

A close-up photograph of a person's hand, with the index finger pointing at a tablet screen. The background is blurred, showing what appears to be a classroom or office setting. The text is overlaid on this image.

A TEACHER'S GUIDE TO

FAKE NEWS AND HOW TO FIGHT IT

Connor Townsend, American Battlefield Trust

WHAT IS FAKE NEWS?

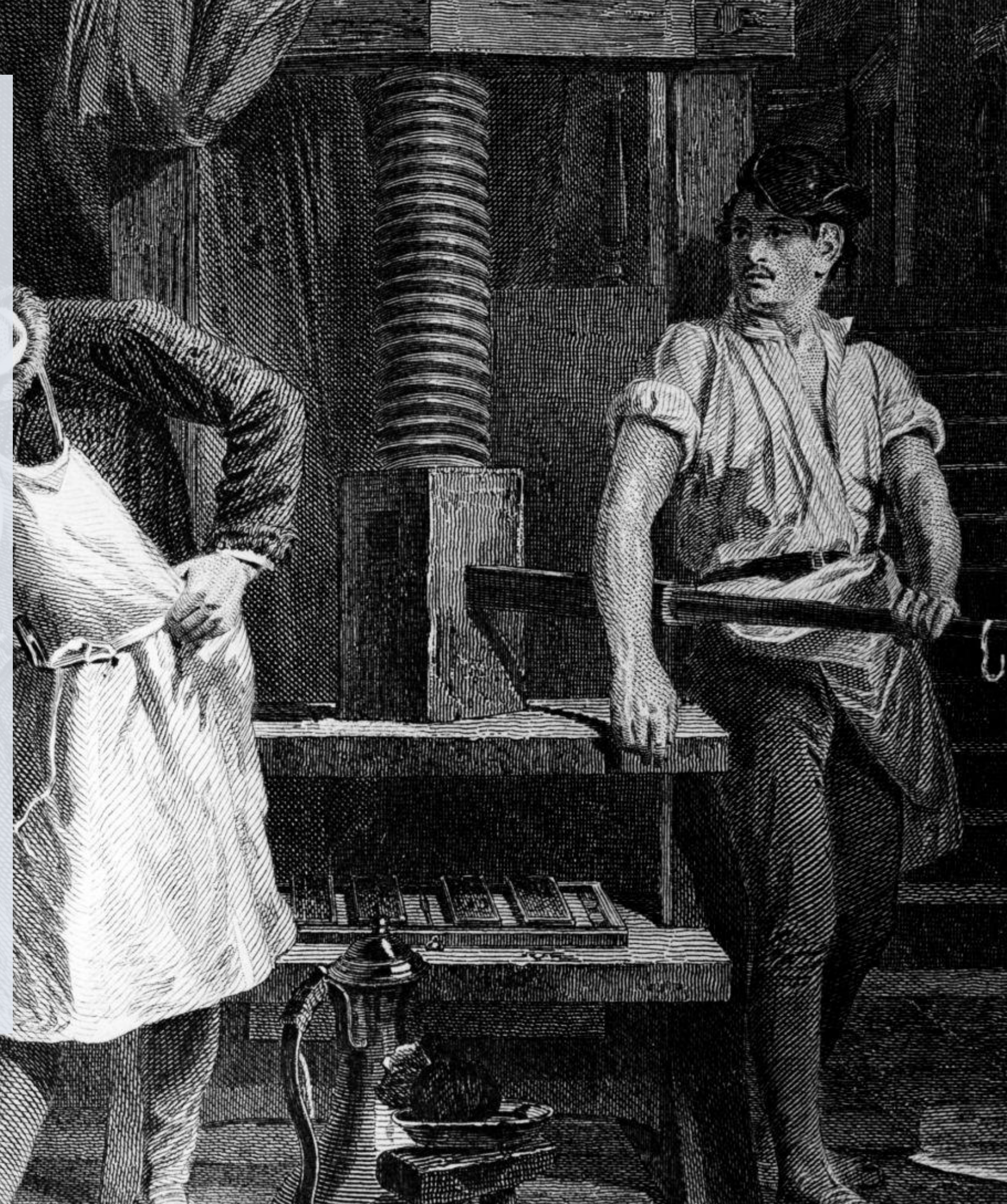
FALSE NEWS STORIES, OFTEN OF A SENSATIONAL NATURE, CREATED TO BE WIDELY SHARED ONLINE FOR THE PURPOSE OF GENERATING AD REVENUE VIA WEB TRAFFIC OR DISCREDITING A PUBLIC FIGURE, POLITICAL MOVEMENT, COMPANY, ETC.

