

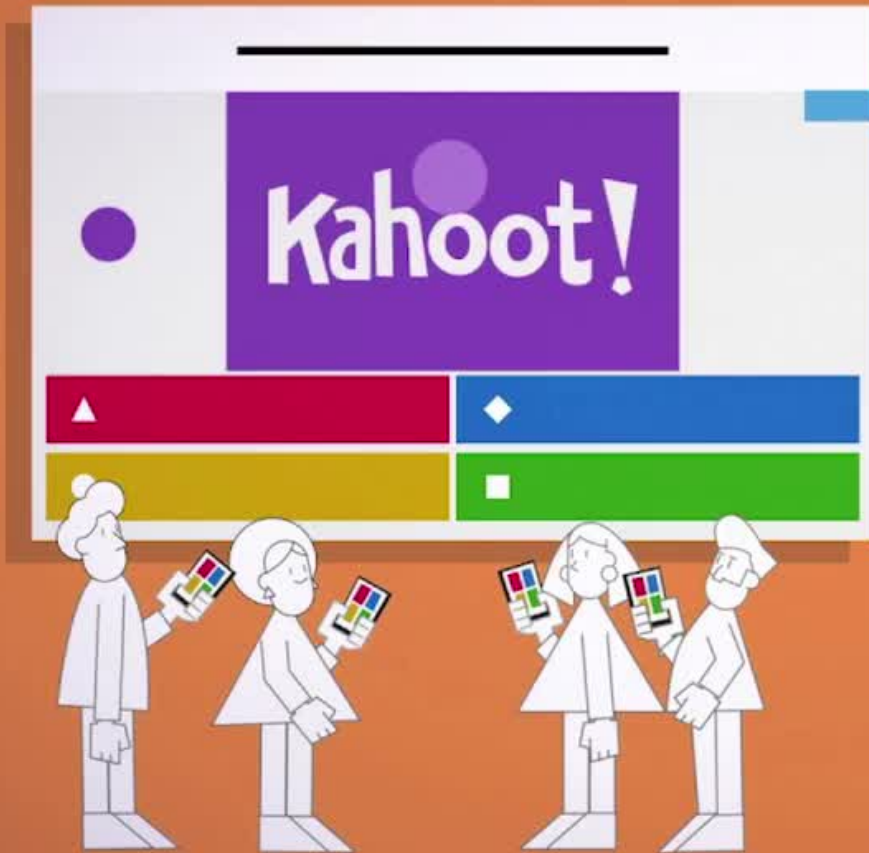


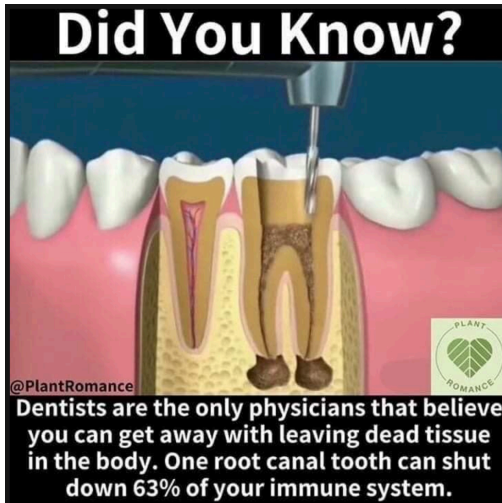
Jason Luther, Ph.D.
Assistant Professor of Writing Arts
Rowan University

@jwluther
luther@rowan.edu

NEW JERSEY COUNCIL
FOR THE
HUMANITIES

Slides: jasonluther.net/fakenews





An attorney advised us to post this. The violation of privacy can be punished by law. NOTE: Facebook is now a public entity. All members must post a note like this. If you do not publish a statement at least once, it will be tacitly understood that you are allowing the use of your photos, as well as the information contained in your profile status updates. I HEREBY STATE THAT I DO NOT GIVE MY PERMISSION. Copy and re-post.



"The unemployment rate for Wisconsin workers has reached historic lows. It's never been this low before, ever, ever, ever."

— Donald Trump on Saturday, April 27th, 2019 in a rally

How did you d



RESEARCH NEWS

Need A Can't-Miss Wheel Of Cheese? Try Playing It Some Hip-Hop

March 24, 2019 · 5:53 PM ET



LULU GARCIA-NAVARRO



LINDSEY FEINGOLD



Simon Walker, a student at the Bern University of the Arts in Switzerland, checks a small music speaker placed directly below a wheel of Emmental.

