



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

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Let me introduce
myself





Agenda

- Media literacy
- History
- News and advertisements
- Creators
- Consumers
- Universal Media Literacy Factors
- Education

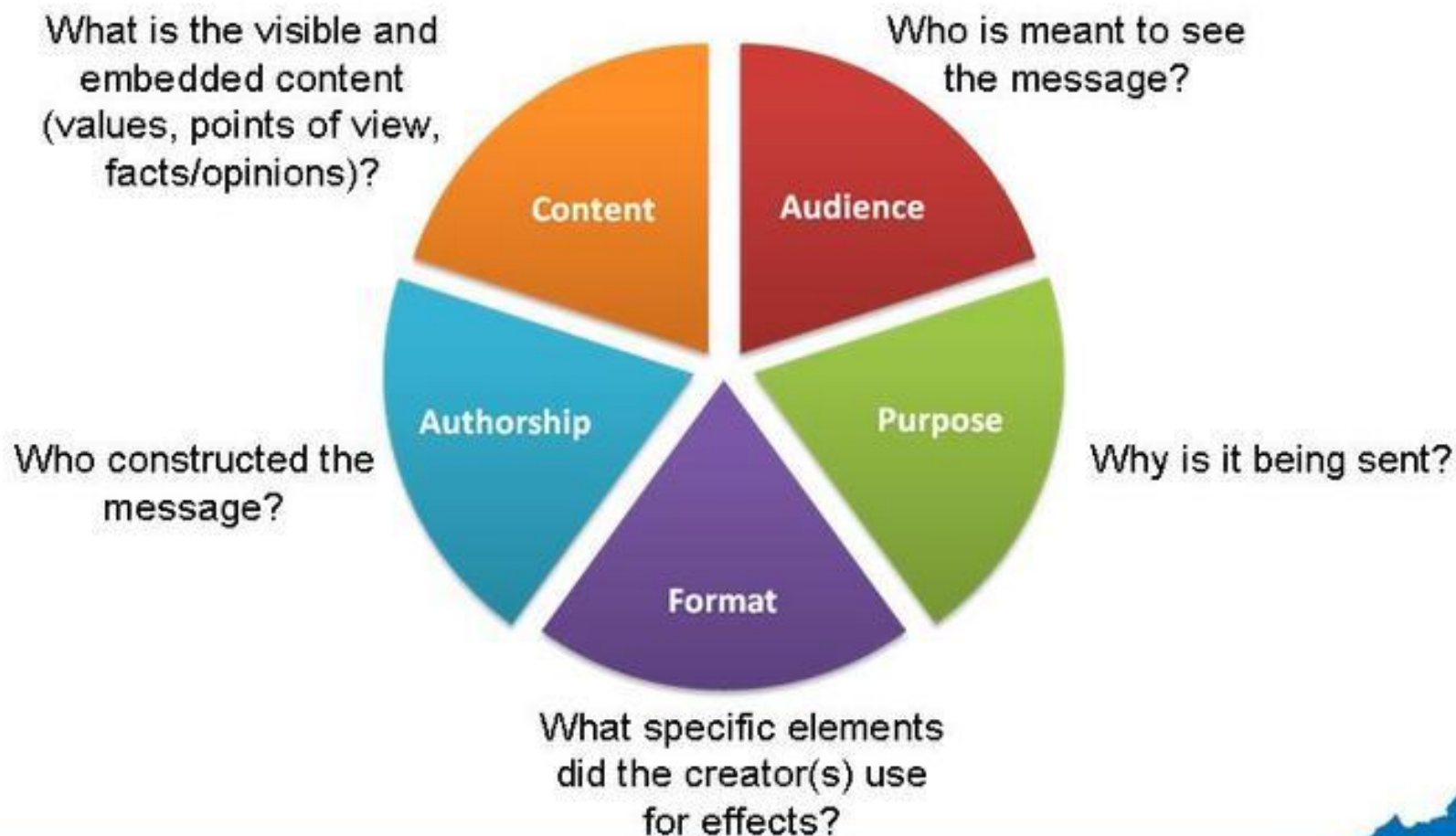
What is Fake News?

