The Ins and Outs of Media Literacy



Part 1: Fact or Fiction?

Fake News, Alternative Facts, and other False Information

By Jeff Rand La Crosse Public Library

Goals

• To give you the knowledge and tools to be a better evaluator of information

Make you an agent in the fight against falsehood

Ground rules

- Our focus is knowledge and tools, not individuals
- You may see words and images that disturb you or do not agree with your point of view
- No political arguments
- □Agree

Historical Context

"No one in this world . . . has ever lost money by underestimating the intelligence of the great masses of plain people."

(H. L. Mencken, September 19, 1926)

What is happening now and why

Shift from "Old" to "New" Media

Business/Professional Individual/Social

Newspapers

Magazines

Television

Radio

Facebook

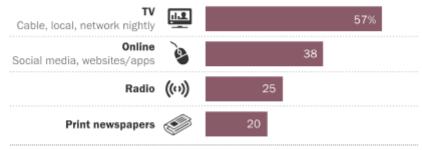
Twitter

Websites/blogs

News Platforms

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown). Source: Survey conducted Jan. 12-Feb. 8, 2016. "The Modern News Consumer"

PEW RESEARCH CENTER

Who is your news source?

Professional?

- Educated
- Trained
- Experienced
- Supervised
- With a code of ethics https://www.spj.org/ethicscode.asp

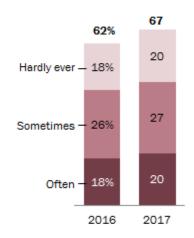
Personal?



Social Media & News

In 2017, two-thirds of U.S. adults get news from social media

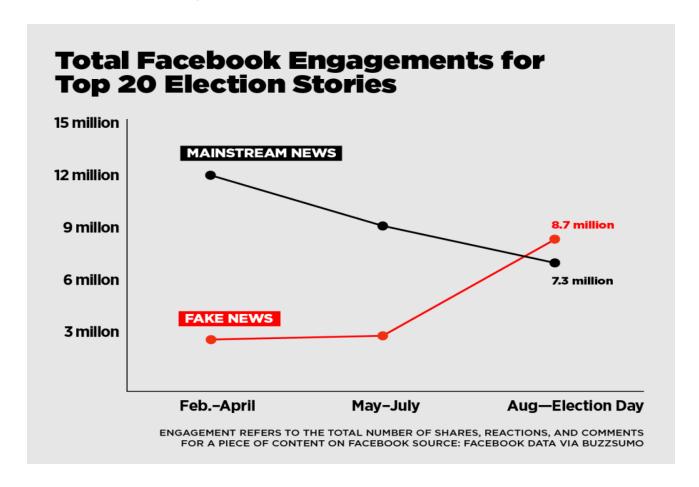
% of U.S. adults who get news from social media sites ...



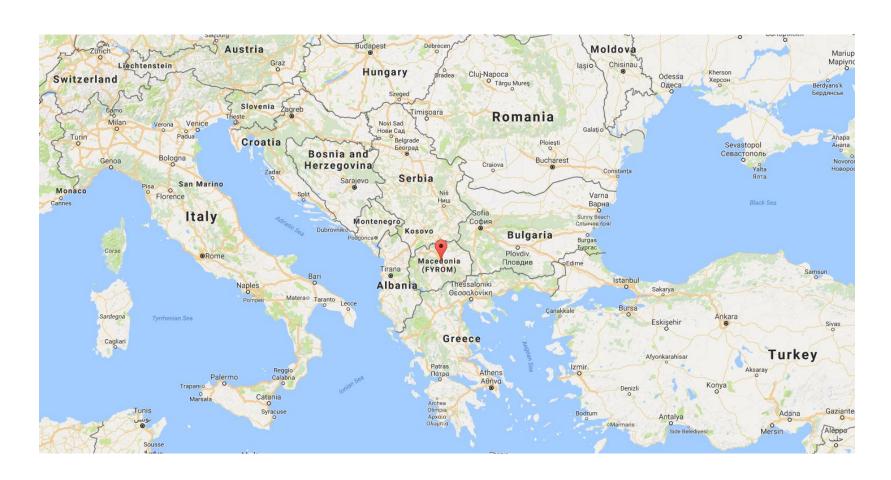
Source: Survey conducted Aug. 8-21, 2017. "News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

Facebook & Fake News



Veles, Macedonia



Filtering

Based on:

- Your location
- Previous searches
- Previous clicks
- Previous purchases
- Overall popularity

Creates filter bubbles



Echo chamber effect



Repetition theory



- Coke is the real thing.

