

How To Fight Fake News


Victoria Baines, IT Livery Company Professor of IT

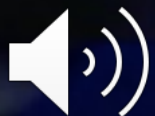




Victoria Baine

Facebook Trust and Safety Manager EMEA, 2013-17


NEWS  NIGHT

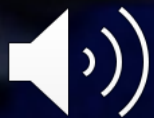




Victoria Baine

Facebook Trust and Safety Manager EMEA, 2013-17


NEWS  NIGHT







care2 PETITIONS



Stop Hillary Clinton's Aggression

by: Forah Al-mazik
recipient: Supreme Court of the United States

16 SUPPORTERS 10,000 GOAL

Posted by u/LukasEmerald 3 years ago

Hillary Clinton, a killer (proclaimed) above the law



63% Upvoted

Comments Share Save Hide Report

Hillary Clinton, a killer (proclaimed) above the law

Lukas Emerald *Follow*

Oct 15, 2016 - 2 min read



MURDERER

There are 9 days left before the most terrible mistake in the modern American history is made.

ec2

Hillary Clinton, a killer (proclaimed) above the law



MURDERER

There are 9 days left before the most terrible mistake in the modern American history is made.

Хиллари Клинтон – убийца, объявленная вне закона



MURDERER

Хиллари Клинтон – убийца, объявленная вне закона

7 ноября 2016, 10:37

ВЛАДИСЛАВ СЕРБИДИ
КАЛОЖНИЙ ПЕТР
ПАВЛОВ



MURDERER

Петр К. • Его блог (1)

Хиллари Клинтон – убийца, объявленная вне закона

2 ноября 2016 11:18



MURDERER





Досье

Сирия

7 HD



ВРЕМЯ ПОКАЖЕТ
НОВОСТИ

This footage of Keir Starmer being interviewed on Good Morning Britain was edited before being posted by the Conservative party

5 NOVEMBER 2019

WHAT WAS CLAIMED

This video shows accurate footage of Keir Starmer's reaction to being questioned on Brexit.

OUR VERDICT

Incorrect. The footage has been edited to make it seem as though Mr Starmer does not respond.

See the action we've taken as a result of this fact check.



 **factcheckUK**
FROM CCHQ



Follow

factcheckUK 

@CCHQPress

Fact checking Labour from CCHQ

 Westminster  Joined July 2009

2,250 Following **75.4K** Followers

FAKE NEWS
!!!



Tatiana T.

Replying to @GodandCountryy, @realDonaldTrump, and 1 more
• 45 🇺🇸





Donald J. Trump  @realDonaldTrump · 1h ...

A great honor!

 **Kylie Jane Kremer** @K... · 12/19/20

The calvary is coming, Mr. President!


JANUARY 6th | Washington, DC

TrumpMarch.com



#MarchForTrump #StopTheSteal



Donald J. Trump 

@realDonaldTrump

Follow 

Watch: Hundreds of Activists Gather for 'Stop the Steal' Rally in Georgia

breitbart.com/politics/2020/ ... via

BreitbartNews Big Rallies all over the Country. The proof pouring in is undeniable. Many more votes than needed. This was a **LANDSLIDE!**





