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.
# First Draft Misinformation Matrix

<table>
<thead>
<tr>
<th>Poor Journalism</th>
<th>Satire or Parody</th>
<th>False Connection</th>
<th>Misleading Content</th>
<th>False Context</th>
<th>Imposter Content</th>
<th>Manipulated Content</th>
<th>Fabricated Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Parody</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>To Provoke or To ‘Punk’</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Passion</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>Partisanship</td>
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<td>✓</td>
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<tr>
<td>Profit</td>
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<tr>
<td>Political Influence</td>
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<tr>
<td>Propaganda</td>
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<td>✓</td>
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</tr>
</tbody>
</table>
WHAT MOTIVATES FAKE NEWS CONTENT CREATORS?
**HOW DOES FAKE NEWS SPREAD?**

<table>
<thead>
<tr>
<th>CONFIRMATION BIAS</th>
<th>BOT AMPLIFICATION</th>
<th>AD ALGORITHMS</th>
<th>HUMAN LAZINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The tendency to interpret new evidence as confirmation of one's existing beliefs or theories.</td>
<td>Fake news creators use bots to reinforce and amplify their message to achieve their desired outcome.</td>
<td>Information from individual's internet history is used to target ads. This is also used to target fake news content.</td>
<td>Can we get beyond the title? We are quick to share and comment, but can't be bothered to read the content.</td>
</tr>
</tbody>
</table>
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?
“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
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

Credit: CommonSense Media
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

Credit: CommonSense Media
"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
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
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...
From fake news to chaos! How bad are you? Get as many followers as you can.

PLAY THE GAME

EXAGGERATE

DENY

For educators

Challenge your friends
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!
DO YOU HAVE QUESTIONS?

I'll do my best to answer them!
THANK YOU

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