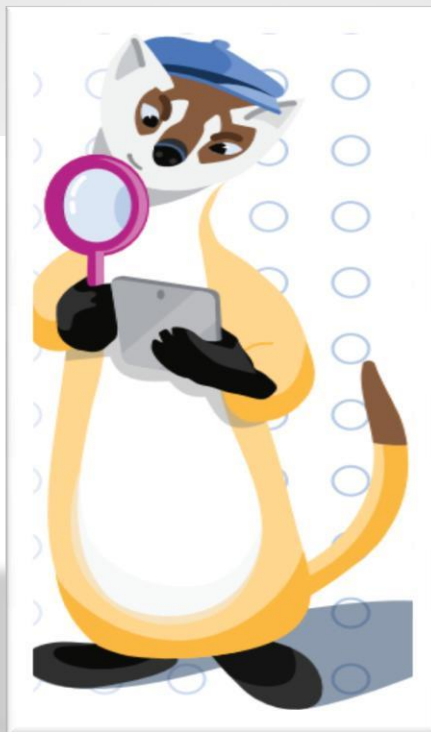


# O Problema das Notícias Falsas:

**DICAS, TRUQUES, & FERRAMENTAS  
PARA UTILIZAR TANTO DENTRO  
COMO FORA DA SALA DE AULA**



# 2018 *This Is What Happens In An Internet Minute*



Os dados nunca dormem!

Estamos a ver, usar, & criar informação a um ritmo sem precedentes.

A quantidade de dados a nível mundial duplica em cada ano.

# Parte I

O que  
são

“notícias  
falsas”?

## “Fake News” / Notícias Falsas

Um termo frequentemente utilizado pelo Presidente Trump, e nomeada a palavra do ano em 2017, teve impacto nas eleições americanas de 2016, e está mesmo agora finalmente a ser (a tentar ser) regulado pelos meios de comunicação social. Mas... o que são?





Reflete durante um minuto

**Num minuto pensa sobre o termo "notícia falsa".**

- Onde é que o ouviste recentemente?
- Quem o disse?
- O que é que estava a ser usado para a descrever?

# Como definirias “notícias falsas”?

- Qualquer fonte de informação que não esteja enraizada na verdade/facto
- Uma história que é escrita para distorcer factos e promover o preconceito de um dos lados
- Falsa informação criada por acidente ou intencionalmente que é interpretada como sendo verdadeira e se espalha rapidamente através da Internet
- Factos não verificados e opiniões tendenciosas
- Informação não factual usada para persuadir, confundir, ou iludir
- Uma forma de indicar o que o utilizador da frase pensa ser propaganda negativa para si próprio ou para as suas crenças

Notícia falsa é tudo que não é real. Informação que não é apoiada por fontes múltiplas, variadas e apropriadas.

Informação incorreta / falsa; intencionalmente enganadora (i.e. ocultar informação); Tendenciosa - leva-te a pensar de uma forma ou de outra.

Notícia falsa é informação que é propositadamente criada para enganar.

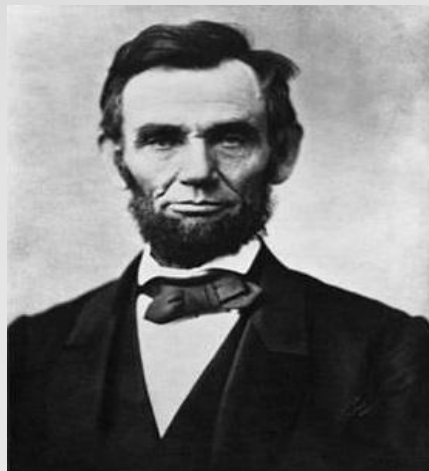
Qualquer informação disseminada pelos meios de comunicação que não é corroborada, não verificada ou elevada acima do seu nível de importância.

Propositadamente enganadora; tendenciosa.

## A questão das "notícias falsas"....

O termo "**FAKE NEWS**" é amplamente usado neste momento, mas é em grande medida mal utilizado, ou pelo menos usado de forma irresponsável. Chamar algo de "notícia falsa" é vago e muito excessivamente simplificado. O conceito é utilizado de formas muito diferentes e definido de forma diferente por quem o utiliza.

Quando a maioria das pessoas usa o termo fá-lo como um termo genérico, ou um termo "guarda-chuva", sob o qual recai uma grande variedade de diferentes tipos de informação falsa, errada e desinformação.