DICTIONARY.COM

Fake News In History

IT'S NOT A NEW PHENOMENON

The purposeful spread of falsehoods has existed since humans have had the ability to exchange information. The advent of the printing press brought the issue to new heights.



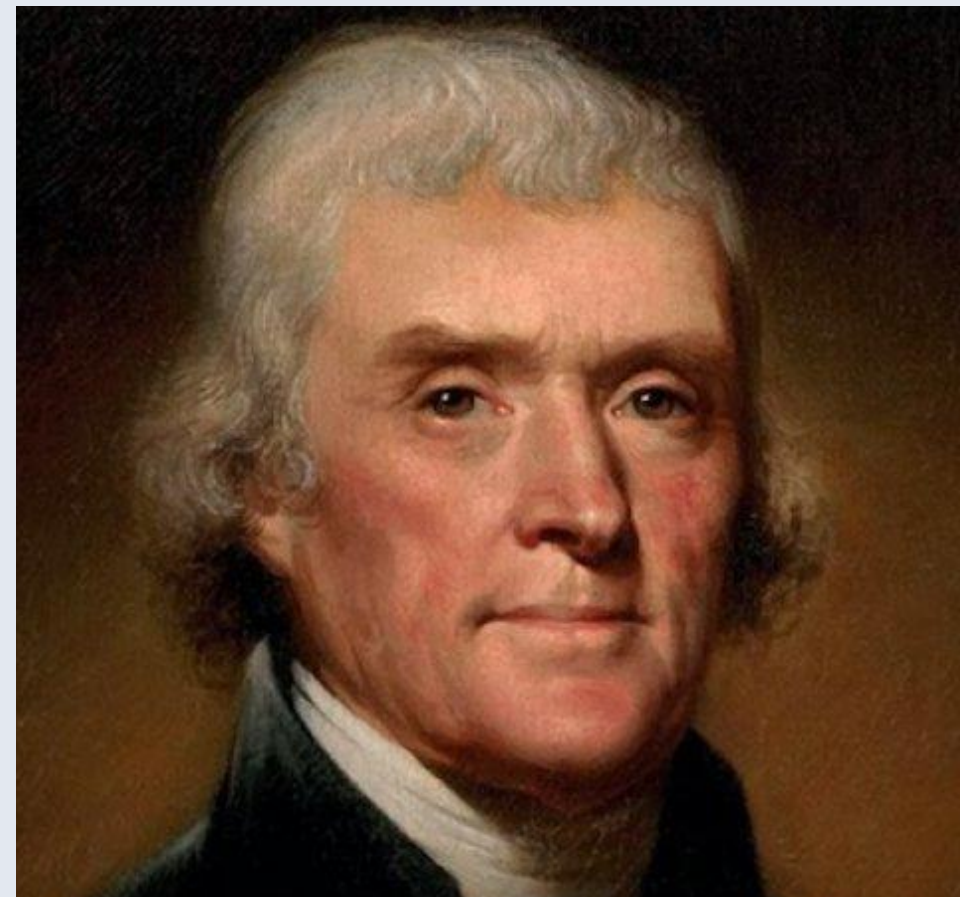
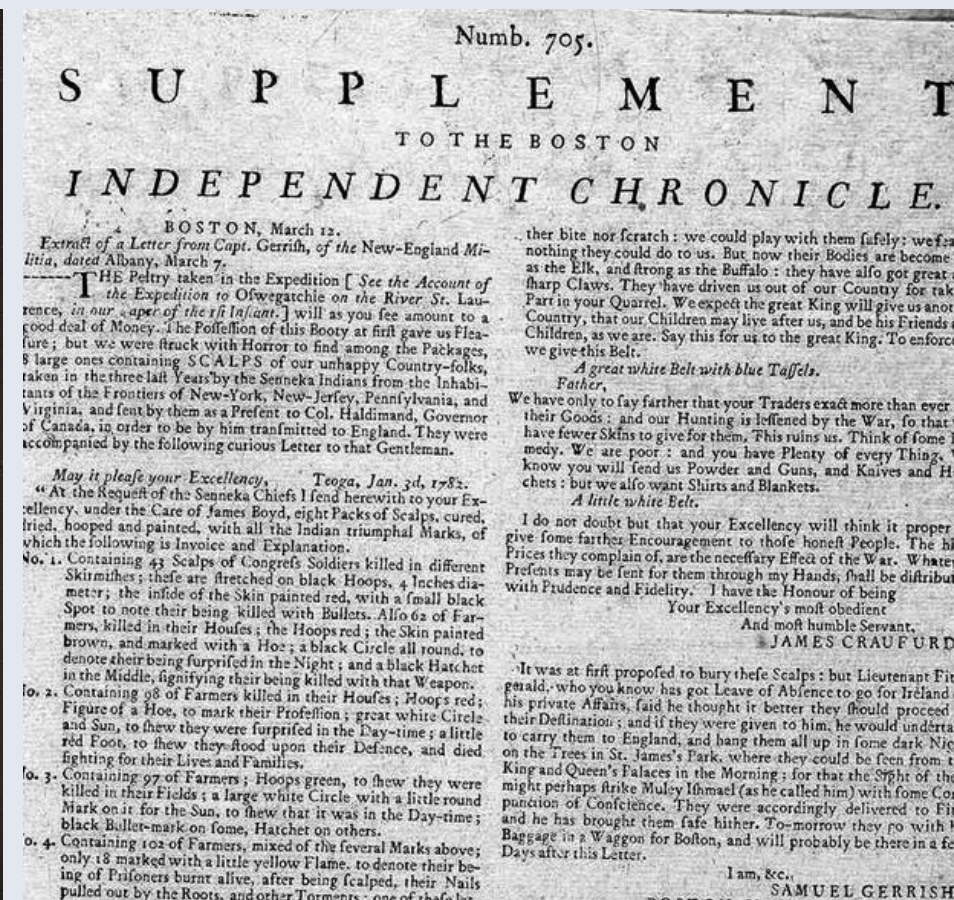
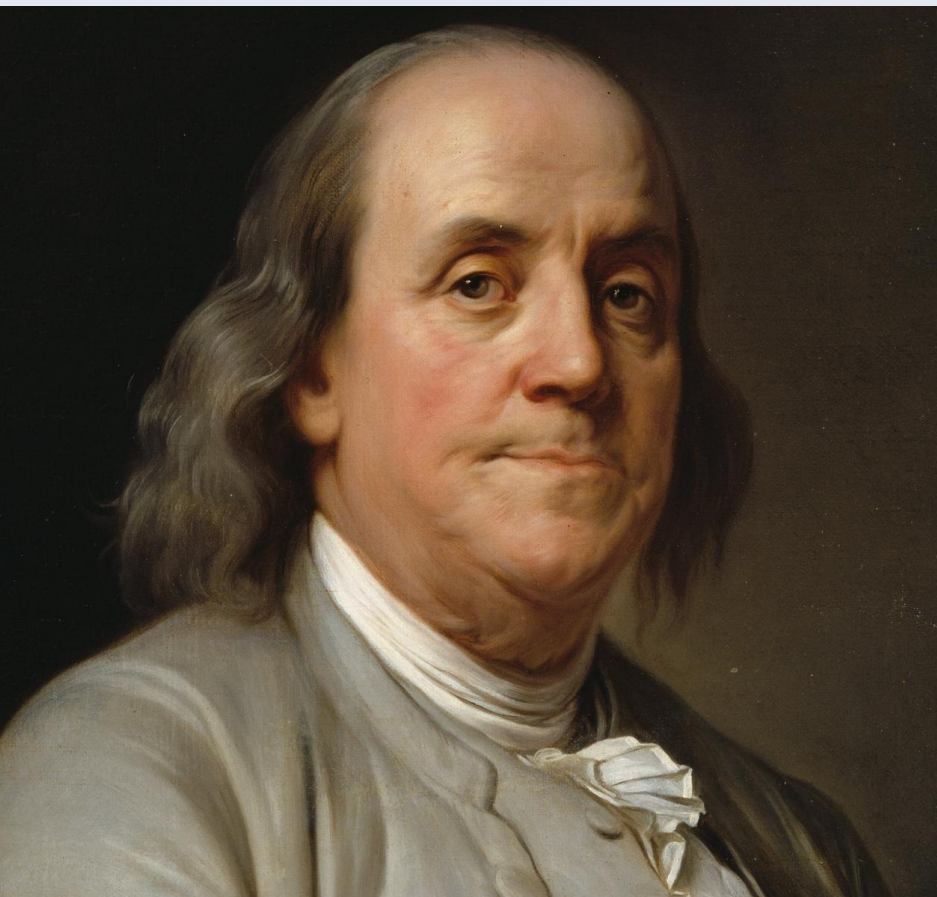
AN AMERICAN TRADITION

