

#### **News & Media Literacy**

#### Objectives:

- Understand the historical roots of misinformation & disinformation
- Learn how to fact check news sites and find credible information.
- Learn how to identify misinformation on social media websites like Facebook and Twitter
- Understand bias, balance, and fairness in news
- Learn about the power and politics of information
- Understand "whose news" and "who decides what's newsworthy"

To complete feedback forms, and to view our full schedule, handouts, and additional tutorials, visit our website:

cws.web.unc.edu

## **News & Media-Literacy Quiz**

	1							
	2							
	3							
	Which of the following are things not to do in order to validate a site? (CIRCLE ALL THAT APPLY)							
	a) Use search order to determine credibility	d) Identify who supports the site						
	b) Check what other sites are saying	e)Verify the URL						
	c) Research the sources of the site							
}_	Which of the following are not reputable sites to help fact-check? (CIRCLE ALL THAT APPLY)							
	a) www.snopes.com	d) www.checkthefacts.gov						
	b) www.factcheck.com	e) www.washingtonpost.com/news/fact-checker,						
	c) www.politifact.com							
4.	Short answer: Describe a historical example of fake news.							
).	Who can publish a news story online?							
	a) Only experts	d) Journalists						
	b) Anyone	e) Researchers						
	c) Accredited professors							
б.	n order to verify the credibility of an article, what are some key questions you should ask yourself?							
) <u>.</u>								



Or	ASSESSMENT								
•	Open-Ended Questions  . What is confirmation bias, and why is it important to pay attention to?								
8.	Why would one normally leave a site to verify it?								
9.	Why is "fake news" problematic, and what is the value of accurate news?								
10	. Defi	nitions							
Má	atch ea	ach term in the word	bank to	the definitions below.					
W	ord Ba	nk:							
	A. C	lickbait	D.	Imposter content	G.	Misinformation	J.	Validate	
	B. Fa	abricated content	E.	Manipulated content	Н.	Propaganda			
	C. Fa	alse connection	F.	Media literacy	l.	Satire			
	The use of attention-grabbing headlines and outrageous claims to lure readers into clicking on what would normally be uninteresting content.								
	The ability to access, analyze, evaluate, create, and communicate using information in all media forms.							II media forms.	
	False or incorrect information that is spread intentionally or unintentionally.								
		Information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.							
		_ To check or prove th	ie valid	ity or accuracy of (some	thing)				
		_ To imitate or make f	un of o	riginal news events, with	no in	tent to deceive the rea	ıder.		

\_\_\_ When headlines, images, or captions don't accurately connect to the content or main story.

\_\_ Completely fabricated information manipulated to resemble credible journalism. The purpose and intent are to

drive traffic or clicks to hoax sites, hyperpartisan blogs, and the like (also known as "fake news").

\_\_\_\_ When real information/images are manipulated to deceive the reader.



\_\_\_ When genuine news sources are imitated.

# FAKE NEWS: HISTORICAL TIMELINI

# 63 B.C.



victory over Marc Antony during the War of the Roman Republic. disinformation to support his Octavian built a campaign of Roman Emperor Augustus

# 0

from dead soldiers to make soap, food German military were extracting fat sources" daimed that members of the anti-German propaganda during World Factory was a major source of Almost 10 years later, a British general for animals, and other materials. War I. Several newspapers with "official The rumor of the German Corpse

admitted that he made up the story.

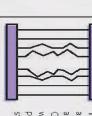
tactic. Stalin used this tactic to discredit disinformation as an effective war Communist leaders viewed used to falsely frame civilians, which resulted in many innocent deaths. States and the Roman Catholic Church. perceived enemies like the United The weapon of disinformation was also

## 1475



contributing to widespread accused, found guilty, and tortured child. Fifteen people were talsely Bernardino da Feltre blamed the A false story by Franciscan preacher anti-Semitism as the story spread. Jewish community for a missing

## 1874



an article claiming that many widespread public panic, but Central Park Zoo. There was animals had escaped from the The New York Herald published story was a hoax. people later found out that the

## 1927



journey by boat

secretly completed most of the straight. She was celebrated by and gave her money as a reward. wrote about her accomplishment European newspapers, which the English Channel for 13 hours British doctor, daimed to swim The story later broke that she had Dorothy Cochrane Logan, a

## 1844

16th & 17th Centuries



of printed materials, regardless of

The invention of the printing press

their source. Gossip disguised as led to mass distribution and sales

pushed content designed to

manipulate public opinion. 1780s, and opinion columns "news" became the norm by the

> provoked violent riots and attacks Anti-Catholic newspapers in on Catholic churches. schools and stealing Bibles, which Philadelphia published stories that falsely accused Irishmen of robbing

## 1835

1782



other newspapers, increasing public information was widely circulated by scalp soldiers and civilians. The false the Brits hired Native Americans to Revolution. The paper claimed that build sympathy for the American issue of the Boston Newspaper to Benjamin Franklin created a fake

hostility toward Native Americans.