REPORT: STUDENT WITH GUN STOPS MASS STABBING AT UNIVERSITY OF TEXAS

CHL holder's quick reaction reportedly stops knife attacker who left one dead

Adan Salazar | Infowars.com · MAY 2, 2017



SEARCH

Search for articles



TODAY ON THE ALEX JONES SHOW

WATCH LIVE NOW



The Long and Brutal History of Fake News

Bogus news has been around a lot longer than real news. And it's left a lot of destruction behind.

By JACOB SOLL | December 18, 2016

HIDDEN BRAIN A CONVERSATION ABOUT LIFE'S UNSEEN PATTERNS



Fake News: An Origin Story

June 25, 2018 · 9:00 PM ET



SHANKAR VEDANTAM



RHAINA COHEN



TARA BOYLE



27-Minute Listen

+ PLAYLIST



WEEKLY WORLD

NEWS

June 15, 1993

60p

**Space creature survived
UFO crash in Arkansas!**

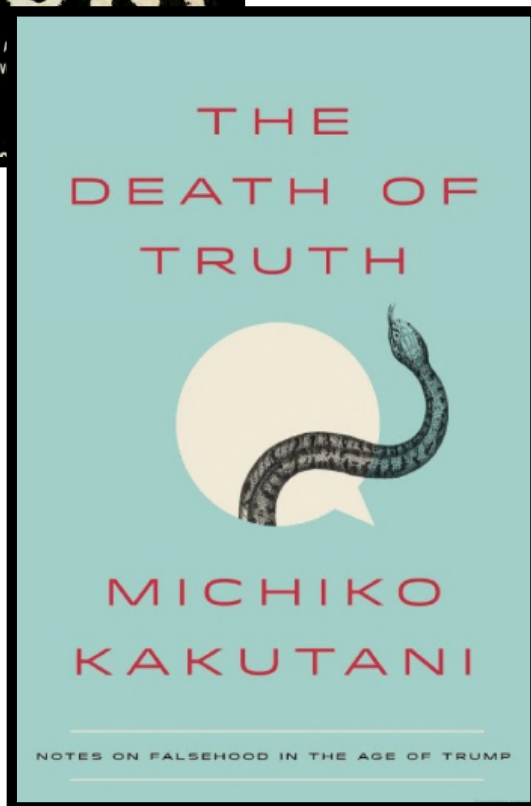
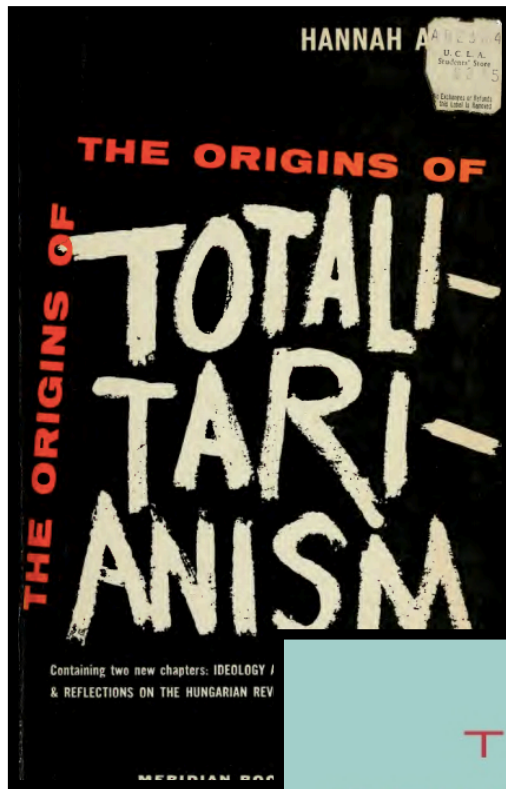
HILLARY CLINTON ADOPTS ALIEN BABY



**OFFICIAL
PHOTO!**



**Secret Service building special
nursery in the White House!**



“The ideal subject of totalitarian rule is not the convinced Nazi or the convinced Communist, but people for whom the distinction between fact and fiction (i.e. the reality of experience) and the distinction between true and false (i.e. the standards of thought) no longer exist.”

—Hannah Arendt, 1951

fake news as

1 critique of “mainstream media”

2 problematic content; as different from “real news”

This Analysis Shows How Viral Fake Election News Stories Outperformed Real News On Facebook

A BuzzFeed News analysis found that top fake election news stories generated more total engagement on Facebook than top election stories from 19 major news outlets combined.