**"Don't believe everything you read on the Internet just because there's a picture with a quote next to it."**

—Abraham Lincoln

"Não acredite em tudo o que lê na Internet apenas porque tem uma fotografia com uma citação junto dela."

**Parte II**  
**Tipos de**  
**des-**  
**informação**  
**("Fake News")**

# Tipos Gerais de desinformação

## 7 Types of Mis- and Disinformation

### False Connection

When headlines, visuals or captions don't support the content

### False Context

When genuine content is shared with false contextual information

### Manipulated Content

When genuine information or imagery is manipulated to deceive

### Satire or Parody

No intention to cause harm but has potential to fool

### Misleading Content

Misleading use of information to frame an issue or individual

### Imposter Content

When genuine sources are impersonated

### Fabricated Content

New content, that is 100% false, designed to deceive and do harm

# CHARACTERÍSTICAS DE FAKE NEWS

## CHARACTERISTICS OF "FAKE NEWS"

- Propaganda
- Clickbait
- Sponsored Content
- Satire/Hoax
- Error
- Partisan
- Conspiracy theory
- Pseudoscience
- Misinformation
- Bogus
- Fauxtography
- Deepfakes\*\*
- Cloaking
- Sensational Headlines
- Twisted statistics

## TÉCNICAS DE PROPAGANDA TÉCNICAS DE ENVIESAME

### PROPAGANDA TECHNIQUES

- Emotional words
- Name-calling
- Plain-folks appeal
- Transfer
- Glittering generalities
- Testimonial
- Faulty reasoning
- Fear
- Bandwagon
- Whataboutism

### BIAS TECHNIQUES

- Omission
- Placement
- Photos
- Statistics
- Loaded Words
- Word choice/Connotation
- Selection of Source
- Labeling
- By spin
- Confirmation bias

# FAKE NEWS COSTUMAVAM TER ESTE ASPECTO

## “FAKE NEWS” USED TO LOOK LIKE THIS

**WASHINGTON, D.C. — A shapely female alien accused U.S. President Bill Clinton of groping her breasts — and the bizarre incident nearly sparked an interstellar war!**

**FEMALE SPACE ALIEN ACCUSES PRESIDENT CLINTON OF SEXUAL MISCONDUCT!**

That is the mind-boggling claim of a source close to Independent Counsel Kenneth Starr, who uncovered evidence of the alleged 1997 encounter and presented it to the House Judiciary Committee as it weighed recent impeachment charges against the President.

“Republican members of the committee considered adding the matter as a separate count against the President — on the grounds that by his actions Clinton endangered national security,” said the source, who insisted on complete anonymity. “But in the end they were unwilling to break a longstanding bipartisan agreement to keep all proof of human-alien contact secret.”

The source claims that the incident occurred when a small delegation of extraterrestrials met with the President and Secretary of State Madeline Albright to fine-tune a trade agreement.

“The alien party included an ambassador, a representative of the military and a female who carried out secretarial and communications duties,” said the Starr investigation source.

The meeting went well until the group took a bathroom break. When the male aliens were out of the room, smooth-operator Clinton allegedly sidled up to the bulbous-headed beauty, who was clad in a body-hugging lycra-like jumpsuit.

“The alien girl claims that when no one was looking, the President put his hand on her waist — and then on her breasts,” said the source.

The red-faced female E.T. let loose a squawk of dismay and as her companions rushed to her side, she began yanking in a series of cliche and whining sounds. All the while she was pointing at the Commander in Chief, according to detailed notes on the encounter obtained by Starr.

The alien military liaison became incensed and remarked angrily that many planets had been incinerated for far less severe results to their engine.

Luckily, quick-thinking Secretary of State Albright came to the rescue, the source said. “She was able to convince the aliens that Clinton’s gesture was a sign of goodwill and friendship.”

Beleaguered White House aides are hoping to ride out the latest sex scandal by keeping mum.

“We’re just praying that no one takes these charges seriously,” said an administration insider.

“Hopefully, this will all blow over in a few weeks.” But a Democratic strategist close to the President said that Clinton is “absolutely innocent.”

“The so-called groping incident simply didn’t happen and the President wants the American people to know that,” said the strategist.