- 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



News and Advertisement Appeals



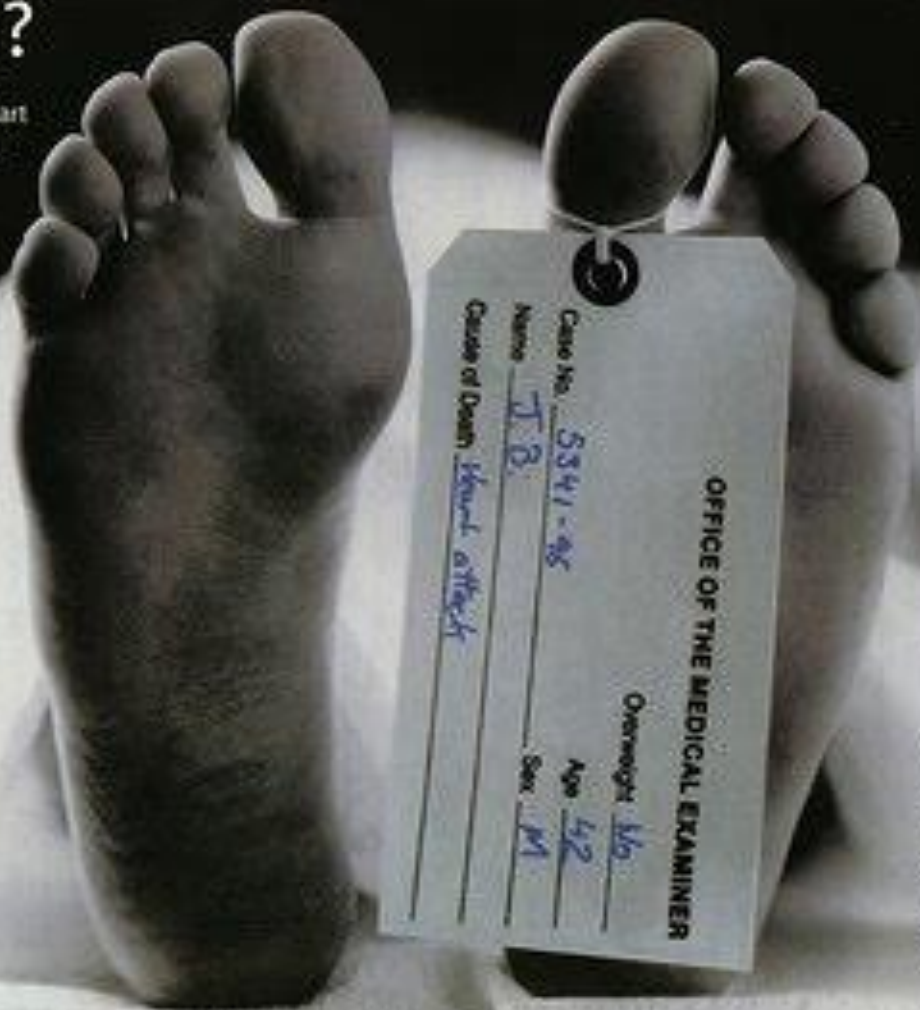
- Emotional: personal, social/status, FEAR, humor
- Sex/Romance/Gender
- Scarcity/Time sensitivity
- Bandwagon
- Testimonials/Endorsement
- Rational/statistics
- Association: adventure, values, youth

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.



Canadian
Lipid Nurse
Network



Canadian
Diabetes
Association

The Canadian Diabetes Association has provided the "Making the Connection" program for its medical and identity services. The Canadian Diabetes Association does not assume the liability of any pharmaceutical company. Sponsored by one of its products which is not a pharmaceutical company.

Making the
Connection



www.makingtheconnection.ca

FREE INSURANCE*

THE NEW RENAULT PULSE

ADD PULSE TO LIFE

* 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 puts 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 WITH 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.