8,000 to 19,000 copies, making it hoax was a commercial strategy Unbeknownst to the public, the newspaper at the time. the world's best-selling daily the moon in the "Great Moon animal-like creatures inhabiting The New York Sun ran reports of Hoax." Circulation went from

# 1933-1945



and a powerful force in Germany's the Nazis' horrific regime. propaganda messages. Goebbels called The Attack to serve his news media — founded a newspaper influence the public into supporting used lies and disinformation to Nazi propagandist Joseph Goebbels one of Hitler's closest associates

## 1938



public panic truly occurred was happening. While this rampant people who believed an alien invasion Allegedly, public panic erupted from fear is documented in American history, it still remains undear if this

2017

common sense educations

1924 - 1953



shut down, as it had no evidence and Sasha and Malia. The story reached was completely talse. The take news mainstream media but was guickly for taking care of her grandchildren, A fake news website called The receive money from the government Boston Tribune reported that Barack site has since been taken down Obama's mother-in-law would

## 2016



child trafficking ring. #Pizzagate Clinton of being at the center of a Rumors falsely accused Hillary

## 1991



auctioned off for millions of grew furious, and the editor of dollars. The Russian government Vladimir Lenin's body would be American news outlets that A rumor spread through Forbes admitted that the story

## 1983

broadcast on the radio, and because Orson Welles' War of the Worlds was



newspapers in 50 countries and cited been created by the Pentagon in a bid to an anonymous American scientist The false story was picked up in major suggesting a "deadly new disease had disease caused by US experiments." article "AIDS may invade India: Mystery The Patriot newspaper published the develop new biological weapons.

# HOW TO SPOT FAKE NEWS



#### **CONSIDER THE SOURCE**

Click away from the story to investigate the site, its mission and its contact info.



#### **CHECK THE AUTHOR**

Do a quick search on the author. Are they credible? Are they real?



#### **CHECK THE DATE**

Reposting old news stories doesn't mean they're relevant to current events.



#### **CHECK YOUR BIASES**

Consider if your own beliefs could affect your judgement.



#### **READ BEYOND**

Headlines can be outrageous in an effort to get clicks. What's the whole story?



#### **SUPPORTING SOURCES?**

Click on those links. Determine if the info given actually supports the story.



If it is too outlandish, it might be satire. Research the site and author to be sure.



Ask a librarian, or consult a fact-checking site.

## RealTrueNews

A Zero-Day Exploit In The Mainstream Media

#### Fake, But Accurate

#### **ObamaTablets - Democrat Vote Buying**

September 5, 2016 | Max Insider

OFFI GENERA TION NOVEMBE Completely fill in the oval next to the name of each candidate you wish candidate, write the name of the person on the line provid The Government Program ELECTORS FOR PRESIDENT that Gives You a Free Tablet! AND VICE PRESIDENT (Vote for One) President and Vice Presiden → TOM GALLAGHER (Vote for One Group) DONALD J TRUMP

MIKE PENCE

HILLARY R. CLINTON ☐ JOHN COSGROVE No Credit Checks No Background GARY JOHNSON Checks No One Turned Act now and receive a FREE Samsung Tablet when you vote Hillary Clinton for President. Submit your photoselfie with your marked ballot for HILLARY CLINTON and get your ObamaTablet today! (only valid where **CONTACT SLUG** early voting has started)

Would you vote Hillary for a brand new Samsung tablet? That highly illegal proposition seems to be what a new Hillary campaign Get-Out-The-Vote initiative seems to be banking on. This document, sent to us by someone working inside the Hillary machine appears to be a draft of a plan to blanket certain neighborhoods in fliers that promise--and deliver--an "Obama Tablet" to anyone who goes into a voting booth (or, perhaps, submits a signed mail-in ballot) and bubbles in Hillary Clinton, and takes a selfie photo with the marked ballot to prove they did it.