Our tendencies

- <u>Filter bubbles</u>: not going outside of your own beliefs
- <u>Echo chambers</u>: repeating whatever you agree with to the exclusion of everything else
- <u>Information avoidance</u>: just picking what you agree with and ignoring everything else
- <u>Satisficing</u>: stopping when the first result agrees with your thinking and not researching further
- <u>Instant gratification</u>: clicking "Like" and "Share" without thinking

(Dr. Nicole A. Cook, School of Information Sciences, University of Illinois, Champaign-Urbana)

Why is this happening?

Eyeballs =







Recipe for making money

- Build a website
- Input ads via Google AdSense
- Create enticing content
- Share it on social media
- Drive web traffic to the website
- Make money on the posted advertisements

(Barbara Alvarez, *Public Libraries*, Nov/Dec 2016, page 25)

Clickbait

We Recommend



25+ Perfectly Timed Photos That Almost Broke The Internet

Auto Overload



Man Trapped In His Own
Body For 12 Years Wakes
Up Parcals Hearthreaking



Teen Goes Missing In Aruba: But 10 Years Later, Police Uncover Truth

LifeDaily.com



His Neighbors Were
Outraged at First. Now They
Think He's a Coning!



Sponsored Links by Taboola

report this ad

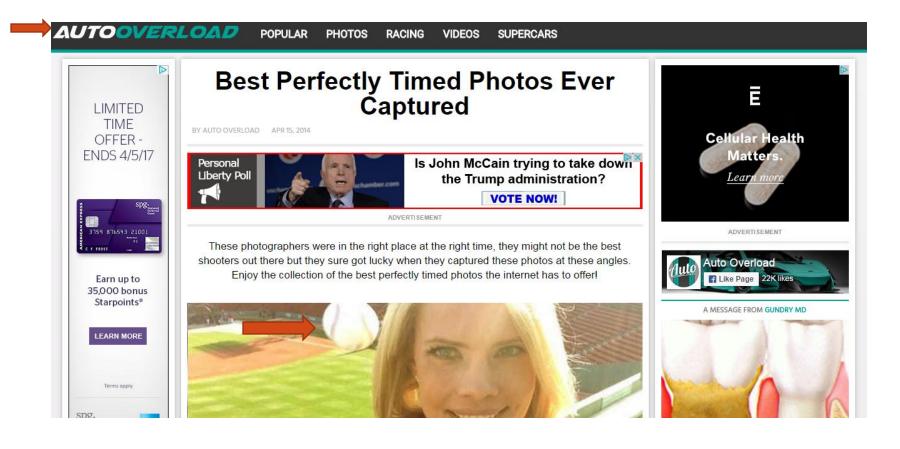
The Root Of All Stomach Problems - Avoid These 3 Foods (Video)