BEN FRANKLIN

- Printed a fake edition of a real Boston newspaper, *The Independent Chronicle*, while in Paris in 1782
- The story: King George III is in league with Native Americans in NY. A bag with 700 scalps from patriot women and children were found with a note to the King.
- Forged a letter from Naval hero, John Paul Jones.
- The fake story was printed in real newspapers.

THE ELECTION OF 1800

- During the election of 1800 Thomas Jefferson hired James Callender, infamous pamphleteer.
- Previously, Callender had exposed Alexander Hamilton's affair.
- Callender, published the, *Prospect Before Us*, a vicious character assassination of John Adams.



	 SATIRE OR PARODY	 FALSE CONNECTION	 MISLEADING CONTENT	 FALSE CONTEXT	 IMPOSTER CONTENT	 MANIPULATED CONTENT	 FABRICATED CONTENT
POOR JOURNALISM		✓	✓	✓			
TO PARODY	✓				✓		✓
TO PROVOKE OR TO 'PUNK'					✓	✓	✓
PASSION				✓			
PARTISANSHIP			✓	✓			
PROFIT		✓			✓		✓
POLITICAL INFLUENCE			✓	✓		✓	✓
PROPAGANDA			✓	✓	✓	✓	✓



WHAT MOTIVATES FAKE NEWS CONTENT CREATORS?

HOW DOES FAKE NEWS SPREAD?

CONFIRMATION BIAS

The tendency to interpret new evidence as confirmation of one's existing beliefs or theories.

BOT AMPLIFICATION

Fake news creators use bots to reinforce and amplify their message to achieve their desired outcome.

AD ALGORITHMS

Information from individual's internet history is used to target ads. This is also used to target fake news content.

HUMAN LAZINESS

Can we get beyond the title? We are quick to share and comment, but can't be bothered to read the content.



Upworthy

Published by RebelMouse (?) · 32 mins ·



Don't Publish this - Most domestic terrorism comes from white supremacists, FBI tells lawmakers

UP
WOR
THY



UPWORTHY.COM

Don't Publish this - Most domestic terrorism comes from white supremacists, FBI tells lawmakers

24,621

People Reached

836

Engagements


Boost Post

Did You Even Read The Article?

- Accidental case study
- A dead link was accidentally posted to UpWorthy's Facebook page
- Before catching the error the article generated +2,000 comments and thousands of shares
- Only 2% of the comments remarked on the dead link, the other 98% commented on the "content" or the article

Where Are Students Consuming News Content?

AND WHAT MAKES THEM VULNERABLE?

A close-up, slightly angled view of a smartphone screen displaying various app icons. The icons include Messages, Photos, Camera, App Store, Maps, Messenger, Instagram, Assistant, Facebook Page, YouTube, and Telegram. The screen is partially obscured by a semi-transparent white rectangular box containing text.


**"MORE THAN HALF OF TEENS (54%) GET NEWS
AT LEAST A FEW TIMES A WEEK FROM SOCIAL
MEDIA PLATFORMS SUCH AS INSTAGRAM,
FACEBOOK, AND TWITTER AND 50% GET NEWS
FROM YOUTUBE."**

COMMONSENSE MEDIA



**"SIX IN 10 TEENS SAY THEY ARE MORE LIKELY
TO GET IT FROM CELEBRITIES, INFLUENCERS,
AND PERSONALITIES RATHER THAN FROM
NEWS ORGANIZATIONS UTILIZING YOUTUBE."**

COMMONSENSE MEDIA



**"64% OF TEENS SAY THAT 'SEEING PICTURES
AND VIDEO SHOWING WHAT HAPPENED' GIVES
THEM THE BEST UNDERSTANDING OF MAJOR
NEWS EVENTS, WHILE JUST 36% SAY THEY'D
PREFER TO READ OR HEAR THE FACTS ABOUT
WHAT HAPPENED."**

COMMONSENSE MEDIA

A young child with dark hair, wearing a blue long-sleeved sweater, is seated at a dark wooden table. The child is looking down at a tablet computer on the table, with their hands positioned to interact with the screen. The background is softly blurred, showing a wooden cabinet and a window. The overall lighting is warm and indoor.