ST. JOHN



Spread Your Legs!

Enjoy maximum leg-room
in the new Pontiac Star Chief



Wonderful stories contrived for the public

from ancient times to the present day

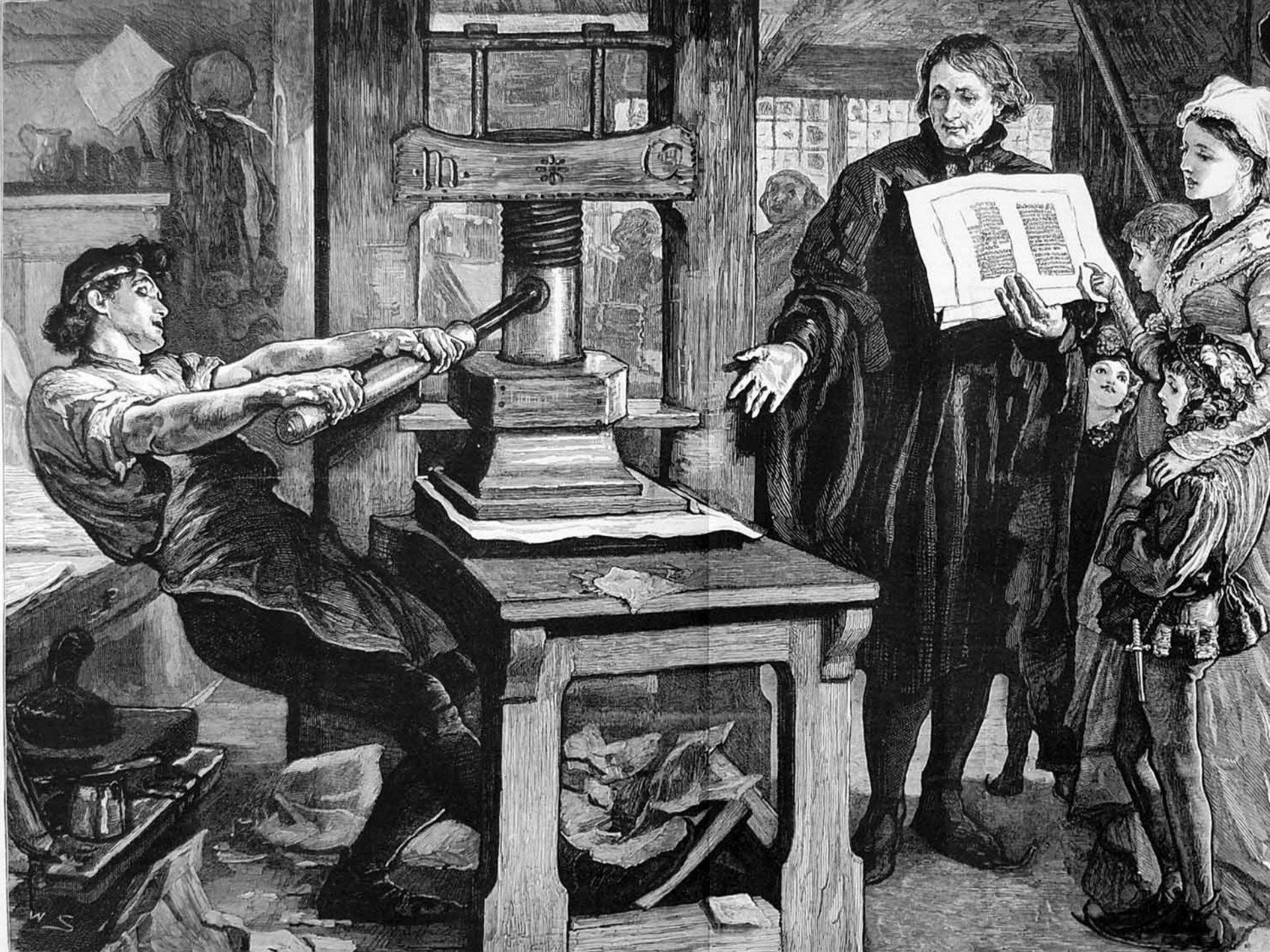
About ▾ Explore ▾ Hoaxes Timeline ▾

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





WEATHER-FAIR.

