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

Dr. Lesley Farmer
California State University Long Beach
lfarmer@csulb.edu
Let me introduce myself.
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 constructed the message?
- What specific elements did the creator(s) use for effects?
- Who is meant to see the message?
- Why is it being sent?
• 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
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* 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
gives out 64 PS of power and 160 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 + EBD
ABS (anti lock Braking System)
with EBD (electronic brake
distribution) help the driver keep
control of the vehicle during panic
braking situation.

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.

BASEBALL GATES NOT TO RESIGN.
Man Arrested For ‘Bestiality and Solicitation’ On Craigslist, But...

News 8 – An Arkansas man was arrested for bestiality and solicitation.

Brazilian Women Are Being Kidnapped For Their Hair; Due To High Demand Of Weave

BRAZIL - The demand for weave has become an epidemic within the United States. Hundreds of Brazilian women are kidnapped everyday to keep this high demand going. These women are kidnapped and their hair...

Stephen Curry Hospitalized After Recent Suicide Attempt Days After Loss To Bucks Ending Their... 

OAKLAND – After finally losing to the Milwaukee Bucks Saturday night and breaking their 24-win streak to start the season, it is being reported that Stephen Curry was found unconscious in his home. Authorities...

Government Officials Agree To “Shutdown” The Internet In The U.S. To Prevent Isis Recruitment

NEW YORK CITY – After Donald Trump unveiled his idea to have the Internet shut down to prevent online Isis recruitment, and even going as far as asking Bill Gates for help, it seems...

America Celebrates Fourth Consecutive Day Without Deadly School Shooting

Tens of people across the 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...
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

- 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
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
References