HOW DO WE FIGHT FAKE NEWS?

MEDIA LITERACY

WHAT IS MEDIA LITERACY?

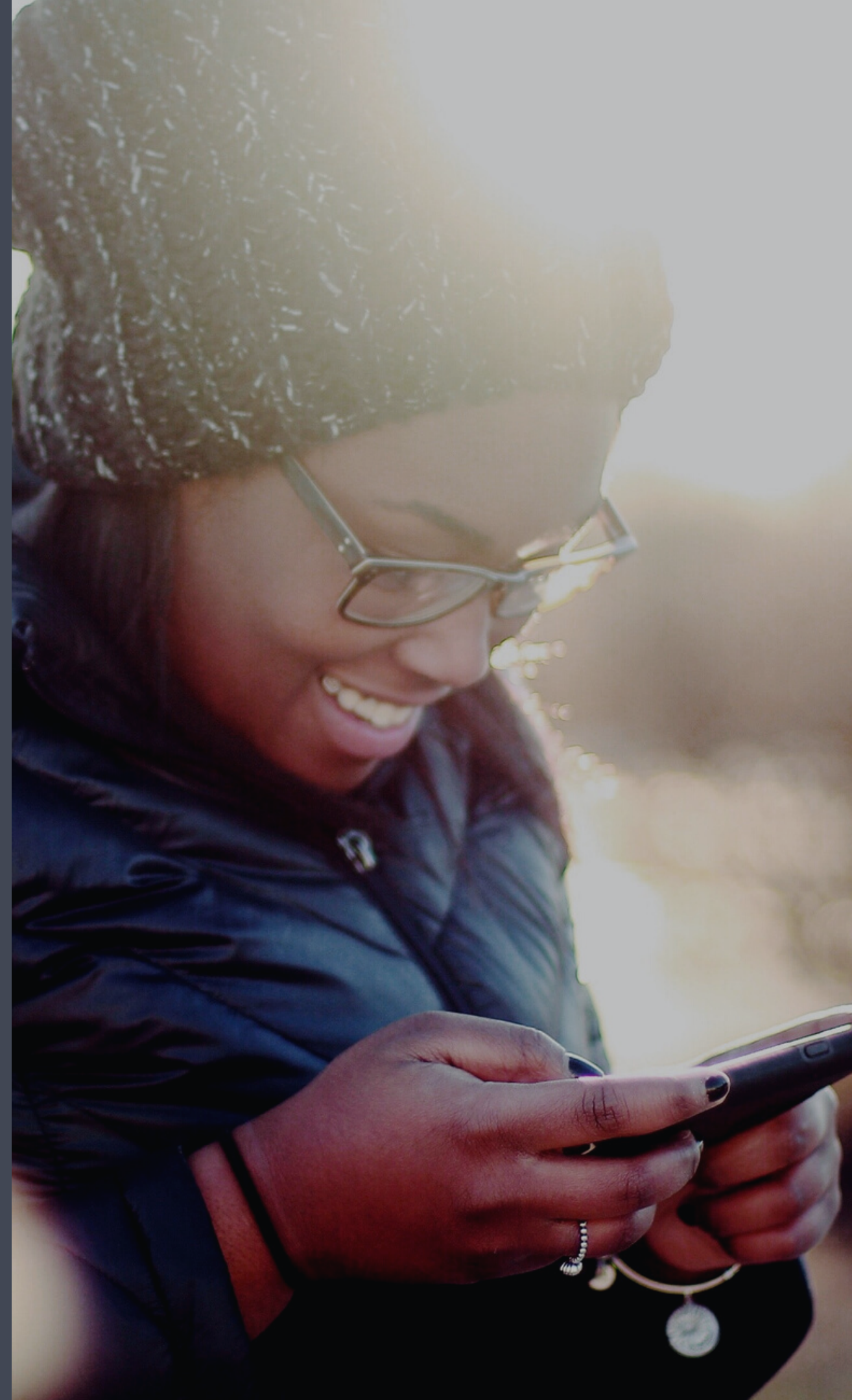
MEDIA LITERACY IS THE ABILITY TO IDENTIFY DIFFERENT TYPES OF MEDIA AND UNDERSTAND THE MESSAGES THEY'RE SENDING.

