

Fake News

Evaluating Information in the "Post-Truth Era"

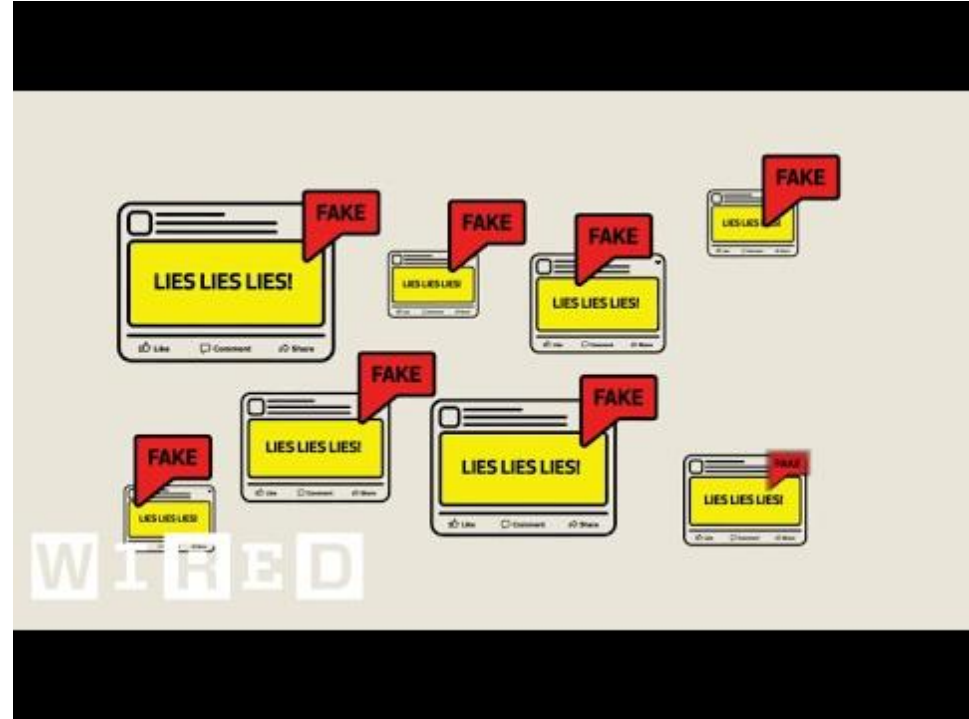


Wait, What is Fake News?

What it is not:

- News that does not fit within perceptual filters.
- News that enforces a narrative that is contrary to our own beliefs.

A recent history of “Real” Fake New:



Let's Check Our Fake News Knowledge




Source:
BBC.com


Fake News is not New



- “Blood Libel,” 1475, Italy
- Lisbon Earthquake of 1755
- Benjamin Franklin
- Great Moon Hoax of 1835
- Yellow Journalism (eye-catching headlines)
- Satirical News Sources Today

Are we Post-Truth?




A screenshot of the Oxford Dictionary entry for the word 'post-truth'. The word is displayed at the top with a speaker icon for audio. To the right are social media sharing icons for Facebook, Twitter, Google+, and a plus sign for more. Below the word, the part of speech 'ADJECTIVE' is shown in red. The central part of the entry features a large grey box with the text 'Oxford Dictionary's Word of the Year 2016' in red. At the bottom, the pronunciation is given as '/.pəʊs(t)'tru:θ/' with a speaker icon.