BIOX4 Supplement

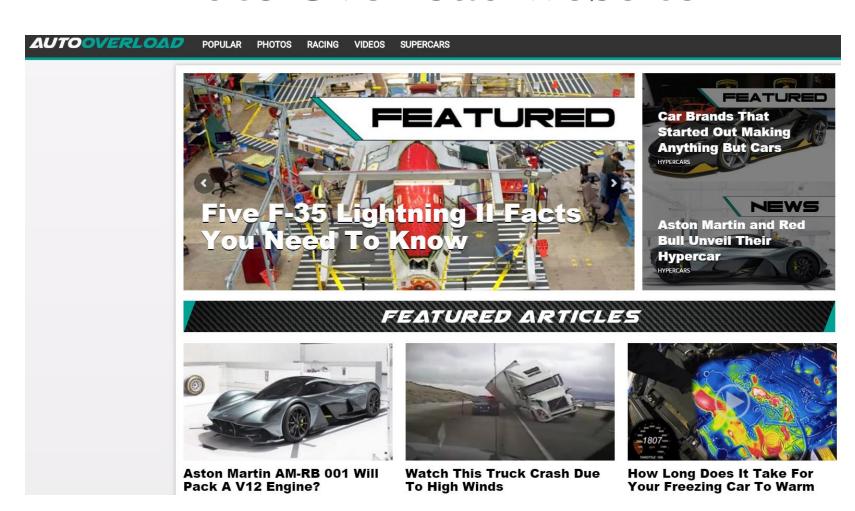


Photos From These American Airlines Will Blow

Takes you to this . . .



Auto Overload website



If you enjoy clickbait . . .



• www.grunge.com

The epidemic of misinformation

Disease vector

Misinformation vector





Following the trail: Hoaxy

- Beta from University of Indiana
- Shows number of Tweets
- Shows number of Facebook shares
- Lists most popular claims
- Lists most popular fact checking
 - https://hoaxy.iuni.iu.edu/

What is at stake?

- Our money
- Our health
- Our minds
- Our democracy
- Our lives

Danger of Fake News: "Pizzagate"



- Claim that Hillary
 Clinton & John Podesta
 were running a
 pedophilia ring in this
 Washington D.C. pizza
 restaurant
- Man traveled from North Carolina in December 2016 to free the "sex slaves" with his rifle, handgun, and folding knife

What you can do about it

Stick a fork in it



- A. Analyze
- B. Verify
- C. Diversify

A. Analyze

Says who?

Says what?

Seeing or reading should not be believing.

Pull back the curtain



Ten-step Analysis

- 1. Check the web domain
- 2. Survey site quality
- 3. Identify the source
- 4. Check "About Us"
- 5. Identify the author
- 6. Determine the central message
- 7. Assess the language
- 8. Scrutinize sources and evidence
- 9. Find other articles
- 10. Use fact-checkers
 (Adapted from Jeff Wyman, ProQuest.com)

1. Check web domain

Does the URL look legitimate?

Internet domain name extensions:

- .com = commercial
- .edu = higher education institution
- .org = nonprofit organization or trade association
- .gov = government
- .mil = military
- .net = Internet Service Providers
- .biz = small business
- Watch out for "com.co" or ".lo" extensions

https://en.wikipedia.org/wiki/List_of_Internet_top-level_domains

Beware of imposters

Fake

- http://abcnews.com.co/
- http://cbsnews.com.co/
- http://cnn.com.de/
- http://nbc.com.co/

Real

- http://abcnews.go.com/
- http://www.cbsnews.com/
- http://www.cnn.com/
- http://www.nbcnews.com/

2. Survey site quality

- Does it look professional or cheap?
- Consider the advertising
- Do images appear to be altered?



What Does It Mean

http://www.whatdoesitmean.com/

3. Identify the source

Says who?



- Have you heard of this source before?
- Is it well-known?
- What kind of reputation does it have?
- Is it trust-worthy?
- Is it well-respected?

Playing both sides



- Both websites are owned by American News LLC of Miami FL.
- They also own:
- American News (conservative)
- Democratic Review (liberal)
- GodToday (religious clickbait)

Identifying the Stinkers



 Media Bias/Fact Check evaluates & classifies websites.

https://mediabiasfactcheck.com/

 Wikipedia has a list of fake news websites.

https://en.wikipedia.org/wiki/List of fake news websites

4. Check out "About"

- Is there detailed background information?
- Is there a mission statement or philosophy?
- Does it list staff?
- Is it clear who is responsible for the website?
- Who produces the content?
- Is there editorial oversight or peer review?
- Who funds the website?

DEDICATED TO THE TRUTH

HOME

ABOUT

NEWS TEAM

CONTACT

ADVERTISE WITH US

SUBMIT YOUR NEWS



Repeat Sex Offender Arrested Dressed As Woman In Trans-Friendly Restroom

March 12, 2017
 Marshall Masterson ○ 0

James Moorles now prefers to go by Jamie, and identifies as a woman. The 56 year old Jamie has also been an avid supporter of [...]