Not only does this violate a multitude of campaign laws, but the financing for thousands of Samsung tablets, but the cost, at about \$100.00 per tablet (retail) would run at least 20 to 30 million if they were going to try to significantly affect a national vote.

It would also, unquestionably be discovered if it were traceable to the Hillary campaign. Finally, no one we know would vote Hillary for a 100 dollar tablet. Right?

However, the information we've gotten is that the Hillary campaign is trying to replicate the success that Obama had with Obama-Phones in the black community. In this case, by attempting to use a loophole in the Bush-Era Lifeline program (which did provide free landline phones to impoverished homes), they are going to claim the tablet is a "communications device" and is therefore covered under the program and current law. While actual *vote buying* as the ad promotes is still illegal, it will likely be done through a web of unaccountable entities distributing the actual message.

These filers will be used to blanket black neighborhoods, appealing to young people who would otherwise not vote, and have been told constantly that Mr. Trump is a racist. This kind of appeal, although probably very, very illegal, if funded with sufficient dark-money could move demographics in a few key swing states.

We asked Michael Whaley, a Democrat strategist, about this plan. He told us "This is a nearly unprecedentedly brazen attempt in terms of modern election strategy. While there has, historically, been vote-buying in the United States, this is overt and, while illegal, could wind up being litigated in the courts far past November 8th. This is the sort of thing the Clintons excel at."

He continued to note that as younger black voters "Tend not to trust Clinton any more than Trump," it is likely that the campaign is becoming strained in areas where it is planning on winning as much black support as Obama won while not under-performing Obama with whites.

"That isn't happening," Whaley said. "Right now they're doing very well with the African American vote but at the *expense* of moderate, white suburban voters. Those voters have consistently been told Trump is a racist, and they don't like that—but we're seeing, as the campaign goes on, movement back towards the center and a tighter race. In the 2012 election, the black community was heavily invested in free phones including new-model iPhones and top-end Android products. These Obama-Phones were a very successful outreach to the welfare-based black community and it looks like Clinton is trying to up her game with that same segment. Ironically, those same phones are what they'll use to take the selfie."

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Trump Opens Successful War on...

September 26, 2017



ALERT: DEMS HAVE PEE TAPE



September 16, 2017



Professor: 'How Political...

September 16, 2017

G+ | in | p | y | f

Asked if it was judged illegal after the election what would happen, Whaley shrugged: "I assume if the administration is already entrenched, with a friendly attorney general and several circuit-court appointments made or pending, they'll be untouchable. We also know that while the Democratic National Committee or Dark Money group might be indicted, the charges would, as always, never quite reach Clinton herself."

In other words, by then it would be too late.

Tags: Hillary





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GO TO FEATURE

## Frustrated Obama Sends Nation Rambling 75,000-Word E-Mail



WASHINGTON—Having admittedly "reached the end of [his] rope," President Barack Obama sent a rambling 75,000-word e-mail to the entire nation Wednesday, revealing deep frustrations with America's political culture, his presidency, U.S. citizens, and himself.



The president's e-mail also CC'd a number of world leaders.

The e-mail, which was titled "A couple things," addressed countless topics in a dense, stream-of-consciousness rant that often went on for hundreds of words without any punctuation or paragraph breaks. Throughout, the president expressed his aggravation on subjects as disparate as the war in Afghanistan, the sluggish economic recovery, his live-in mother-in-law, China's undervalued currency, Boston's Logan Airport, and tort reform.

According to its timestamp, the e-mail was sent at 4:26 a.m.

"Hey Everyone," read the first line of the president's note, which at 27 megabytes proved too large for millions of Americans' in-boxes. "I'm writing to you because I need to clear up some important issues. First and foremost, I want to say that this has nothing to do with the midterm elections because I was going to send an e-mail regardless of the outcome. However, I guess one could argue that, in the end, the midterms are an important measure of a president's overall success, though I wouldn't go so far as to call the results a referendum. Legislatively, I feel I've had a lot of success that I think history will judge quite favorably. I mean, pretty much every modern president has seen his party lose seats during a midterm, you know?





A 150-page printout confirms that while Obama's points are generally cogent in the first quarter of the message, the increasingly chaotic spacing, multiple spelling errors, and near total lack of commas rendered the later portions almost impossible to parse.

