Don’t Get Faked Out by the News: Becoming an Informed Citizen

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Agenda

- Media literacy
- History
- News and advertisements
- Creators
- Consumers
- Universal Media Literacy Factors
- Education
What is Fake News?

• Deliberate, published disinformation/hoax/lie purported to be real news
• Satire is NOT meant to be real
• Edited images may be fake news OR “just” misleading
Focus on Media Literacy
Attributes of the Constructed Message

- What is the visible and embedded content (values, points of view, facts/opinions)?
- Who is meant to see the message?
- Who constructed the message?
- Why is it being sent?
- What specific elements did the creator(s) use for effects?

Content
Audience
Purpose
Format
Authorship
• Emotional: personal, social/status, FEAR, humor
• Sex/Romance/Gender
• Scarcity/Time sensitivity
• Bandwagon
• Testimonials/Endorsement
• Rational/statistics
• Association: adventure, values, youth
Which would you rather have, a cholesterol test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease is the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Woman 50 years or older
- Man 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
  - Overweight
  - Physically inactive
  - Smoker
  - High blood pressure

Call toll-free at 1-877-4-LOW-LDL (1-877-456-9535) or visit www.makingtheconnection.ca and you will receive this free booklet describing the connection between cholesterol and heart disease.
THE NEW RENAULT PULSE
ADD PULSE TO LIFE

* Starting Price
₹ 4.35 Lakhs

Pulse Available in PETROL & DIESEL
Ask For Test Drive

1.5L K9K dCi ENGINE
The new renault pulse is powered by K9K, 1.5 litre, diesel engine that puts out 64 PS of power and 150 Nm of torque.

SMART ACCESS KEY
With the smart access key in your pocket, you can start the engine with the push of a button, the car locks and unlocks automatically depending on your proximity to the car.

ABS WITH EBD
ABS (anti-lock Braking System) with EBD (electronic brake distribution) help the driver keep control of the vehicle during panic braking situations.

AUTOMATIC CLIMATE CONTROL SYSTEM
Set your ideal cabin temperature with the climate control air-conditioning and be comfortable, no matter what the weather is outside.
Spread Your Legs!

Enjoy maximum leg-room in the new Pontiac Star Chief
Hoaxes Throughout History
Middle Ages • Early Modern • 1700s • 1800-1840s • 1850-1890s
1900s • 1910s • 1920s • 1930s • 1940s • 1950s • 1960s • 1970s • 1980s • 1990s • 21st Century • 2014

Hoaxes of the Middle Ages
WOMAN JUMPS FROM BROOKLYN BRIDGE

SURVIVES MAD LEAP!

MONEY GONE AND ALONE,
SHE DETERMINED TO DIE.
America Celebrates Fourth Consecutive Day Without Deadly School Shooting

Millions of people across the United States took to the streets to celebrate the fourth consecutive day without a deadly school shooting in America.

The astounding streak started last Thursday when a gunman entered Umpqua Community College in Oregon...
Consequences of Fake News

• Misinformation
• Distrust
• Fear (e.g., Orson Welles)
• Polarization
• Poor decisions
• Poor actions (e.g., vaccinations)
Creators

• Motivation: money, power, fun
• Fake news male-dominated
• Women are under-represented in media
BUT are impactful in humor
Universal Media Literacy Factors

• Online resource credibility same as offline’s
• Responses: aspire/inspire, deconstruct/reject, empathize
• People build habits
• Believe news that confirms beliefs
• Reject news that conflicts with beliefs >> strengthen strong beliefs
Youth Civic Engagement

- Distrust mainstream politics
- Get news online or social commentary TV
- Media can expose youth to different ideas
- Internet use **to exchange ideas** is linked to civic engagement
- 2/3s participate in lifestyle politics/causes
- Youth civic engagement leads to life success
- BUT not skilled in public discourse
Fake News Education Practices

• Curriculum map media literacy (Washington State)
• If it sounds too good to be true, it probably is
• Use criteria to evaluate news
• Use reputable sources and fact-checking sites (https://mediabiasfactcheck.com/2016/07/20/the-10-best-fact-checking-sites/)
• Be cautious about what you share
• Practice media literacy
• Look for different perspectives
• Become a citizen journalist
• “Don’t tell me” model
“I am not throwing away my shot.”