ALL MEDIA SHARES ONE THING: SOMEONE CREATED IT. AND IT WAS CREATED FOR A REASON. UNDERSTANDING THAT REASON IS THE BASIS OF MEDIA LITERACY.

COMMONSENSE MEDIA

Media Literacy Can Help Your Students...

- Learn to think critically
- Become a smart consumer of products and information
- Recognize point of view
- Create media responsibly
- Identify the role of media in our culture
- Understand the author's goal



A close-up photograph of a person's hands and torso. The person is wearing a light-colored, textured sweater and blue jeans. They are holding a brown laptop with a Windows logo on the back. A dark blue bag is slung over their shoulder, and they are holding the strap. The background is a plain, light color.

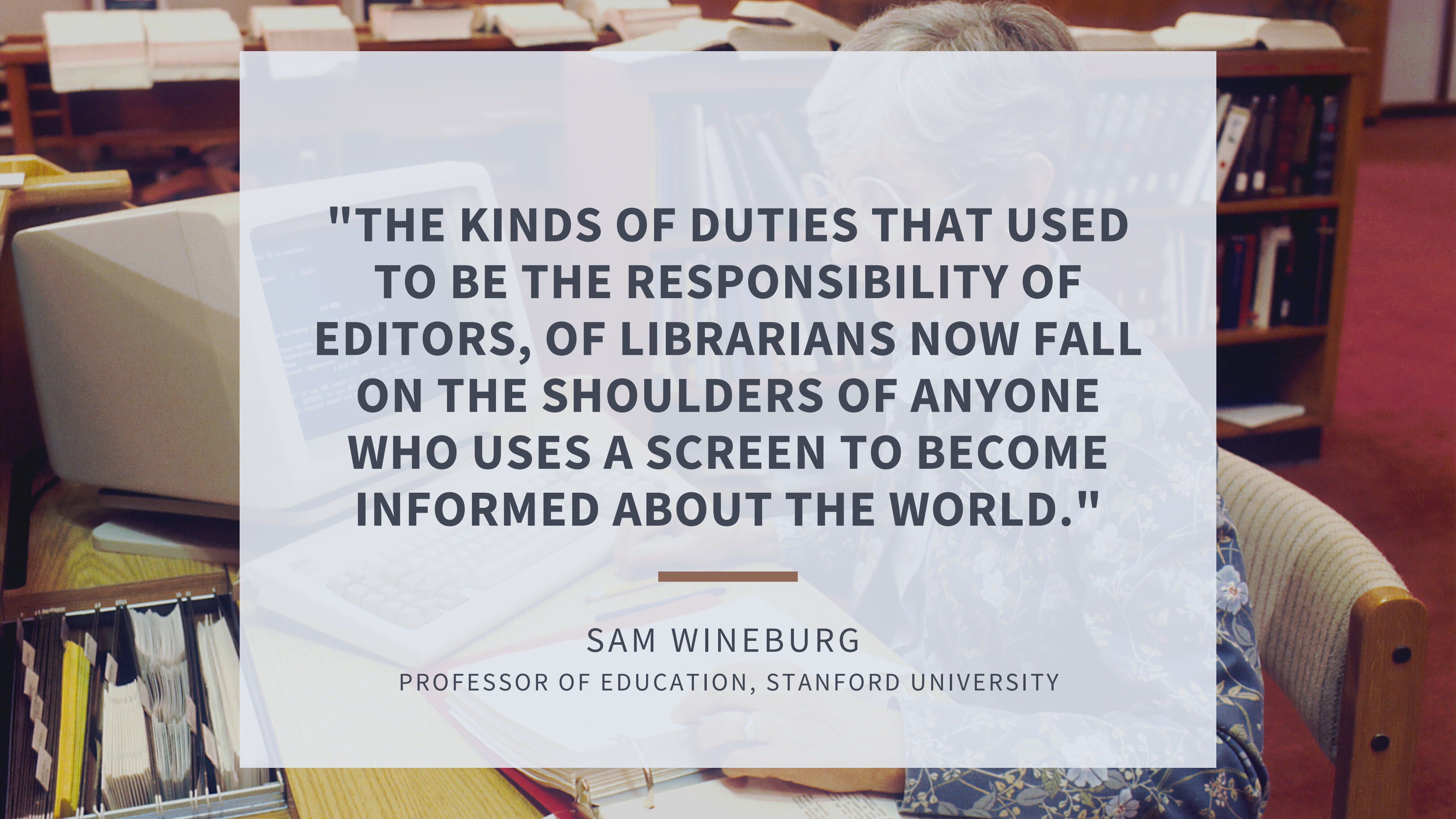
Questions To Ask When Teaching Media Literacy...