Excerpts indicate an erratic use of capitalized and underlined words, with the phrase "Stopped a second Great Depression" mentioned 14 times in a bolded red font double the size of surrounding text. In addition, the e-mail contained multiple links to the Wikipedia entry for Social Security and line graphs of Ronald Reagan's year-by-year approval ratings.

Because Obama copied and pasted some critical passages directly from right-wing editorials and personal blogs, the e-mail included formatting irregularities that caused many citizens to receive a message in which all of the apostrophes were replaced with question marks. Moreover, some software flagged it as spam.

"I don?t mean to be rude, but I thought we were all on the samepage about helath care reform," the 29th paragraph of Obama's e-mail read in part. "It was part of my platform. You all knew I was goingt o pursue it when you elected me. And just real fast, going back on what I said earlier, the economic stimulus cut taxes for 95% of Americans. It didn't raise them. It cut them. You people need to look at facts and stop litnening to all the right wing crap out there. By the way, we're basically out of Iraq now. You?re welcome."

"JESUS CHRIST, WE LOST OVER @ MILLION JOBS BEFOREE I EVEN TOOK OFFICE!!!11!" reads a sentence occupying a large white space between two massive chunks of texts, one of which was a 6,500-word tangent on the Muslim community center being built two blocks from the former World Trade Center site.

According to White House sources, Obama "snapped" late Tuesday afternoon when a staffer reminded him he was scheduled to take a call from incoming Speaker of the House John Boehner. At that point, a visibly disgusted Obama was observed slowly repeating the words "House Speaker Boehner" before ordering everyone to leave the Oval Office, where he sat typing and, according to some, banging angrily on his keyboard for the next five hours.

When White House Chief of Staff Pete Rouse urged the president to sleep on the e-mail, Obama told him he had already sent it.

"In terms of fulfilling campaign promises I think I've actually done a pretty good job in terms of fulfilling campaign," Obama wrote in response to an anonymous comment made to a post by





< TOP HEADLINES

reform too—-trust me it is still a priority because "TOGETHER WE CAN & MUST EMBRACE CLEAN ENERGY""

"Yes we can!" the e-mail concluded. "Ugh, you know what? Forget it. Believe what you want. Yours, Barack."

Thus far the response from the American public has been subdued, though a sixth of the populace did not even receive the e-mail because the message generated 50 million mailer-daemon delivery failure notifications.

"I tried reading [Obama's] e-mail, but it was just way too long," said 48-year-old Sophia Washington of Moraine, OH, adding that because her computer displayed the text all on one line, she had to scroll from left to right in order to read it. "I just ended up skimming to see if my name was in there. It wasn't, but I did notice that my daughter can stay on my insurance for one more year. That's great. I think that's because the Republicans won the midterms."

INFOGRAPHIC • 9.27.17

## Arguments For And Against Single Payer Healthcare





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## FoxNation.com Reposts Anti-Obama Article From *The Onion*, Doesn't Mention It's A Joke

by Jon Bershad | 11:55 am, November 26th, 2010

Most people recognize *The Onion* as the Peabody Award-winning satire machine that it is. Some people, however, don't. Which is why we get a story like <u>this</u> every few months. Of course, it's sometimes easy to mistake an *Onion* article for the real thing since the writers make sure to skew as close to their targets as possible. It also doesn't hurt when real news outlets reprint the satirists' work and decide not to let their readers know it's a joke, as Fox Nation did today.





Yes, the Fox Nation editors were apparently so enamored with an *Onion* piece from today entitled "Frustrated Obama Sends Nation Rambling 75,000-Word E-Mail" that they reposted the first two

paragraphs in their culture section with nary a sign as to its fictional nature. The only clue that this wasn't real (besides a quick peek at your inbox to confirm that **Barack Obama** hasn't been emailing you) was a link at the bottom instructing readers to go to TheOnion.com for the real story. This tiny link was, unfortunately, not enough for the vast majority of FN readers. At least, that's the way it seems from the comments section.

Here's a sampling:

ALSO ON MEDIAITE

Some 12-Year-Old on Fox & Friends: Trump 'Done More Good in the Past 6 Months Than ... MORE FROM AROUND THE WEB by Zergnet





"If this story is correct, that he did send out this email, it is very concerning about his current state of mental health. I am surprised he would be allowed to send something like this out and if he is not functioning very well why there isn't some attention being paid to his current state."

"Hey, you fraud: Get out. Your presidency is an affront to the exceptionalism of America. Pathetic loser."