Craig Silverman
BuzzFeed Founding Editor, Canada

Posted on November 16, 2016, at 5:15 p.m. ET

[Tweet](#) [Share](#) [Copy](#)



BuzzFeed | Getty Images

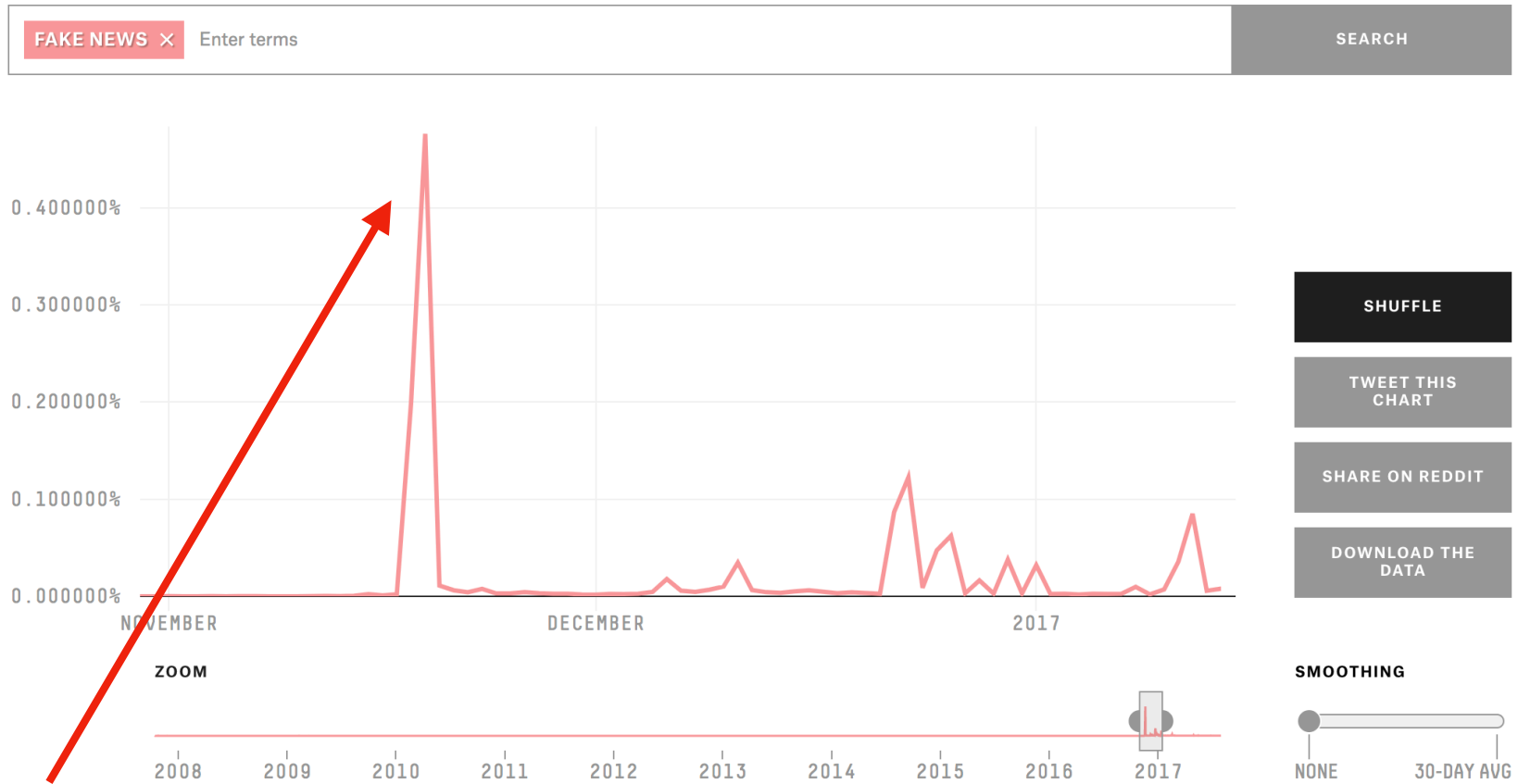
November 16, 2016

13 days after election of Donald Trump

How The Internet* Talks

*Well, the mostly young and mostly male users of Reddit, anyway.