NIGHT

EDITION

PRICE ONE CENT.

The

"Circulation Books Open to All."



World.

"Circulation Books Open to All."

WEATHER-FAIR.

**BASEBALL
and RACING**

PRICE ONE CENT.

NEW YORK, FRIDAY, APRIL 20, 1900.

WOMAN JUMPS FROM BROOKLYN BRIDGE

SURVIVES MAD LEAP!

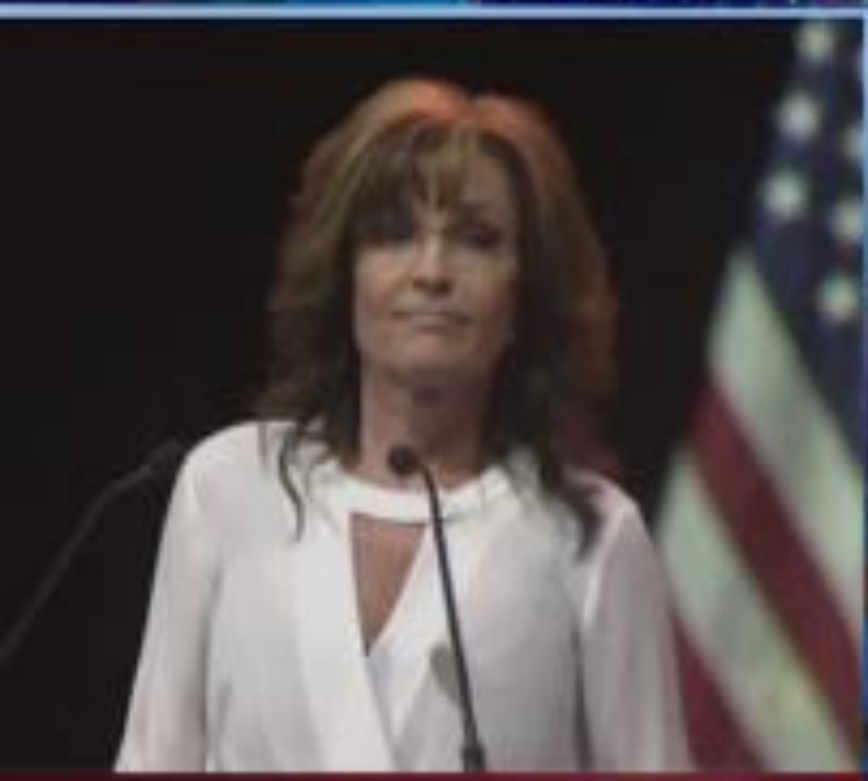
MONEY GONE AND ALONE,
SHE DETERMINED TO DIE.

BASEBALL GATES NOT
TO RESIGN

SCORE BY INNINGS.

WOMAN'S LEAP FROM BRIDGE.







NEWS DECEMBER 18, 2015

Man Arrested For 'On Craigslist, But

News 8 – An Arkansas i
bestiality and solicitatio



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...

[Read more](#)

America Celebrates Fourth Consecutive Day Without Deadly School Shooting



Millions of people across the United States took to the streets to celebrate the fourth consecutive day without a deadly school shooting in America.

Thursday when a gunman entered Umpqua Community College in



Stephen Curry Hospitalized After Alleged 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...