**By MIKE FOSTER / Weekly World News**



**WEEKLY WORLD NEWS**  
June 18, 1993

**Space creature survived UFO crash in Arkansas!**

**HILLARY CLINTON ADOPTS ALIEN BABY**

**Secret Service building special nursery in the White House!**

**OFFICIAL PHOTO!**



Hoax, pretty obvious, not believed by most people.

Fraude/Embuste, bastante óbvia, que a maioria das pessoas não acreditava

# BUT NOW IT LOOKS LIKE THIS

**MAS AGORA TÊM ESTE ASPECTO**



Propaganda  
Bogus  
Fauxtography

**OR THIS**

**OU ESTE**



Propaganda  
Bogus  
Fauxtography



Jose Antonio Vargas   
@joseiswriting



This is what happens when a government believes people are "illegal."

Kids in cages.

**SOMETIMES THE  
PICTURE IS REAL,  
BUT MISLABELED**

**ÀS VEZES A  
IMAGEM É REAL  
MAS MAL  
LEGENDADA**

Misinformation,  
Mislabeled,  
Misconstrued,  
Out of context

Desinformação,  
Mal legendada,  
Mal interpretada  
Descontextualizada



# Parte III

Porque é que as  
notícias falsas  
se espalham?

# WHY IS "FAKE NEWS" SO PROBLEMATIC?

**PORQUE É QUE AS "FAKE NEWS" SÃO TÃO PROBLEMÁTICAS?**



Nowadays , people want to get views, not to tell the truth.  
Atualmente, as pessoas querem ter visualizações, não dizer a verdade

# IT SPREADS SO FAR, SO QUICKLY, AND SO EASILY

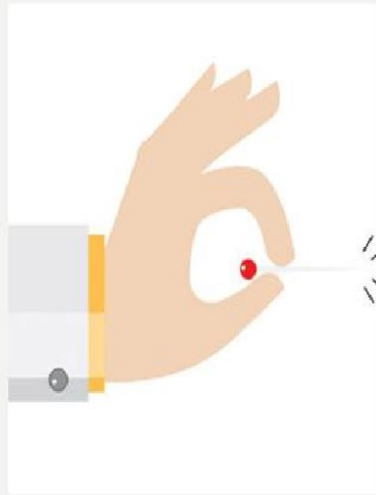
## ELAS ESPALHAM-SE MUITO LONGE, MUITO RAPIDAMENTE E MUITO FACILMENTE

The explanation about why “fake news” spreads farther and faster than real news.

- Psychology of human brain
- Confirmation Bias – Human tendency to continue believing what we already believe
- Virality of social media = why fake stuff spreads farther... because words like „shocking” and „unbelievable” attract more attention.
- Illusory truth effect – human tendency to believe things we’re exposed to repeatedly whether its true or not. (this is why politicians will use the same word over and over again in propaganda... the repetition encourages our brains to latch on and buy in.
- Social Media – makes it easier to spread information, and shocking, emotional info is more likely to be shared.



# FILTER BUBBLES



We're going to need to burst your bubble.

Video talks about how the algorithms in social media and search engines are set up to give us more of what we've already proven to like. This puts us in a filter bubble, basically an echo chamber where the things we already like and believe are reinforced and highlighted, while things we would disagree with or which are counter to our beliefs are kept away from us. This is one reason why the social media landscape is so divisive and angry, people are literally being kept separate and apart from tolerance and understanding of diverse viewpoints.

# SOME CAUSES OF THE PROBLEM....

## ALGUMAS CAUSAS DO PROBLEMA...

- Viral Nature of the Internet
- Algorithms - Filter Bubbles
- Psychological - Confirmation Bias
- Technology makes creating fakes SO easy
- Time consuming to fact check
  - Internet encourages culture of impatience/instant gratification
- Even major news providers sometimes accidentally share “fake news”
  - = distrust of media grows
- Like-farming & monetization
  - Internet = all about the clicks (= money/power). Designed to deliver personalized info since you are more likely to click that. Emotionally heightened, controversial, polarizing = \$\$\$
- Weaponized (ex: Russian memes – election)



# Parte IV

O que se pode  
fazer  
relativamente às  
"notícias falsas"?

# WHAT CAN YOU DO ABOUT IT?



# Four Moves and a Habit

Mike Caulfield, Director of Blended and Networked Learning, Washington State University

“When you feel strong emotion – happiness, anger, pride, vindication – and that emotion pushes you to share a ‘fact’ with others, STOP!”