Director

Band

Monkey Be Natural

Naturals

Bibles

Advices

Director

Amendments

Arrests

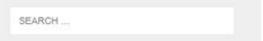
Monkey

Naturals

Advices

Avides

infolinks



Chicago, Illinois



Wednesday Clear

0%

Thursday

Clear



Friday Clear

10%



Saturday Partly Cloudy

A 20%



Pope Francis At White House: "Koran And Holy Bible Are The Same"

O March 5, 2017 ♣ Ben Draper ○ 0

On Wednesday the Bishop Of Rome addressed 11,000 ticketed guests on the South Lawn of the White House, during which he pontificated on the dire []

Chicago Civic Tribune

http://civictribune.com/



People for the American Way

http://www.pfaw.org/

Follow the money: Case study #1

Liberal newspaper

Owned by:

The Washington Post

 http://www.nashhold ingsinc.com/

Follow the money: Case study #2

Conservative newspaper

Owned by:

The Washington Times

 http://www.operation sholdings.com/

5. Identify the author

- Is there an author name? (Fake news often lacks this.)
- Does a search of the author bring up other work the author has done?
- What is their professional background?
- Is this a trusted author?

Author #1



Peter Baker

Peter Baker is the chief White House correspondent for The New York Times covering President Donald J. Trump.

Peter Baker is the chief White House correspondent for The New York Times covering President Donald J. Trump.

He previously covered the presidencies of Barack Obama, George W. Bush and Bill Clinton for The Times and The Washington Post. He is the author of three books and this spring will publish his fourth, "Obama: The Call of History," an illustrated history of the 44th president produced by The Times in collaboration with Callaway Arts & Entertainment and distributed by Abrams.

Author #2

Home > Authors > Posts by Jimmy Rustling, CNN

Jimmy Rustling, CNN



93 POSTS

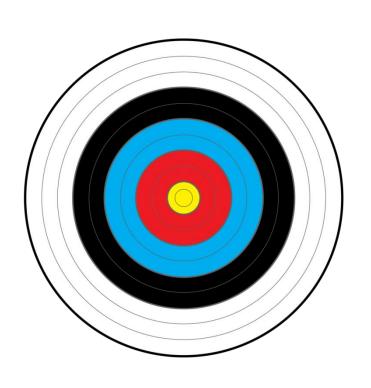
0 COMMENTS

Born at an early age, Jimmy Rustling has found solace and comfort knowing that his humble actions have made this multiverse a better place for every man, woman and child ever known to exist. Dr. Jimmy Rustling has won many awards for excellence in writing including fourteen Peabody awards and a handful of Pulitzer Prizes. When Jimmies are not being Rustled the kind Dr. enjoys being an amazing husband to his beautiful, soulmate; Anastasia, a Russian mail order bride of almost 2 months. Dr. Rustling also spends 12-15 hours each day teaching their adopted 8-year-old Syrian refugee daughter how to read and write.

6. Determine the main message

- Fact? Interpretation? Opinion? Propaganda? Satire?
- Present one viewpoint or multiple viewpoints?
- Does it make outrageous claims?
- Is it fair, balanced, and reasonable?
- Does it appeal to emotions and biases?

The Fact Landscape

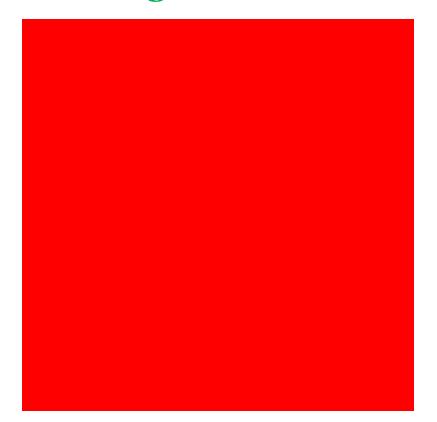


- Facts
- Interpretation
- Opinions
- Speculation
- Honest inaccuracies
- Intentional distortions
- Conspiracy theories
- Fake/junk news

Alternative Facts

This is green





Alternative Facts

- I do not like the facts you are presenting, so I will invent some that support my point of view.
- "Every man has the right to an opinion, but no man has a right to be wrong in his facts. Nor, above all, to persist in errors as to facts."