GEORGE SOROS

THE MOST EVIL MAN ON THIS PLANET

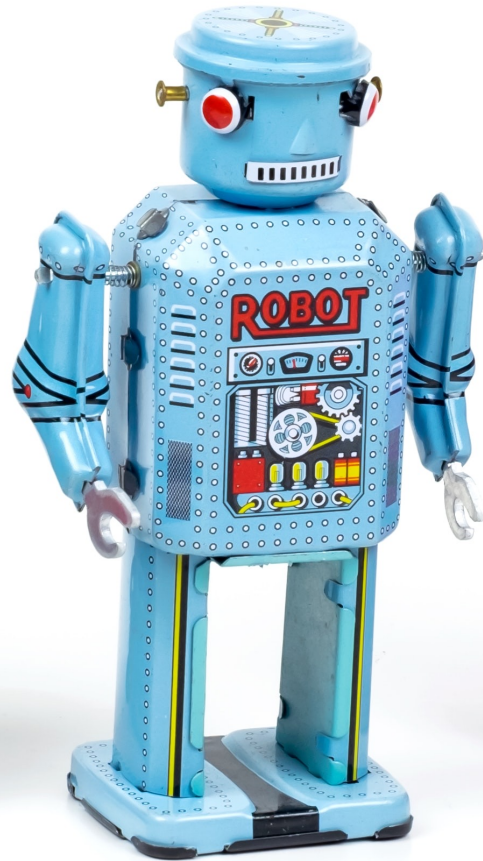
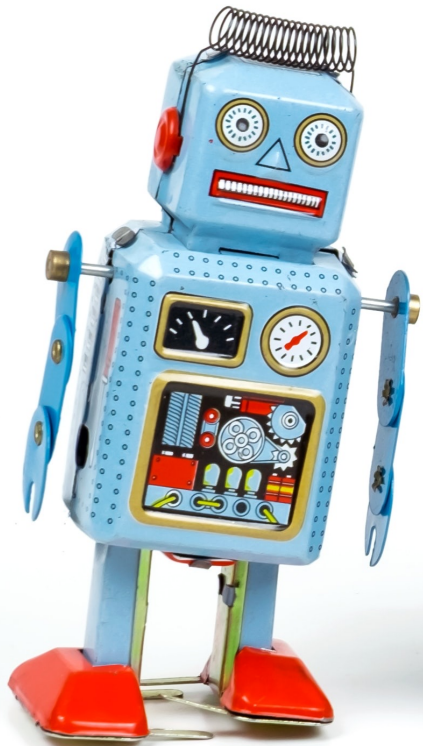
RESPONSIBLE FOR:

**ARAB SPRING
UKRAINE REVOLUTION
ANTI-TRUMP PROTESTS**

**REFUGEE INVASION ON EUROPE
FERGUSON PROTESTS
BLACK LIVES MATTER**

HOW HIS REVOLUTIONS WORK:

- PAYS A GROUP TO PROTEST**
- HIRES SNIPERS/PROVOCATEURS TO KILL OR BEAT THEM**
- THIS CREATES MORE AND MORE VIOLENCE UNTIL A GOVERNMENT IS OVERTHROWN WHILE MEDIA SHOW ONLY ONE SIDE OF THE STORY**



Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



5 1 5

Bailey Brennan @BaileyBrenna... · 2h
Replying to @BorisJohnson @aimafidon and @Stemettes

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



5

@phntonn · 2h
Replying to @BorisJohnson @aimafidon and @Stemettes

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



1 2

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



1 1

Ben @benlufc · 2h
Replying to @BorisJohnson @aimafidon and @Stemettes

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



3 4

*@lochiewaller · 2h
Replying to @BorisJohnson @aimafidon and @Stemettes

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime m



1 1

Boris, we love you and we stand by you! You're doing a great job, keep working hard and doing as you are!

My Prime Minister

2 1 5

matthew @mjmlufc · 2h
Replying to @MarkMobile68 @BorisJohnson and 2 others

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



1

Add Your Name @CumshotCair... · 2h
Replying to @BorisJohnson @aimafidon and @Stemettes

Boris we love you and stand by you, your doing a great job, keep working hard and doing as your doing! My prime minister



1

Boris we love you and stand by you, your
doing a great job, keep working hard and
doing as your doing! My prime minister





PEOPLE



TECH

PROCESS



In The
Supreme Court of the United States

—◆—
ANTHONY NOVAK,

Petitioner,

v.

CITY OF PARMA, OHIO; KEVIN RILEY and
THOMAS CONNOR, individually and in their official
capacities as employees of the City of Parma, Ohio,

Respondents.

—◆—
**On Petition For A Writ Of Certiorari
To The United States Court Of Appeals
For The Sixth Circuit**

—◆—
**BRIEF OF *THE ONION* AS *AMICUS CURIAE*
IN SUPPORT OF PETITIONER**
—◆—

i) Parody functions by tricking people into thinking that it is real;



ii) because parody mimics the real thing, it has the unique capacity to critique the real thing;



iii) a reasonable reader does not need a disclaimer to know that parody is parody;



iv) it should be obvious that parodists cannot be prosecuted for telling a joke with a straight face.



[SATIRE]



[PARODY]



FREDDIE STARR



Seated... animal-loving Lee yesterday **PHOTO: PETER SALER**

ATE MY HAMSTER

Comic put a live pet in sandwich, says beauty

ZANY comic Freddie Starr put a live hamster in a sandwich and **ATE IT**, model girl Lee La Salle claimed yesterday.