post-truth 

ADJECTIVE

**Oxford Dictionary's
Word of the Year 2016**

Pronunciation 

post-truth /.pəʊs(t)'tru:θ/ 

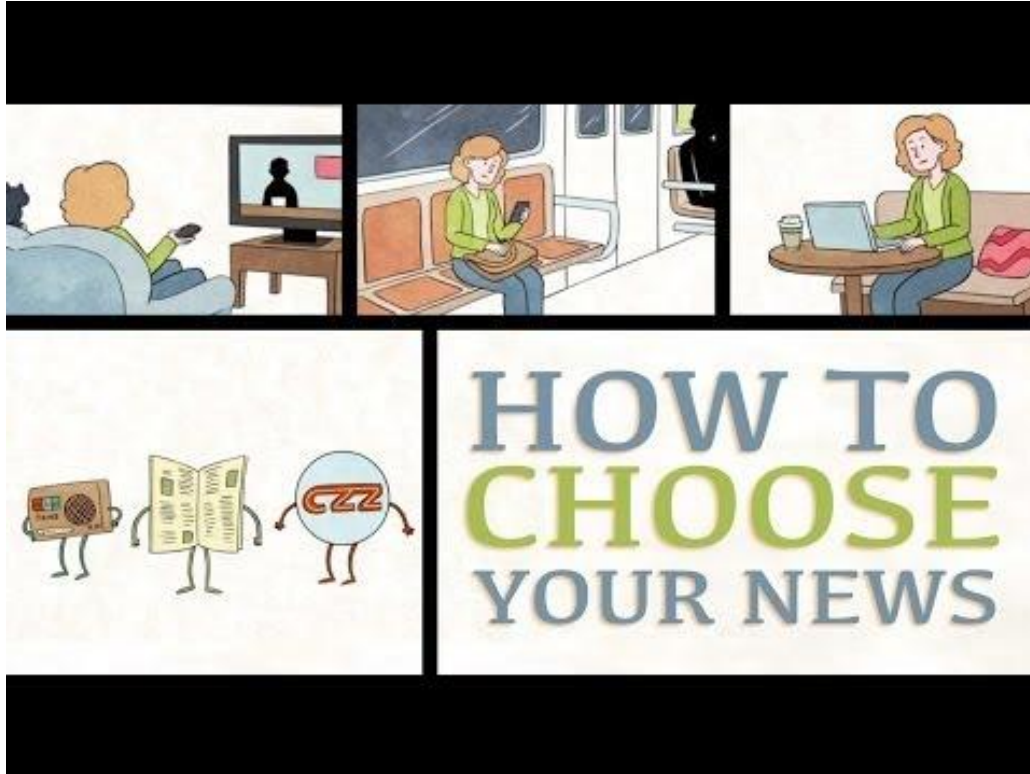
Or Post-Trust?

The burden is shifting from reporters of news to the consumers of news.