By [Randy Olson](#) and [Ritchie King](#)



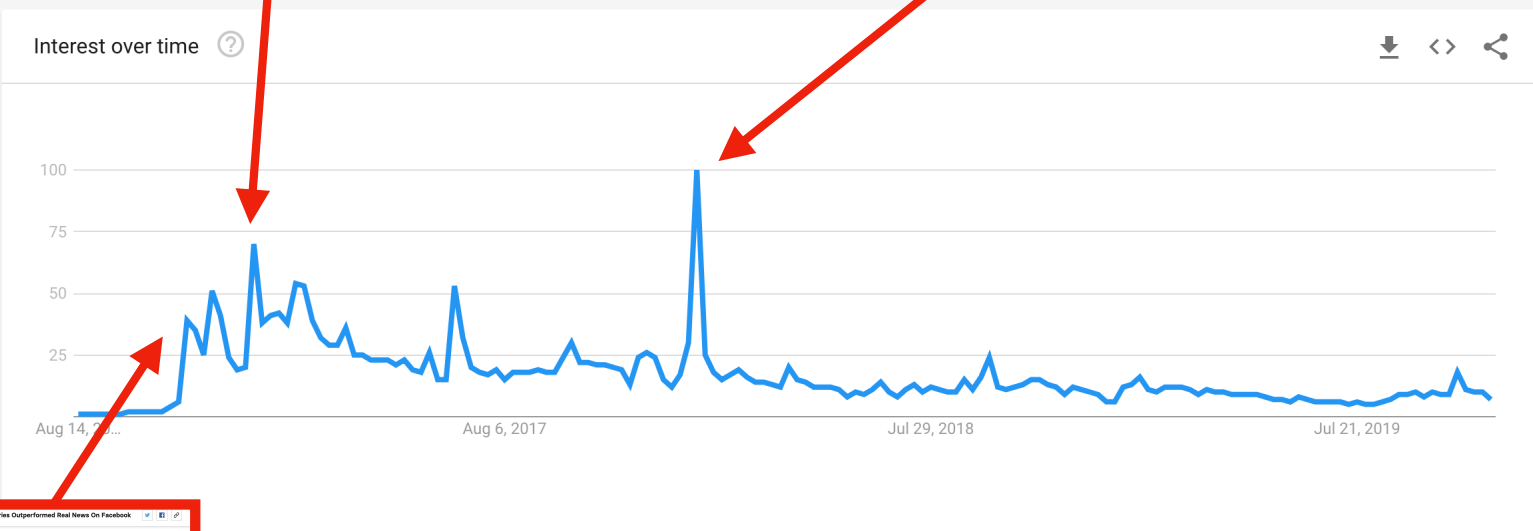
<https://projects.fivethirtyeight.com/reddit-ngram/>



● "fake news"
Search term

+ Compare

United States 8/13/16 - 11/13/19 All categories Web Search



<https://trends.google.com/>



Donald J. Trump ✓

@realDonaldTrump



So with one Rally by me at the end of the campaign, I lift the poll numbers of Kentucky Governor Matt Bevin by 19 points, he just misses, every other Republican in the Commonwealth wins big, and **the Fake News** blames me for a bad night! OK! By the way, Mississippi won everything!

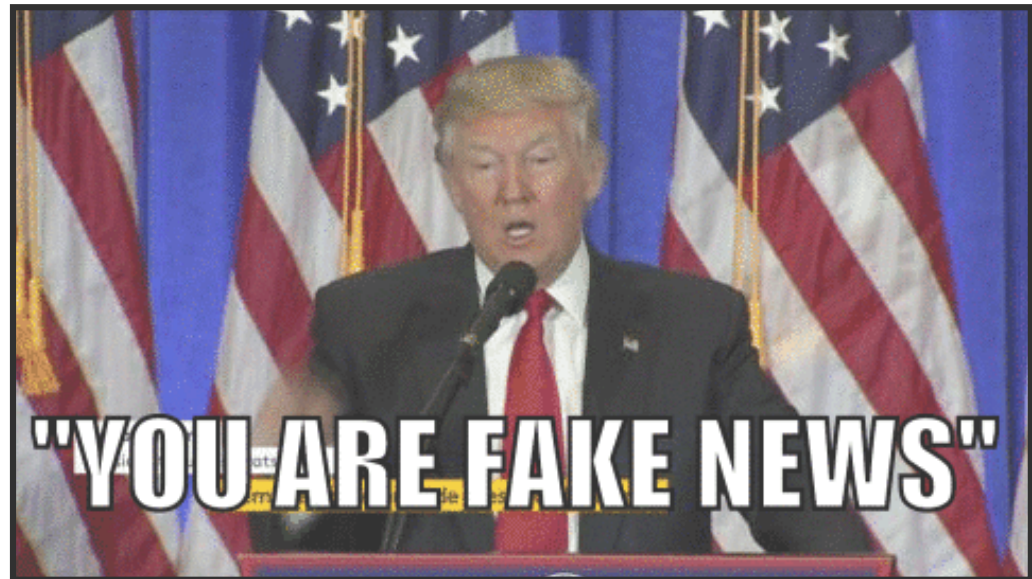
9:09 AM · Nov 11, 2019 · [Twitter for iPhone](#)