She said "I was sickened and horrified. He killed my pet."

"It's something I'll never forget. He put

my hamster between two slices of bread and started eating it."

"He thought it was hilarious," said Lee. "He just fell about laughing."

Lee, 23, said the incident which Starr badly bruised her hand while she was away with her and boyfriend Vincent McCallum in Bournemouth, Dorset. Freddie was performing at a Waterhouse nightclub.

Lee, a former Miss

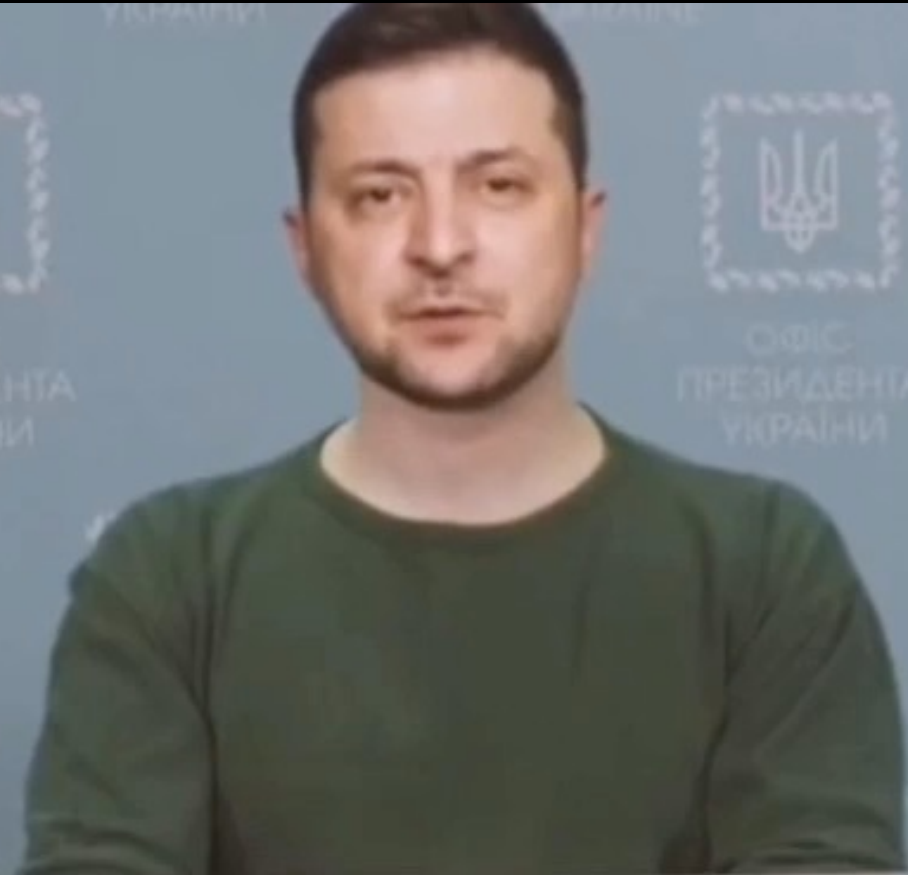


Freddie... "It's her"

SELLERS GIRL IS







It has not been easy to be the president.









$$2 + 2 = 5$$

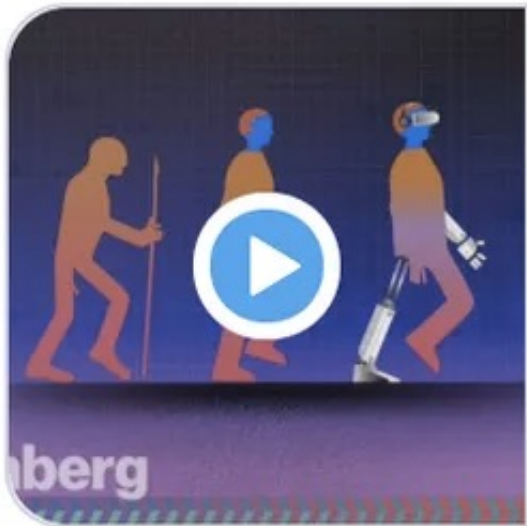


[blurred name] · 37m



Brains behind new **5G** data communications networks described below!
New Bill Gates sponsored **corona virus** vaccine, w/nano tech, will run everything and control everyone who are still necessary, like bots to serve the elite? Get your vaccine now?