 (Bernard M. Baruch, October 8, 1946)

Interpretation



Alternative Interpretations



- This statue was created to honor the native inhabitants of La Crosse and is a revered landmark.
- This statue perpetuates harmful stereotypes and should be removed.

Satire

- The Onion is wellknown for satire
- Founded in Madison
 WI as a weekly
 newspaper
- http://www.theonion.com/

- Reagan was Right is a conservative satire website
- http://reaganwasright.com/
- Ladies of Liberty is too
- http://ladiesofliberty.
 net/

Conspiracy Theories

POWER OF PROPHECY

Exclusive Intelligence Examiner Report



Texe Marrs

Zionist Secret Society Conducts Luciferian Rituals Deep in Cave Under City of Jerussalem

MASONIC JEWS PLOT TO CONTROL WORLD

Now the lid is blown off the forbidden, secret powderkeg of the Masonic Jews who run Israel and, by extension, the United States and the world. Unbeknownst to either the Israeli elite or to America's pro-Israel cabal in Washington, D.C., for over six years I have conducted an intensive investigation of Jewish Masonic influence. Finally, I have released three bombshell videos unmasking my grotesque discoveries in this area, Masonic Lodge Over Jerusalem (Available in VHS or DVD), Thunder Over Zion (Available in VHS or DVD), and Cauldron of Abaddon (Available in VHS or DVD).

Illuministic Communism the Goal

The goal of the Jewish Masonic elite is to establish dictatorial Illuministic Communism and to enslave all of mankind under the thumb of a Jewish master race led by a world messiah who is to rule from Jerusalem.

An essential element in this grandiose plan is the Masonic plot to blow up and destroy Islam's golden-domed monument now sitting on the Temple Mount in Jerusalem, despised by Orthodox Jewish rabbis and the secularist Masonic Illuminists alike.

Urban legend



• The skateboarder statue outside the Human Services building in La Crosse is a memorial to a local skateboarder who met a tragic end.

Its plaque debunks the story:



- Artist Mike Martino said the wings signify "the development of a young person's spirit and individuality."
- (No skateboarders died to inspire this statue.)

Point of view

Half full



Half empty





Self-interest

"There's no such thing as junk mail!"

(According to Newman the mail carrier.)

Bias



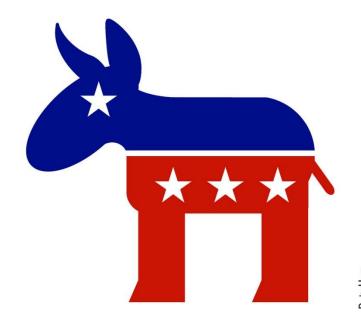
Confirmation Bias

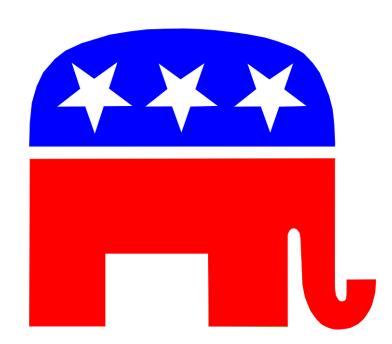


Hyperbole

http://occupydemocrats.com/

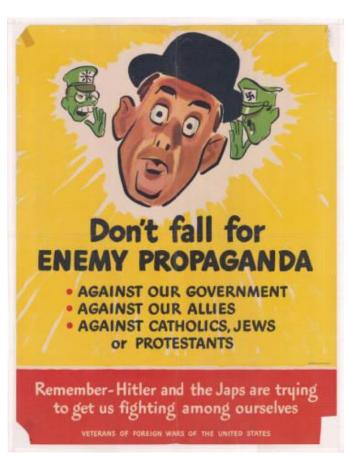
http://www.redstate.com/





Propaganda

World War II



Now

The Free Telegraph

https://freetelegraph.com

"Big Lie" theory

• "... the magnitude of a lie always contains a certain factor of credibility . . . in view of the primitive simplicity of their minds, they more easily fall a victim to a big lie than to a little one, since they themselves lie in little things, but would be ashamed of lies that were too big. Such a falsehood will never enter their heads, and they will not be able to believe in the possibility of such monstrous effrontery and infamous misrepresentation in others . . . "

