

# Becoming Media Literate in the Age of Fake News and Overstimulation

# Goals:

- ❑ To be active-not passive-consumers of media.
- ❑ To be able to deconstruct media.
- ❑ To be able to critically examine media.
- ❑ To be able to identify fake news and websites.











What are your thoughts  
and impressions as you  
view these images?

What words come to  
mind?





Here is a logo alphabet.

Each letter is the first letter of a brand.

See if you can identify what brand each letter belongs to.

Type the answers, starting with A.



Most of you knew most of the brands.

What does that say about our cultures, and what we are learning? What does that say about the pervasiveness of media in our lives?

JAN  
2017

# GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



we  
are  
social

7.476

BILLION

URBANISATION:

54%

INTERNET  
USERS



3.773

BILLION

PENETRATION:

50%

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

2.789

BILLION

PENETRATION:

37%

UNIQUE  
MOBILE USERS



4.917

BILLION

PENETRATION:

66%

ACTIVE MOBILE  
SOCIAL USERS



2.549

BILLION

PENETRATION:

34%

JAN  
2017

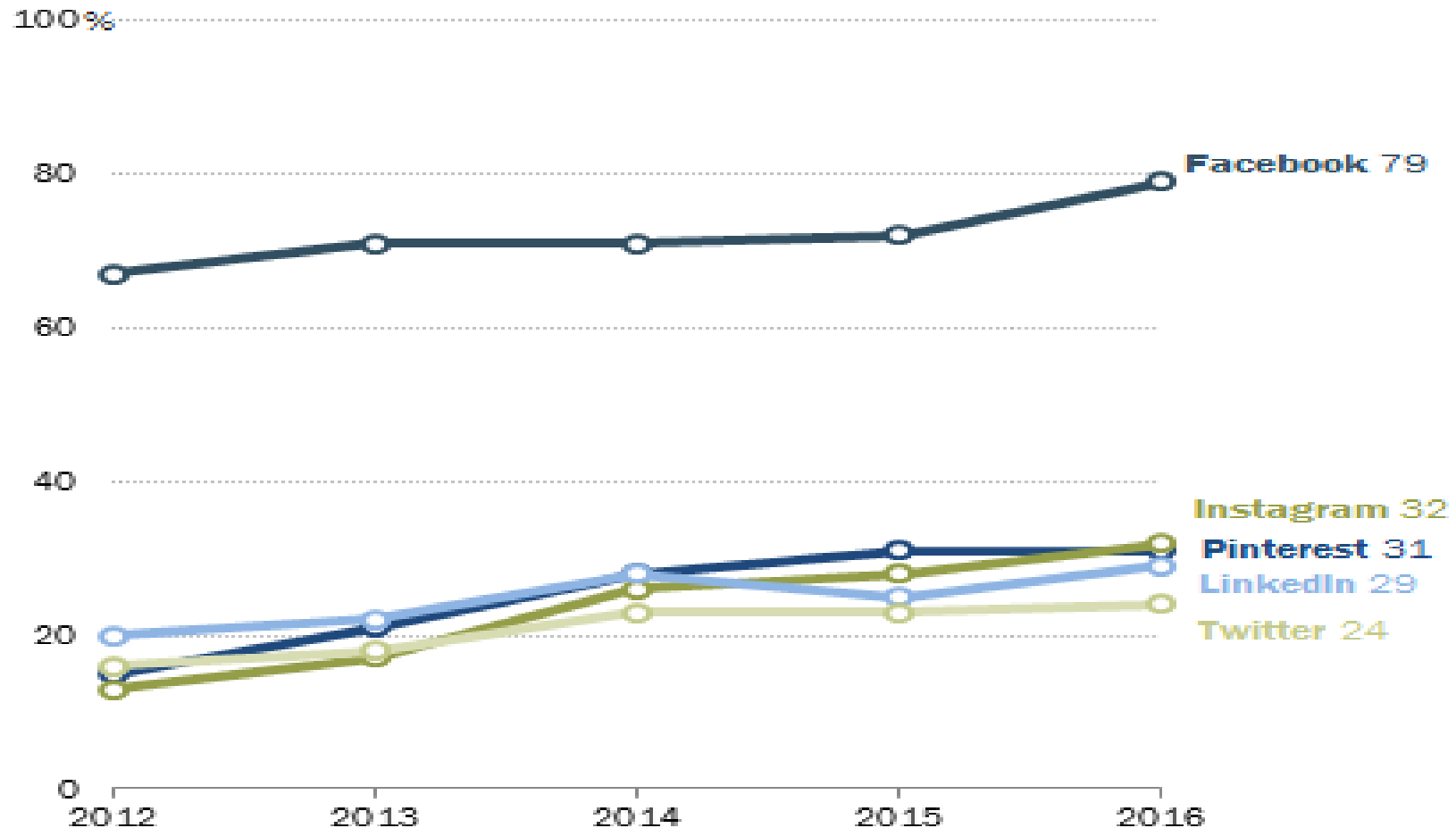
# SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