[Read more](#)



Government Officials Agree To "Shut Down" The Internet In The U.S. To Prevent Isis Recruitment

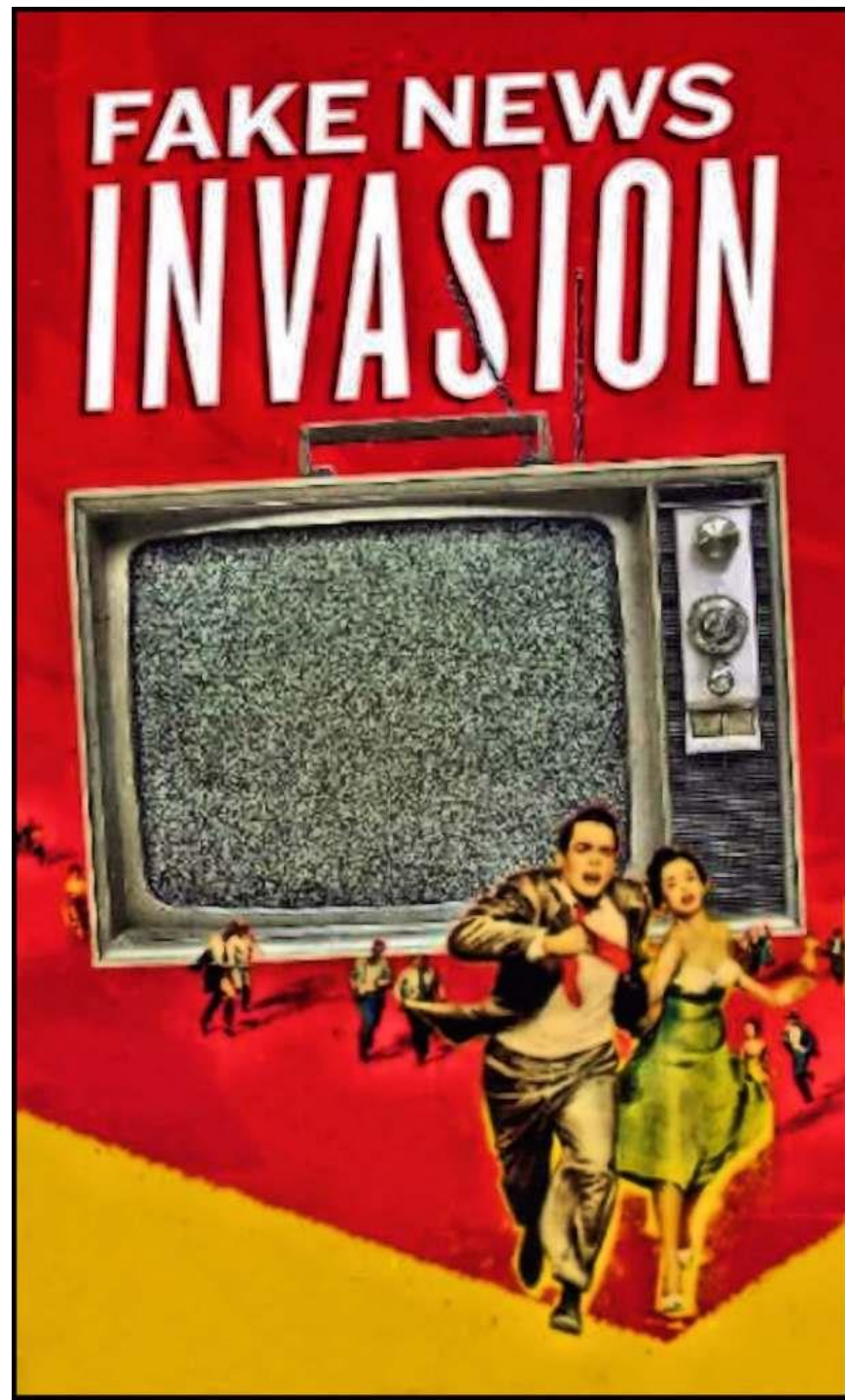
NEW YORK CITY - After Donald Trump unveiled his idea to have the Internet shut down to prevent online Isis recruitment, and even going as far as asking Bill Gates for help, it seems...

[Read more](#)



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

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