(Adolf Hitler, Mein Kampf, Chapter X, page 231)

Washington Monument



- Closed until spring 2019 for elevator renovation (Fact)
- Closed because the Clinton Foundation is hiding documents in it
- Opinion
- Satire
- Fake news
- Conspiracy theory

7. Assess the language

- Proper spelling, grammar, punctuation?
- Bait words: "Breaking news!" "Oh my god!" "Wow!" "You will not believe this!" "Prepare to be outraged!"
- What is the tone—factual or angry?

The color of words



- Increasing
- Rising
- Surging
- Skyrocketing

Spin



- Rout
- Retreat
- Strategic withdrawal
- Attacking in a different direction

8. Scrutinize sources & evidence

- Are any sources cited?
- Are sources named or anonymous?
- Are the sources authoritative and reliable?
- Can you find the original sources?
- Is there questionable logic?
 <u>Master List of Logical Fallacies</u>

Not all sources are equal

• Primary: participants, witnesses, documents, photographs, video; sources before interpretation

• Secondary: get their information from primary sources; add interpretation & analysis & opinion

• Tertiary: encyclopedia, Wikipedia, almanac, textbooks; *summarize*

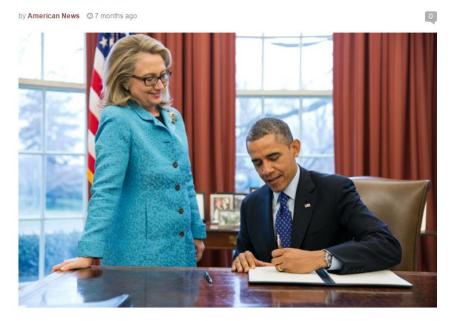
Context

- "Money is the root of all evil."
- "For the *love of* money is a root of all kinds of evil, for which some have strayed from the faith in their greediness, and pierced themselves through with many sorrows."

(1 Timothy 6:10, *The Holy Bible*, New King James Version, Thomas Nelson, Inc., 2010, page 480)

Executive Order 13738

Obama Signs Executive Order banning The Pledge Of Allegiance In Schools Nationwide



ell, President Obama may have just officially taking things too far. According to a recent report, he just signed Executive Order 13738, revoking the federal government's official recognition of the Pledge of Allegiance.

Executive Order 13738



58807

Federal Register

Vol. 81, No. 166

Friday, August 26, 2016

Presidential Documents

Title 3—

The President

Amendment to Executive Order 13673

Executive Order 13738 of August 23, 2016

By the authority vested in me as President by the Constitution and the laws of the United States of America, including 40 U.S.C. 121, and in order to promote economy and efficiency in procurement by contracting with responsible sources who comply with labor laws, it is hereby ordered as follows:

- Section 1. Amendment to Executive Order 13673. Executive Order 13673 of July 31, 2014 (Fair Pay and Safe Workplaces), is amended as follows:
- in subsection 2(a)(iv)(A), by inserting, after the word "disclose," the following: "to the entity designated by a final rule amending the Federal Acquisition Regulation under subsection 4(a)";
- (2) in subsection 2(a)(iv)(B), by striking "the information submitted by the subcontractor pursuant to subparagraph (A) of this paragraph" and replacing in lieu thereof the following: "the advice provided by the entity designated by a final rule amending the Federal Acquisition Regulation under subsection 4(a), or the information submitted to that entity";
- (3) in subsection 2(a)(v), by striking "to the contractor" and inserting in lieu thereof the following: "to an entity designated by a final rule amending the Federal Acquisition Regulation under subsection 4(a)"; and

Kinds of evidence

- Clear [legal]: evidence which is positive, precise and explicit (http://thelawdictionary.org/clear-evidence-or-proof/)
- Scientific: conducted in the manner of science or according to results of investigation by science; practicing or using thorough or systematic methods (Merriam Webster Dictionary online)
- Anecdotal: based on or consisting of reports or observations of usually unscientific observers