 [Get the facts about COVID-19](#)



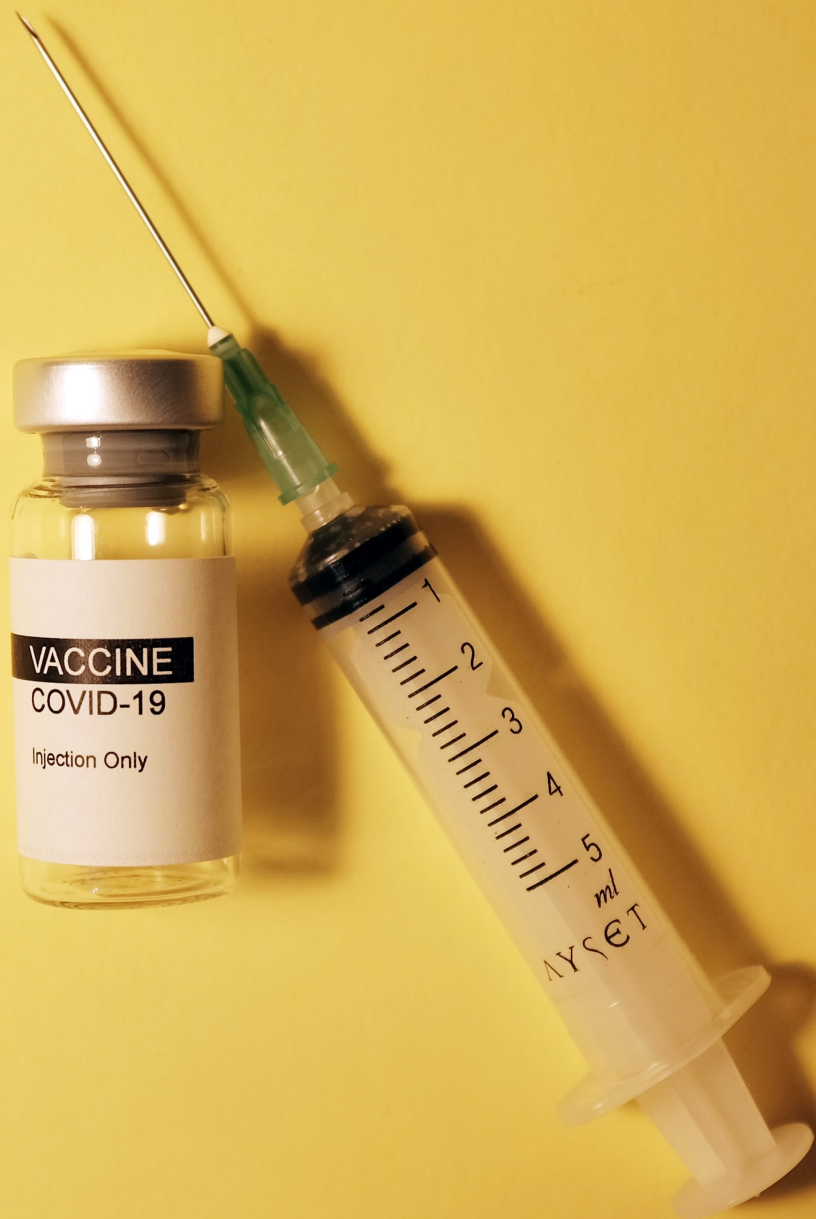
The Rise of AI

There's an AI revolution sweeping across the world. Yet few people know the real story about where thi...

youtube.com



Andy Phippen










MISSILE INCIDENT IN POLAND

ACCORDING TO PRO-KREMLIN DISINFORMATION

-  It was a **NATO / US / Polish / UK** provocation to escalate the situation
-  The "provocation" was made to raise tensions ahead of **G20**
-  The West is "ready to push the world towards **World War III**"
-  This is a **conspiracy** that aims to involve Poland in the war
-  Poland declares **war against Russia**
-  It could have been a **drone**, not a missile
-  NATO is **failing** to protect its member states
-  It's a **tractor** exploding, not a missile

DiSiNFO



FACTS

-  On 15 Nov 2022 a missile dropped on the village of Przewodów, Poland
-  Two people have been killed
-  Incident coincides with Russia's missile attack on Ukraine
-  The official investigation is ongoing



IS THIS STORY SHARE-WORTHY?