## 1. Check for previous work

- Fact Check (Snopes.com)
- Wikipedia (follow footnotes)

## 2. Go upstream to the source

- Find ORIGINAL SOURCE and evaluate it
- Watch for sponsored content!
- Important for image checking!

## 3. Read laterally

- What do OTHER sites/resources say about the source?

## 4. Circle back

- Rinse, and repeat!

# ALWAYS GET THE "F.A.C.T."S



Be a  
**"Fake News"**  
 Detective!



**F**  
 Fact Finders

### Check a Fact Finder website!

- Double check the info on a fact-checker (like snopes.com or politifact.com.)
- Search google for article title + "fact check"

**A**  
 Authority

### Research the Authority!

- Look up publisher, author & website.
- Are they listed? Who are they?
- Are they reliable & trustworthy?
- \*Run their names through google, wikipedia, or mediabiasfactcheck.com
- \*Read their "about us" page to learn their purpose.

**C**  
 Check Details

### Check the Details!

Look for Red Flags like:

- Headlines that are over the top or have lots of !!!!
- Unbelievable or too shocking photos (reverse image search them!)
- Use of really emotional or shocking words
- Outdated information, lots of popup ads, misspellings

**T**  
 Try Again

### Try again if needed!

- If source checks out, no 2nd try needed.
- If source did not check out, look for a new source.
- If not yet sure source is good, try evaluating again.

F.A.C.T. Method developed by Kelsey Bogan 2018 IG@gvhslibrary



Be a  
**"Fake News"**  
 Detective!



		Yes	No
<b>F</b> Fact Finders	Fact Checkers indicate info is false?	<input type="checkbox"/>	<input type="checkbox"/>
	Other websites or sources backup your source's claims.	<input type="checkbox"/>	<input type="checkbox"/>
	Googling the article title + fact check brought back some red flags	<input type="checkbox"/>	<input type="checkbox"/>
<b>A</b> Authority	Publisher/Author is well known & generally considered reliable.	<input type="checkbox"/>	<input type="checkbox"/>
	Cannot find info about Author/Publisher (no "about" page or nothing in google)	<input type="checkbox"/>	<input type="checkbox"/>
	Google, Wiki, or Mediabiasfactcheck indicate scams, satire, untrustworthy reputations, etc	<input type="checkbox"/>	<input type="checkbox"/>
<b>C</b> Check Details	URL mimics a well known site, or has ".co" or misspellings	<input type="checkbox"/>	<input type="checkbox"/>
	Article refers to no reputable experts or eyewitnesses	<input type="checkbox"/>	<input type="checkbox"/>
	!!! Headlines are Over the Top !!!!!	<input type="checkbox"/>	<input type="checkbox"/>
<b>T</b> Take it or Try Again	Photos seem unbelievable or suspicious	<input type="checkbox"/>	<input type="checkbox"/>
	Info is outdated, or date not provided.	<input type="checkbox"/>	<input type="checkbox"/>
	Has lots of popups or distracting ads, misspellings, or grammatical errors.	<input type="checkbox"/>	<input type="checkbox"/>
	Source provides links or citations supporting their claims	<input type="checkbox"/>	<input type="checkbox"/>

**T**  
 Take it or Try Again

Taking your detective work into consideration, do you think this source is giving you good, reliable information?



Yes!



No



Need more info to decide

True 😊  
False 😞



## FACT or FICTION?

Don't be duped by misinformation on the internet!  
Use **Freddie's 10 tips** to "ferret" out fake news.

- 1 **Read beyond the headline.**  
What's the whole story? Be wary of clickbait!
- 2 **Consider the source.**  
Is it objective, impartial, unbiased?
- 3 **Check the author(s).**  
Are they real? What makes them experts?
- 4 **Check the date.**  
When was the information published?  
Has it been revised or updated?
- 5 **Check the links.**  
Are they working? Too many broken links  
should raise a red flag.
- 6 **Check the comments.**  
Many may call out the article for being  
fake or misleading.
- 7 **Evaluate supporting quotes.**  
Who or what is being quoted?  
Is the source real? Is it credible?
- 8 **Ask: "Is this a joke?"**  
Satirical articles are not reliable sources  
for research.
- 9 **Ask: "Are my own beliefs affecting my judgment?"**  
Be aware of confirmation bias.
- 10 **Conduct a reverse image search.**  
A photo used in multiple stories may not be trustworthy.



*THANK YOU  
FOR YOUR  
ATTENTION!*