(Merriam Webster Dictionary online)

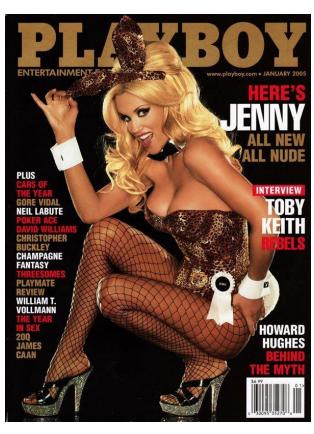
Anecdotal versus Scientific



- "... there is no causal relationship between lunar phenomena and human behavior. . . . A lack of understanding of physics, psychological biases, and slanted media reporting . . . " [created the myth]
- Skeptical Inquirer,
 Winter 1985-86

Celebrity versus Science

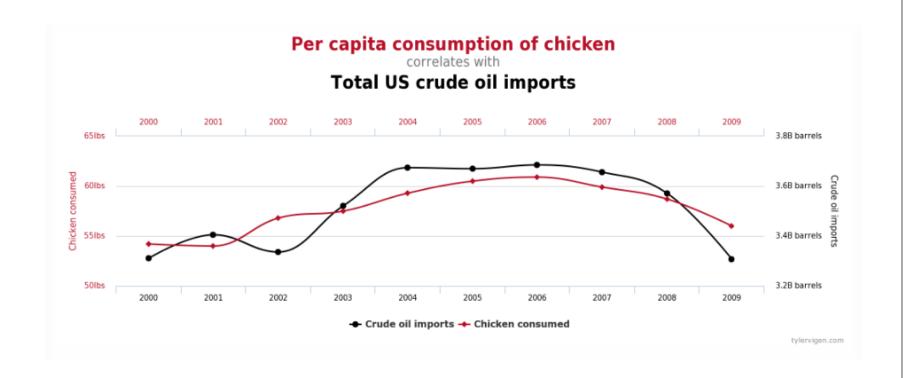
Jenny McCarthy on autism



Science on autism

- <u>Centers for Disease Control and</u> Prevention
- National Institutes of Health
- American Academy of Pediatrics
- World Health Organization
- Committee for Skeptical Inquiry
- Snopes.com

Correlation does not = Causation



Seeing is believing?



9. Find other articles

- Are there more articles on the same topic?
- Have other reputable sources covered the same story? (additional coverage)
- Are all the articles the exact same text?
 (cloning)

Who do you believe?

Obama Did Not Ban the Pledge - FactCheck.org

www.factcheck.org/2016/09/obama-did-not-ban-the-pledge/ ▼
Sep 2, 2016 - Q: Did President Obama sign an executive order banning the Pledge of Allegiance in public schools? A: No. That claim comes from a satirical ...

Obama Signs Executive Order Banning the Pledge of Allegiance in ...

www.snopes.com/pledge-of-allegiance-ban/ ▼

Aug 16, 2016 - ... old hoax about President **Obama's** banning **the Pledge of Allegiance**. ... it is now **illegal** for any federally funded agency to display the pledge ...

Fact Check: No, Obama has not banned Pledge of Allegiance

jacksonville.com/reason/.../fact-check-no-**obama**-has-not-**banned-pledge-allegiance** ▼ Aug 30, 2016 - Viral emails are circulating again that President Barack **Obama** has issued an executive order banning **the Pledge of Allegiance** in U.S. schools ...

Obama Signs Executive Order Banning The Pledge Of Allegiance In ...

abcnews.com.co > News

"This is a story about President **Obama** banning **the Pledge of Allegiance** in our ... that **Obama's** decision to **ban** the Pledge is a victory for all those who oppose ...

Obama Signs Executive Order Banning The National Anthem At All ...

cnn.com.de → News ▼

Jan 9, 2017 - "As a Christian nation, **the Pledge of Allegiance** helps our children be ... for America told reporters that **Obama's** decision to **ban** the Pledge is a ...