# Facebook remains the most popular social media platform

% of *online* adults who use ...




Note: 86% of Americans are currently internet users


Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

# What is Media Literacy Anyway?

 'Media' can be anything from a TV show to a radio announcement, a T-shirt, a website, a print ad and everything in between. Any time a person or group communicates using anything other than the human body, the result is media.

 Media *literacy* is 'the ability to access, analyze, evaluate and use media'. Instead of just passively receiving media (sitting in front of the TV) you actively examine the messages and images you are seeing.

# Media Literacy...


## **IS:**

- *Critically analyzing* media
- 'Watching carefully, thinking critically'
- Producing media
- Teaching about media
- Awareness of personal media habits
- Healthy skepticism

## **IS NOT:**

- *Bashing* the media
- Saying 'Don't watch' or 'protection' against media
- Just learning to use technology
- Just about TV
- Just showing media in class





How many of you get some of your news or read articles off of social media websites? For example, Facebook?

Have you ever encountered fake news? Have you ever reposted fake news, knowingly or accidentally?

When is fake news a problem?

- 1.  Donald Trump's New York Times Interview: Full Transcript
- 2.  OP-ED COLUMNIST No, Trump, We Can't Just Get Along
- 3.  Hillary Clinton Supporters Call for Vote Recount in Battleground States
- 4.  Trump Diversifies Cabinet; Picks Nikki Haley and Betsy DeVos
- 5.  THE RUN-UP Audio: Inside the Room With President-Elect...
- 6.  TRANSITION BRIEFING In Betsy DeVos for Education, Trump Taps Into Michigan...

# Fake News Onslaught Targets Pizzeria as Nest of Child-Trafficking





By CECILIA KANG NOV. 21, 2016



James Alefantis, owner of Comet Ping Pong, at his restaurant in Washington, D.C. Fake news websites have called it the home base of a child abuse ring led by Hillary Clinton and John D. Podesta.

Chad Bartlett for The New York Times

### RELATED COVERAGE

-  **How Fake News Goes Viral: A Case Study**  
NOV. 20, 2016
-  **Facebook Considering Ways to Combat Fake News, Mark Zuckerberg Says**  
NOV. 19, 2016
-  **Obama, With Angela Merkel in Berlin, Assails Spread of Fake News** NOV. 17, 2016
-  **Google and Facebook Take Aim at Fake News Sites** NOV. 14, 2016
-  **John Podesta Says Russian Spies Hacked His Emails to Sway Election** OCT. 11, 2016

How can you tell the difference between fake and real news? Fake websites and real websites?



The next two slides are both fake news stories that were shared, and reposted on Facebook.

Look closely, and carefully.

How can you tell these are fake news?

Trump is getting support from every leader, and that's the support that will make him grow great and strong. These elections will bring an immense change in our country.



**BREAKING: Pope Francis Just Backed Trump, Released Incredible Statement Why- SPREAD THIS EVERYWHERE**

[WWW.DAILYPRESSER.COM](http://WWW.DAILYPRESSER.COM) | BY THE AMERICAN PATRIOT

 Like

 Comment

 Share

 Embed



   125

Top Comments ▾

Who do you think is responsible for this?

Our vote is [Hillary Clinton](#)



## FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide

An FBI agent believed to be responsible for the latest email leaks was found dead in an apparent murder-suicide early Saturday morning, according to police.