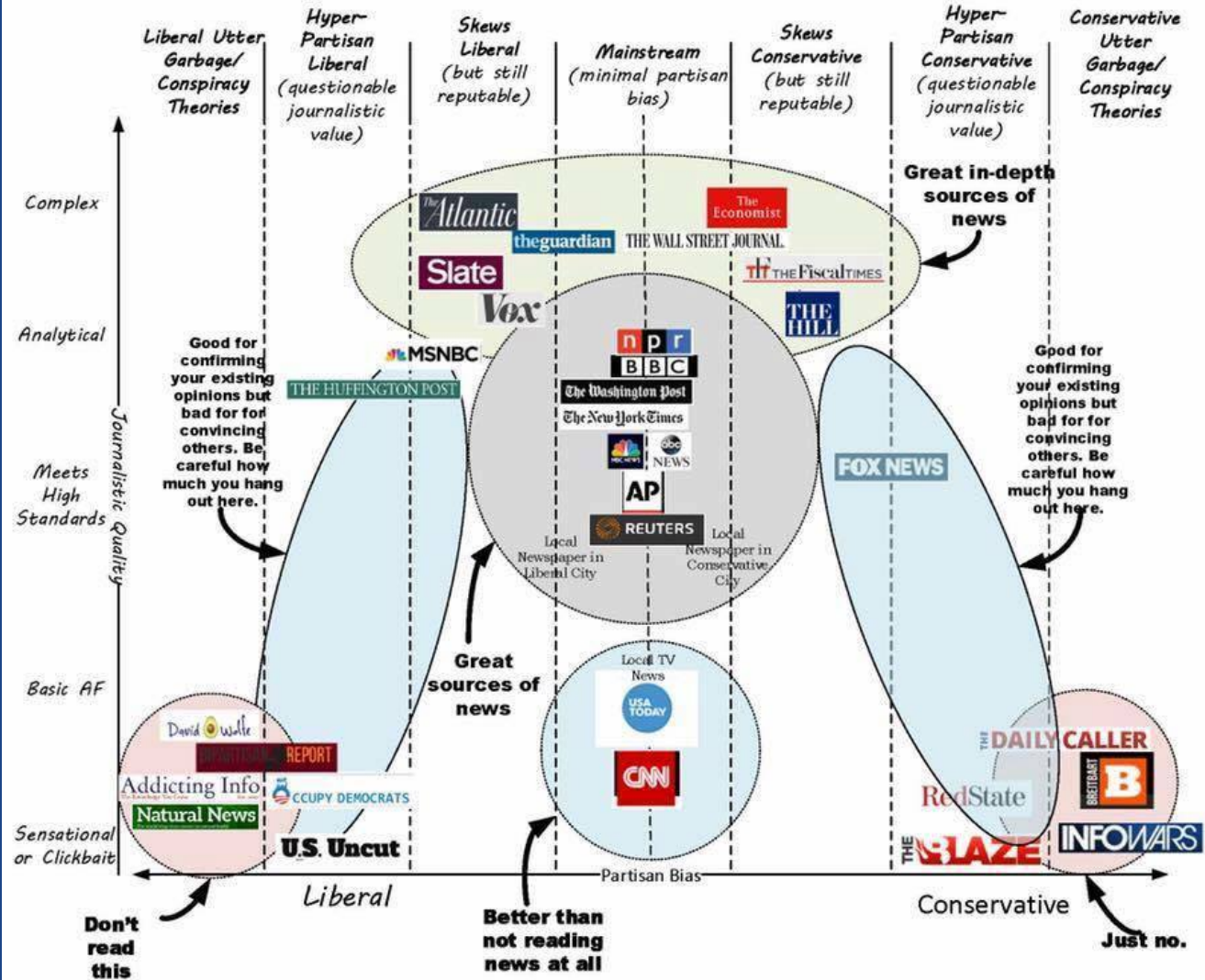
Steve Inskeep in “A Finder’s Guide for Fact” for NPR states:

The spread of fake news from fraudulent sources is only a symptom: The larger problem is that many Americans doubt what governments or authorities tell them, and also dismiss real news from traditional sources.