Obama Signs Executive Order Banning The Pledge Of Allegiance In ...

cnn.com.de → News ▼

Jan 10, 2017 - Lawrence Ketchum of the Secular Coalition for America told reporters that **Obama's** decision to **ban the Pledge** is a victory for all those who ...

B. Verify with fact-checking











Fact-checking is not a dirty word



Snopes.com



- Completely independent
- Takes no funding from anyone; ads are their revenue
- Maintained by "a small staff of researchers and writers"
- Covers: urban legends, . . . "common fallacies, misinformation, old wives' tales, strange news stories, rumors, celebrity gossip, and similar items"

(http://www.snopes.com/frequently-asked-questions/)

http://www.snopes.com/

Hoax-Slayer.net



- Est. 2003 by Australian Brett Christensen
- Debunker of hoaxes & scams

(http://www.hoax-slayer.net)

http://www.hoax-slayer.net

FactCheck.org



- Funded by Annenberg Public Policy Center of the Univ. of Pennsylvania
- Nonpartisan and nonprofit
- "consumer advocate" for voters
- Monitors the factual accuracy of statements by politicians

(http://www.factcheck.org/about/our-mission/

• http://www.factcheck.org \(\sqrt{} \)

Politifact.com

- Owned by the Poynter Institute for Media Studies
- Rates the accuracy of statements by elected officials and others who speak out on politics
- Known for the "Truth-o-Meter" and "Pants on Fire" rating

(http://www.politifact.com/truth-o-meter/article/2013/nov/01/principles-politifact-punditfact-and-truth-o-meter/)

www.politifact.com



Washington Post

The Washington Post Democracy Dies in Darkness

- Glenn Kessler, an awardwinning journalist for over 30 years
- Establishes the truth of statements by political figures on important issues
- Explanation and analysis of difficult issues
- Four "Pinnochios" = "a whopper"

(https://www.washingtonpost.com/news/fact-checker/about-the-fact-checker)

https://www.washingtonpos
t.com/news/fact-checker/

The Weekly Standard

- Conservative magazine
- Focuses on politics



http://www.weeklysta ndard.com/section/fa ct-check

Skeptical Inquirer



- Established in 1976; Carl Sagan and Isaac Asimov among the founders
- Scientists, academics, and science writers who critically analyze pseudoscience, paranormal, and "unusual claims"
- They also publish a magazine

http://www.csicop.org

Lies and rumors die hard

• "How easy it is to make people believe a lie, and how hard it is to undo that work again!"

(Mark Twain, *Autobiography of Mark Twain*, Vol. 2, page 307)

C. Diversify





Breaking out of our information silos

"If all of us were the same, some of us would be unnecessary."
--Paul Heckman, UW-La Crosse English professor

Allsides.com

 founded by several people of different political persuasions to combat polarization

 presents current news with sources from across the political spectrum (left, center, right)

www.allsides.com

Newspapers

Liberal

- Los Angeles Times
- New York Times*
- Washington Post

Conservative

- Chicago Tribune
- Sunday Times (London)
- Wall Street Journal*
- Washington Times*

Magazines

Liberal

- Advocate*
- Amnesty International
- Atlantic Monthly*
- Commonweal*
- Greenpeace Update
- Ms.*
- New Republic*
- New Statesman
- New Yorker*
- Utne*
- Washington Monthly

Conservative

- American Enterprise
- American Spectator
- Commentary
- Economist*
- Forbes*
- Limbaugh Letter*
- National Review*
- Newsmax*
- Weekly Standard*

Websites

Liberal

- Talking Points Memo
- Daily Kos
- Media Matters for America
- Washington Monthly

Conservative

- Cato Institute
- Hot Air
- Free Republic
- Human Events
- Reason

Socialist magazines

- Mother Jones*
- Nation*
- Progressive*
- Science & Society
- Socialism Today
- Socialist: Magazine of the Socialist Party USA
- Socialist Worker
- Z Magazine

ProCon.org

- Nonprofit, nonpartisan research organization
- Supported by donations
- Presents both sides of controversial issues

http://www.procon.org/

Which will you be?





For copies of:

- This presentation
- Credits and end notes
- Bibliography
- Vocabulary list
- Email: jrand@lacrosselibrary.org