- Who created this?
- Why did they make it?
- Who is the message for?
- What techniques are being used to make this message credible or believable?
- What details were left out, and why?
- How did the message make you feel?

How To Recognize Legitimate News...

- Attribution
- Standards and ethics
- Full disclosure
- Objective sources
- Trustworthy research





**"THE KINDS OF DUTIES THAT USED
TO BE THE RESPONSIBILITY OF
EDITORS, OF LIBRARIANS NOW FALL
ON THE SHOULDERS OF ANYONE
WHO USES A SCREEN TO BECOME
INFORMED ABOUT THE WORLD."**

SAM WINEBURG

PROFESSOR OF EDUCATION, STANFORD UNIVERSITY

A close-up photograph of a person's hands typing on a white, low-profile keyboard. The keyboard is resting on a light-colored wooden desk. The person is wearing a blue long-sleeved shirt. The background is dark and out of focus.

How To Spot Fake News

- Advertorial
- Viral Video
- Unusual or Misleading URL
- Low Quality
- Clickbait
- Unflattering Photos
- Guilt by Association
- Unclear Creator

Fact Check



POLITIFACT
Politifact.org



SNOPES
Snopes.com



FACTCHECK
FactCheck.org

CAN WE MAKE LEARNING MEDIA LITERACY FUN?

YES



FACTITIOUS

A game that tests your news sense

can you tell real news from
fake news?

Swipe **right** if you think
the article is **real**
Swipe **left** if you think the
article is **fake**

quick start

full start

Mozart Outsold Beyonce in CD Sales in 2016

During 2016, Adele, Kanye West, Beyonce and Drake all did more than fine when it came to shilling their music. But when it came to selling good old-fashioned compact discs, buyers went decidedly old-school; according to *Billboard*, Wolfgang Amadeus Mozart sold the largest number of CDs this year.



No, it doesn't signify some cultural shift, though recent reports show young people are becoming pretty big squares. A \$500, 200-CD compilation including every scrap of music Mozart ever wrote down hit the market in

correct!

That's right! That was a **news** article!

Source: Smithsonianmag.com

This is the online magazine of the Smithsonian Museum, and is a reliable source.

continue



40
round 2



50
round 2



TWIST

BAD
NEWS

STRIKE

From fake news to chaos! How
bad are you? Get as many
followers as you can.

WHISPER
BREAK

PLAY THE GAME

ATTACK

EXAGGERATE

DENY

Info & other languages

For educators

Challenge your friends

Fake It To Make It



I am working on a new game about propaganda and influence! You can be among the first to learn more by [joining my mailing list!](#)



Welcome to Fake It To Make It, a social-impact game about fake news.

You can read more about the game [on this page](#). However, I suggest that you play first!

If you need to stop in the middle of your game, it should be okay, as long as you have local storage enabled. (You probably do.) Just come back to this page, where you will find your automatically saved games.

 [Sprichst du Deutsch? Sie können hier auf Deutsch spielen!](#)

Your existing games:

Connor

Last played July 8, 2020

Total funds: \$50.00



 Play

 Delete



Start A New Game

A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible, showing a keyboard with Japanese and English characters and a trackpad. Below the laptop is a black smartphone. To the right of the phone is a black calculator. In the bottom left, there is a black pencil and a spiral-bound notebook with a white page. The background is a dark brown wooden surface with a prominent grain.

DO YOU HAVE QUESTIONS?

I'll do my best to answer them!

A person is shown from the waist down, sitting outdoors. They are wearing a dark, possibly black, leather jacket over a grey sweater. Their jeans are light blue with a large, torn patch on the right knee. They are holding a gold-colored smartphone in their right hand. The background consists of a dark metal fence and green foliage. The overall lighting is soft and natural.

THANK YOU

GO FORTH AND EXPOUND THE VIRTUES OF
MEDIA LITERACY AND CRITICAL THINKING!