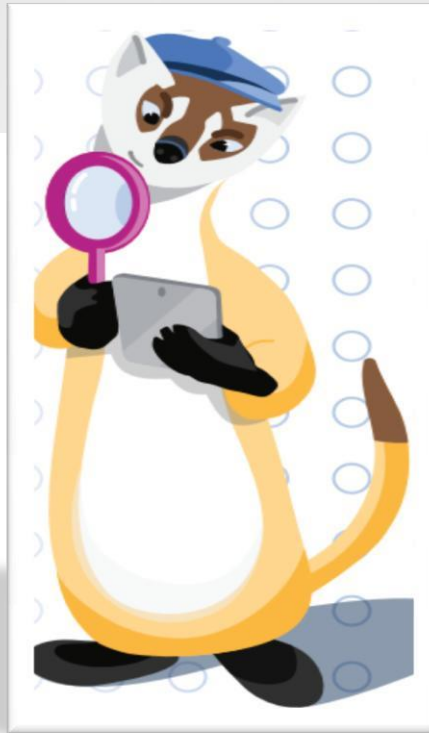


The "Fake News" Problem:

TIPS, TRICKS, & TOOLS TO
USE BOTH IN AND OUT OF
THE CLASSROOM



2018 *This Is What Happens In An Internet Minute*



Data Never Sleeps!

We are viewing, using, & creating information at an unprecedented rate.

The amount of data in the world is doubling **every year.**

Part I

**What is
"fake
news"?**

“Fake News”

A term frequently used by President Trump, nominated 2017s word of the year, impacted the 2016 U.S. election, and is even now finally being (attempting to be) regulated by social media.

But.....what is it?





Reflect for a Minute

Take a minute to think about the term "fake news."

- Where have you heard it recently?
- Who was saying it?
- What was it being used to describe?

How would you define "fake news?"

- Any source of info that is not rooted in truth/fact
- A story that is written to distort facts and promote the bias of one side
- False information create by accident or design that is interpreted as true and spreads rapidly via the internet
- Unverified facts and biased positions
- Nonfactual information used to persuade, confuse, or evade
- A way to indicate what the phrase's user thinks is negative propaganda towards themselves or their beliefs

Fake news is everything that is not real. :) Information that is not supported by multiple, verified, appropriate sources.

Inaccurate/False information; Intentionally misleading (ie. leaving information out); Bias - lead you to think one way or another.

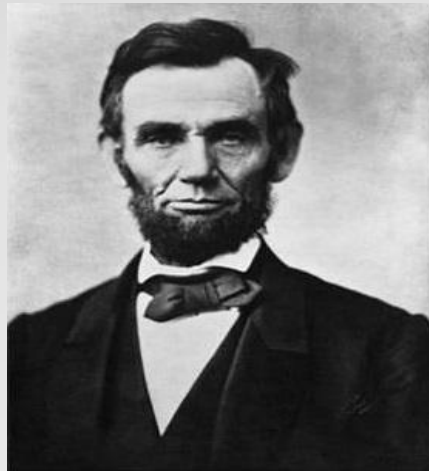
Fake News is information that is intentionally meant to mislead

Any information disseminated by the media outlets that is uncorroborated, non-verifiable, or elevated above its level of importance

intentionally misleading; biased

The thing about “fake news”....

- **The term “FAKE NEWS”** is very widely used right now, but it’s largely misused, or at least irresponsibly used. Calling something “fake news” is vague and very oversimplified. As you’ve just seen, the term is used in very different ways and defined differently by those using it.
- When most people use the term, and how it is used for our purposes, is as a catchall, or umbrella term, under which falls a broad variety of different kinds of false, mis-, and dis-information.



“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln

Part II

Types of mis / dis- information ("Fake News")

Broad Types of mis/disinformation

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

CHARACTERISTICS OF “FAKE NEWS”

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

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" 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 clicks and whirring 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 insults 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

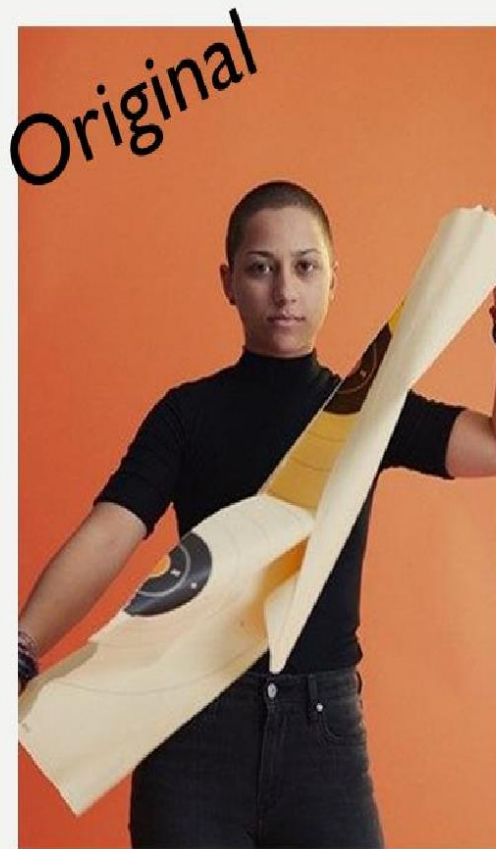
OFFICIAL PHOTO!

Secret Service building special nursery in the White House!



Hoax, pretty obvious, not believed by most people.

BUT NOW IT LOOKS LIKE THIS



Propaganda
Bogus
Fauxtography

OR THIS



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**

Misinformation,
Mislabeled,
Misconstrued,
Out of context



**THAT'S THE SAME BOY
OUTSIDE OF THE "CAGE". THIS
WAS AT A PROTEST AGAINST
IMMIGRATION POLICIES THIS
YEAR.**

Part III

Why is fake news
spreading?

WHY IS “FAKE NEWS” SO PROBLEMATIC?



Nowadays , people want to get views, not to tell the truth.

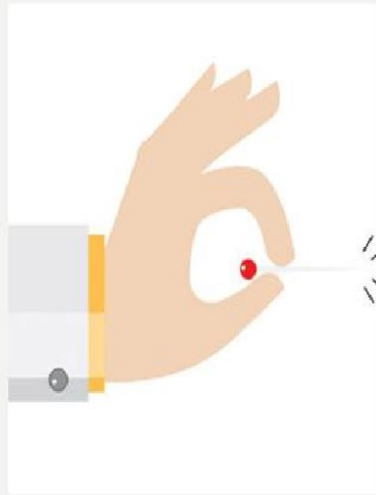
IT SPREADS SO FAR, SO QUICKLY, AND SO EASILY

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....

- 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)



Part IV

What can you do
about
“fake news”?

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
F 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"/>
A 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"/>
C 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"/>
T 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"/>
	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!*