The First Step is Media Literacy

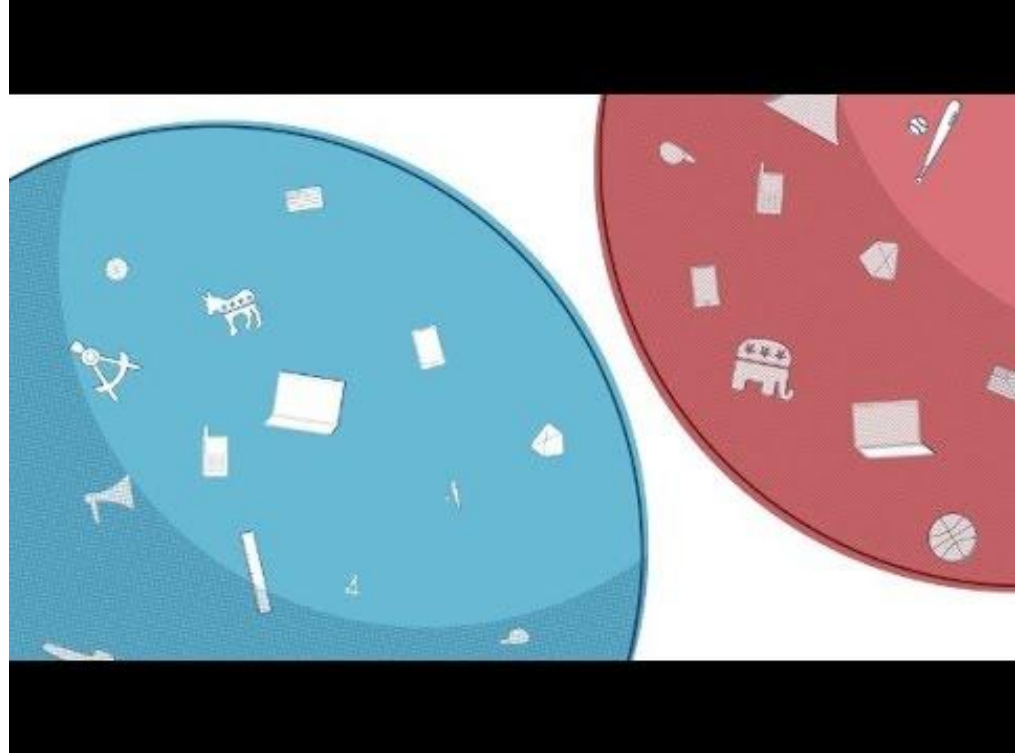


Where do you get your news?



Filter Bubbles

- A phrase coined by Eli Pariser in 2011
- “Personalization” of the web experience
- Limits the information that we see





5 Steps to Responsible Research

According to Issac Saul of aplus.com:

1. Investigate your source.

- Become familiar with satire
- Understand the goals/mission of the source
- Recognize inherent bias

5 Steps to Responsible Research

2. Find a second, reliable source.

- Compare the headlines, signs of bias, word choice, and spin
- Understand the framework that the reporter is using to tell the story.



5 Steps to Responsible Research

3. Check your facts

- Become familiar with fact-checking websites
 - Politifacts
 - Factcheck.org

5 Steps to Responsible Research



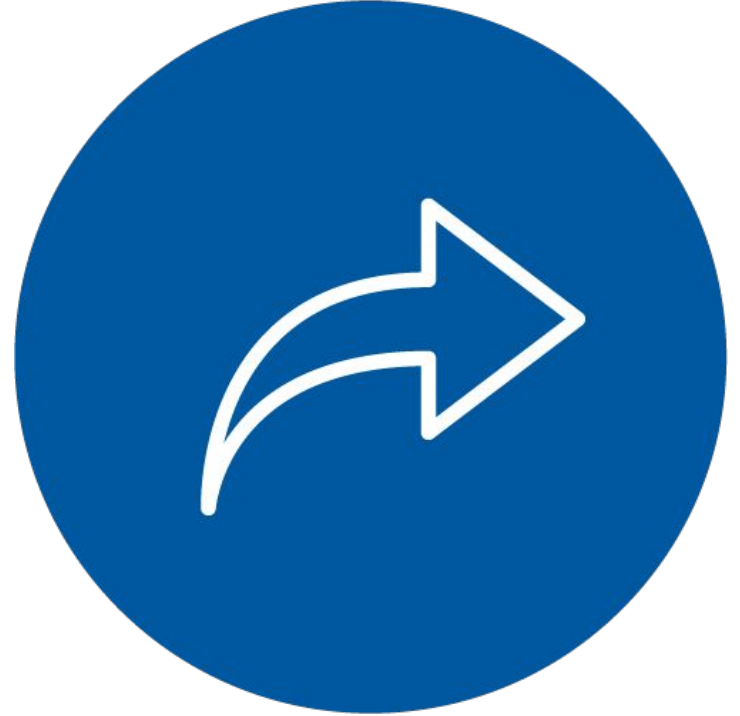
4. Don't always believe what you see.

- Photoshop
- Pictures taken out of context
- The future of media manipulation

5 Steps to Responsible Research

5. Share Responsibly

- On social media, do so with a disclaimer or ask for more information
- In writing/presenting, use these examples as a case-study rather than fact.



What Can We Do?

- Know the Foundations of Journalism
 - Objectivity
 - Balance
 - Recognizing Typical Biases