• What is fake news?
• What’s the big deal about fake news?
• What looks like fake news?
• Whom/what can you trust?
• Be a fact checker:
  ✓ look through (read through the entire website and links)
  ✓ look up (trace the source)
  ✓ look across (other sources)
  ✓ Look inside (what are your own beliefs and biases?)
Fake News Learning Activities

• Pose two accurate news items and one fake one to have learners guess which is fake – and why.
• Ask learners to produce “believable” fake news text and images.
• Give learners 3-5 minutes to fact-check a real and a fake news item.
• Critique fake news/hoax primary documents from history (e.g., snake oil ads, ads for selling land in the West).
• Ask learners to bring fake news to class to critique.
• Ask learners to trace fake news dissemination.
• Ask learners to identify fake news topic trends.
Civic Engagement through Citizen Journalism

• Co-produced interactivity
• Leveraging of interests and peer networks to provide insider information
• Responsibility to improve community
• Social agents
• Unfettered social issues discussion
• Professional mentoring and monitoring
Possible Fake News Curriculum Content

• Definitions and variations about misleading news
• Consequences of fake news
• History
• Information cycle: creation (and motivation), dissemination, access, use
• Media literacy lens
• Tricks used to attract and seem credible
• Strategies to identify fake news – generally evaluate news
• Link to other literacies
Curriculum Sources

- http://drc.centerfornewsliteracy.org/course-pack
- https://namle.net/2014/11/01/teaching-democracy-a-media-literacy-approach/
- http://www.medialit.org/educator-resources
- https://www.projectlooksharp.org/?action=news-accuracy
- https://www.commonsense.org/education/toolkit/
- https://newseumed.org/unit/believe-it-or-not/
- https://webliteracy.pressbooks.com/  Web literacy for student fact-checkers
- https://sites.google.com/a/icsd.k12.ny.us/ihs-library/detecting-fake-news
- https://namle.net/2014/11/01/teaching-democracy-a-media-literacy-approach/
LibGuides on Fake News

- https://buzz.springshare.com/producthighlights/fakenews
- http://guides.lib.jjay.cuny.edu/c.php?g=618074&p=4300853
- http://iue.libguides.com/fakenews
- http://guides.library.cornell.edu/evaluate_news
- http://libguides.libraries.wsu.edu/fakenews
- http://libguides.lmu.edu/fakenews
- http://guides.lib.berkeley.edu/fake-news
- http://libguides.fiu.edu/fakenews
- http://libguides.bristolcc.edu/fakenews
- http://libguides.uwf.edu/fakenews
Fake News: Home
Resources about fake news

**Introduction**

As recent politics have made abundantly clear, news (i.e., a report of current events) might not be as true as it appears. At the same time, mass media play an increasingly significant role in our society. Traditional and digital media consumers and producers are at risk for being faked out by the news.

**What Is Fake News?**

- **Fake news is deliberate, publicly published disinformation/hoax/lie purported to be real news.**

  Media Matters for America explains the fake news universe.

- Fake news is one type of misleading news. EAVI describes 10 types of misleading news:

  BEYOND ‘FAKE NEWS’

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<th>What are some of the realities of fake news?</th>
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<td>A 2015 Pew Research Center report that millennials tend to believe news reports more than they actually do.</td>
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<td>During the latter part of the 2016 Presidential campaign, fake news was more prevalent than real news, according to a <em>BuzzFeed</em> report.</td>
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<td>75% of us fall for fake headlines, according to an <em>Ipsos</em> study. That study also found that two-thirds of adults say they don’t know basic facts of current news, although more than three-fourths admit to being able to recognize fake news.</td>
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<td>A 2016 research study by Stanford faculty focused on students in middle and high school, and even some in college, resources are credible.</td>
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References

  [https://www.merlot.org/merlot/viewPortfolio.htm?id=1268206&hitlist=userId=23711&](https://www.merlot.org/merlot/viewPortfolio.htm?id=1268206&hitlist=userId=23711&)
• Hachman, M. (2016). Just how partisan is Facebook’s fake news? *PCWorld* (Nov. 21).  
• Hequal. (2016). BBC admits its viral “women write better code” story was fake news. *HEqual* (Feb. 12).  
  [https://hequal.wordpress.com/2016/12/28/bbc-admits-its-viral-women-write-better-code-story-was-fake-news/](https://hequal.wordpress.com/2016/12/28/bbc-admits-its-viral-women-write-better-code-story-was-fake-news/)