The First Amendment protects the right to report and publish information, but not every story is worth your text, tweet or share. This chart can help you find the good stuff and get rid of the garbage.



Find more media literacy resources at NewseumED.org

NEED HELP?

IS IT REAL?
Does the EVIDENCE hold up? Is the SOURCE legitimate? Run a search for the source name and key facts, people or images from the story to weed out the fakes.

IS IT WELL-MADE?
Are you impressed by the EXECUTION? A well-made story starts with solid facts. It should be calm, clear and neat, not a train wreck of exaggerated emotion (like ALL CAPS WORDS!!!!) and sloppy mistakes.

IS IT NEWS OR OPINION?
What is the PURPOSE? News mainly explains what is happening. Opinion takes a stance to judge or make an argument about it. First-person voice or words like "perspective" and "editorial" are often tips that it is opinion.

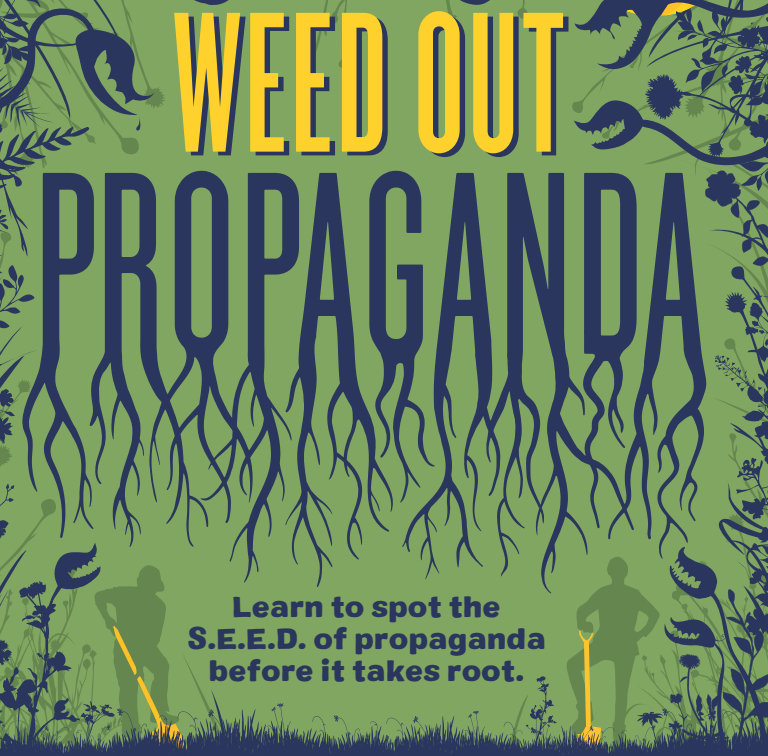
IS IT SUPPORTED BY FACTS?
Is there good EVIDENCE? Look for statistics, studies, historical examples, primary sources, expert analysis or other signs that the writer has done their homework and can back up their argument.

IS IT BIASED?
Does the EVIDENCE show you the big picture? Biased stories may leave out key facts, so you only see one side of an issue. They may also exaggerate or downplay the importance of the story in the CONTEXT of other news.

IS THE BIAS OPEN OR SNEAKY?
Does the EXECUTION clearly aim for a specific AUDIENCE? News with an open bias often uses partisan labels in its titles (like "Left-Wing News") or declares support for partisan missions (like "help Republicans get elected"). News with a sneaky bias pretends it isn't biased at all.

DOES IT ENTERTAIN AND/OR RAISE AWARENESS?
What is this story's PURPOSE? Weigh whether the story was created for darker reasons, like causing destruction, scamming people for profit, or unfairly hurting someone or something.

HOW MASTER MANIPULATORS TRY TO CONTROL WHAT YOU THINK



Propaganda is information that's been molded to influence what you think and do – for better or for worse. This mind control isn't magic; it's carefully cultivated manipulation. Your best defense: recognizing the techniques propaganda uses to spread ideas and persuade the public.