"HAHAHAHAHA OBUMMA – Un-raveled. EPIC FAILURE. IMPEACH it."

In fact, at the time of this post's writing, you have to scroll through 20 comments to find someone who realizes the story's fake. Five comments below that there's actually someone (sarcastically?) saying they emailed The Onion for confirmation on the story.

Whether Fox Nation reposted this story without a disclaimer accidentally, as a prank, or because of something more sinister, we'll leave up to you decide. However, Fox Nation should be aware that, sad as it may be, not everyone is familiar with the brilliance that is *The Onion*. And for every one of my aunts who forwards me this article today, I'm going to be very, very angry at them.

Here's a screenshot of <u>the post</u> before it's (hopefully) taken down. Click through twice to get full size:

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Frustrated Obama Sends Nation Rambling 75,000-Word E-Mail

OPINION WEIRD ort by Newest first 🔱 🖂 Subscribe by email 🔼 Subscribe by RSS rdk36532 0 minutes ago ≥ jimonfax 1 minute ago Malignant Narcissism Gone Wild!......now available on DVD with a signed copy of the original e-mail 75000 words to Obama\_is just a "Hi\_how you been?." to us.. famnp 5 minutes ago If this stary is correct, that the did send out this ernall, it is very concerning about his current state of mental health. I am surprised he would be allowed to send something like this out and if he is not functioning very well why there isn't some attention being paid to his oursent state. im\_grift 2 minutes ago in reply to fammp I said before, if the story is correct - It is winten evidence that can be evaluated by professionals - as for being allowed to send it out - perhaps that is how staff wanted us to find out, none can be blamed reffaree123 5 minutes ago IAHAHA OBUMMA - Un-raweled, EPIC FAILURE, IMPEACH IL theoutlawjoseywhales 6 minutes ago Hey, you fraud: Get out. Your presidency is an affront to the exceptionalism of America. Pathetic loser. Wowl I can't believe how many readers think that this is REAL II can't believe that Fooklews is souting this as REAL news! This link will be removed within an hour. That is if anyone with a brain is working at Fooklews today... It's "The Onion" for God's sake! We as a country are hurting when the right can tell the difference...

159 Comments Mediaite

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Name

#### from Floodwaters?

A doctored photograph appears to show the President on a raft in Texas saving a flood victim.



#### CLAIM

A photograph shows President Donald Trump reaching out to rescue a Harvey flooding victim.

#### RATING



#### ORIGIN

In the days following Hurricane Harvey, which caused catastrophic flooding in southeast Texas in late August 2017, an image began circulating online that appeared to show President Donald Trump leaning over the side of a raft, reaching out to a stranded flood victim.

#### <http://static.snopes.com/app/uploads/2017/08/a-6.jpg>

Tellingly, the President is pictured wearing a suit and no life vest — an unlikely scenario in a dangerous flood. Presidents also generally do not personally take part in rescue operations after disasters.

The image, unsurprisingly, was digitally altered. The <u>original</u>
<a href="http://i2.cdn.cnn.com/cnnnext/dam/assets/150526102136-02-severe-weather-0526-super-169.jpg">http://i2.cdn.cnn.com/cnnnext/dam/assets/150526102136-02-severe-weather-0526-super-169.jpg</a> can be found on CNN's web site, and actually depicts three rescuers with the Austin Fire



President Trump did <u>visit <https://www.whitehouse.gov/the-press-office/2017/08/29/photos-president-donald-j-trump-and-first-lady-melania-trumps-visit></u> the storm-ravaged region on 29 August 2017, but he did not go out on floodwaters to rescue victims.

Got a tip or a rumor? Contact us <a href="http://www.snopes.com/contact/">here <a href="http://www.snopes.com/contact/">here <a href="http://www.snopes.com/contact/">http://www.snopes.com/contact/</a>.

Fact Checker: Bethania Palma < Http://Www.Snopes.Com/Author/Bethania/>

Published: Sep 1st, 2017

Sources:

Liptak, Kevin, and Diamond, Jeremy. "Trump Pledges Storm Recovery 'Better Than Ever Before." CNN. 29 August 2017.

Hawkins, Derek, and Andrews, Travis M. "Trump and Harvey: 'There Was Something Missing' From What the President Said."

The Washington Post. 30 August 2017.

Carroll, Rory, et al. "Receding Waters Reveal Harvey's Devastation as Death Toll Reaches 35." *The Guardian*. 31 August 2017.