[DENVERGUARDIAN.COM](#)

Like

Comment

Share

Embed



4.2K

[Top Comments](#) ▾

10,558 shares

1K Comments



*Ask yourself:*

1. Is this believable?
2. Check the source.
3. Is this story reported anywhere else in the media?

# BREAKING NEWS CONSUMER'S HANDBOOK

## FAKE NEWS EDITION

1. Big red flags for fake news: ALL CAPS, or obviously photoshopped pics.
2. A glut of pop-ups and banner ads? Good sign the story is pure clickbait.
3. Check the domain! Fake sites often add “.co” to trusted brands to steal their luster. (Think: “abcnews.com.co”)
4. If you land on an unknown site, check its “About” page. Then, Google it with the word “fake” and see what comes up.
5. If a story offers links, follow them. (Garbage leads to worse garbage.) No links, quotes, or references? Another telltale sign.
6. Verify an unlikely story by finding a reputable outlet reporting the same thing.
7. Check the date. Social media often resurrects outdated stories.
8. Read past headlines. Often they bear no resemblance to what lies beneath.
9. Photos may be misidentified and dated. Use a reverse image search engine like TinEye to see where an image *really* comes from.
10. Gut check. If a story makes you angry, it's probably designed that way.
11. Finally, if you're not sure it's true, don't share it! *Don't. Share. It.*

ON **THE MEDIA**

ONTHEMEDIA.ORG



## Tips for spotting a fake website:

1. Check the 'about' page. Is the information neutral or biased?
2. Who funds the site (pays for it)? Who owns it?
3. Scroll to the bottom of the page to find the copyright. Is this person or organization qualified to give information on this topic?
4. Does the website cite their sources? Are they reliable sources? Does it link to other reliable sites?
5. What's the domain? .gov or .edu?
6. Is the language biased and emotional or more factual?
7. Finally, is it grammatically correct? Visually, does it look professional?

Now let's test if your skills.

Google "Save the Pacific Northwest  
Tree Octopus".

Click on the site that comes up first.

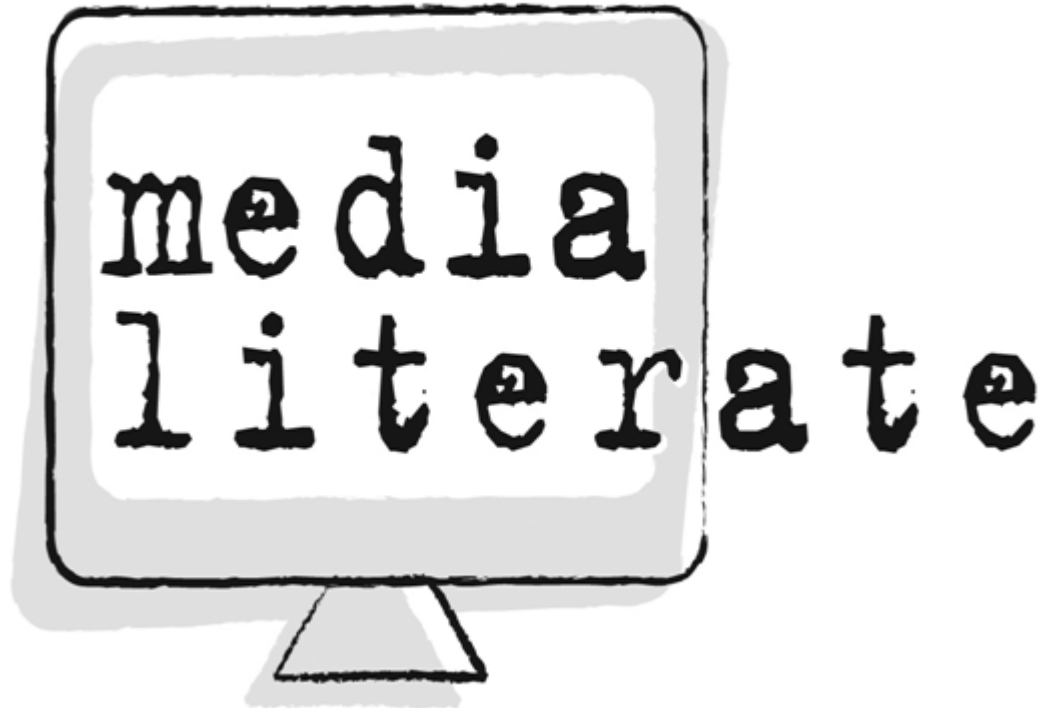
Type how you can tell this is a fake  
website.

# Being media literate helps you...

- Think critically
- Problem solve
- Communicate effectively
- Analyze difficult situations
- See from a different perspective
- Be a Global Citizen
- Be an active and smart consumer of media

Questions?

become



literate