<p>Simplification Propaganda reduces complicated issues to basic ideas and packages them with catchy slogans and images so they're easy to understand and remember.</p> <p><i>Watch out for:</i> EXTREMES. Describing people and issues as good or bad, right or wrong. No complexity or room for compromise. LEAPS OF LOGIC. Using minor connections or coincidences to "prove" a point. INCOMPLETE FACTS. Citing only convenient or helpful facts. Ignoring or glossing over counter-arguments. SETTING UP EASY TARGETS. Simplifying the other side's arguments or twisting their ideas to make them easier to bring down.</p>	<p>Exploitation Propaganda uses emotional messages to play on universal weaknesses, fears and desires.</p> <p><i>Watch out for:</i> FEAR-MONGERING. Promising worst-case scenarios will come true if you don't back the cause. FLATTERY. Suggesting that people who support the cause are smart, strong and attractive. SHOCKING CONTENT. Shaping content to elicit strong emotional reactions – positive or negative. DEADLINES AND PEER PRESSURE. Taking advantage of your fear of being too late or missing out on something big.</p>	<p>Exaggeration Propaganda paints its cause as unbeatable, without flaws or weaknesses.</p> <p><i>Watch out for:</i> OUTLANDISH OUTCOMES. Making big promises, but not offering any evidence to back them up. PIGGYBACKING ON SUCCESS. Tying the cause to bigger ideas and issues that already have public support, like religion, patriotism or morality. OVERHYPED SUCCESS STORIES. Using testimonials from supporters to illustrate the benefits of supporting the cause. POWER PLAYS. Using images and descriptions of the cause that emphasize how popular, well-respected and powerful it already is.</p>	<p>Division Propaganda sets up "us" versus "them" scenarios, broadening divisions between different people, groups and ideas.</p> <p><i>Watch out for:</i> HEROES AND VILLAINS. Depicting key figures as either flawless superheroes or despicable demons rather than human beings. PUSHING PEOPLE TO PICK A SIDE. Framing those who disagree as enemies and not to be trusted. COZYING UP. Using celebrities, recognizable places and pop references to make the cause seem more friendly and familiar than the other options. STEREOTYPES AND NAME-CALLING. Reducing whole groups of people to exaggerated features and behaviors to dehumanize them and devalue their beliefs.</p>
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Visit NewseumED.org for more media literacy resources!

PRESENTS

E.S.C.A.P.E. JUNK NEWS

Visit NewseumED.org for more resources!



6 WAYS TO EVALUATE INFORMATION

<p>E EVIDENCE</p> <p>DO THE FACTS HOLD UP?</p> <p>Look for information you can verify.</p> <ul style="list-style-type: none"> Names Numbers Places Documents 	<p>S SOURCE</p> <p>WHO MADE THIS, AND CAN I TRUST THEM?</p> <p>Trace who has touched the story.</p> <ul style="list-style-type: none"> Authors Publishers Funders Aggregators Social media users 	<p>C CONTEXT</p> <p>WHAT'S THE BIG PICTURE?</p> <p>Consider if this is the whole story and weigh other forces surrounding it.</p> <ul style="list-style-type: none"> Current events Cultural trends Political goals Financial pressures 	<p>A AUDIENCE</p> <p>WHO IS THE INTENDED AUDIENCE?</p> <p>Look for attempts to appeal to specific groups or types of people.</p> <ul style="list-style-type: none"> Image choices Presentation techniques Language Content 	<p>P PURPOSE</p> <p>WHY WAS THIS MADE?</p> <p>Look for clues to the motivation.</p> <ul style="list-style-type: none"> The publisher's mission Persuasive language or images Moneymaking tactics Stated or unstated agendas Calls to action 	<p>E EXECUTION</p> <p>HOW IS THIS INFORMATION PRESENTED?</p> <p>Consider how the way it's made affects the impact.</p> <ul style="list-style-type: none"> Style Grammar Tone Image choices Placement and layout
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Question, question, question:

- content
- intent
- source

...and help others to do the same.







Undercraft
craft beer place

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SAKURA EXCHANGE
VES
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外幣兌換
外幣兌換

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松屋

フオケ
歌広場

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FULL MOON
HIDEKI FUKAYA
2018.8.8

299
60

消火栓

セイキホ

渋谷センター街

McDonald's

渋谷センター街

春屋
七夕まつり

来助
B1F

FamilyMart

5-6F
ケーキと
お食事
2-3F

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