14.5K Retweets **60K** Likes



fake news_{as}

1 critique of “mainstream media”



fake news as

2 problematic content; as different from “real news”

information / misinformation

misinformation

What is news?

propaganda

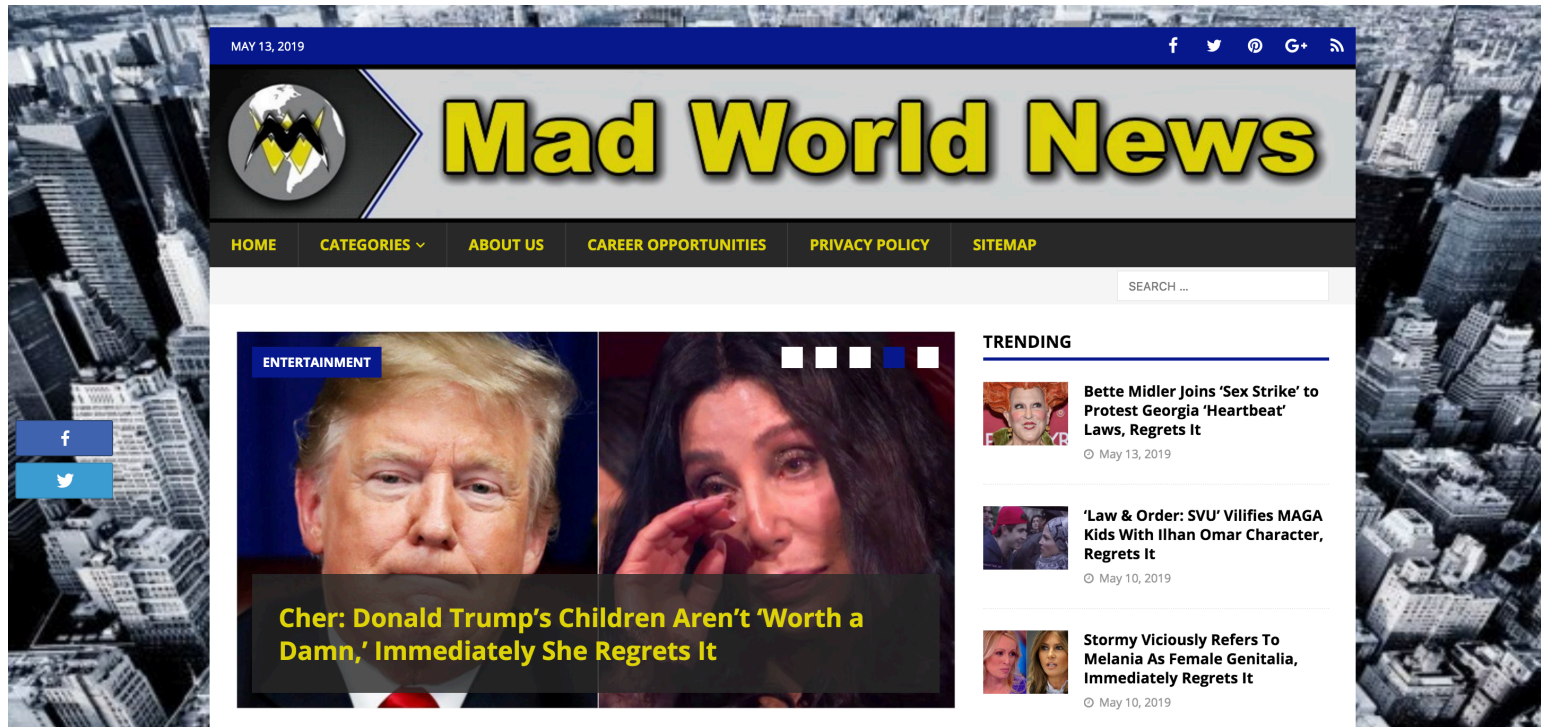
junk news

disinformation

false news

low-quality news content

2 problematic content; as different from “real news”



2

problematic content; as different from “real news”



The content on Mad World News expresses a personal opinion, advocates a point of view (e.g., on a social or political issue), or is self-promotional. For the purpose of fact-checking, it should be treated as such.

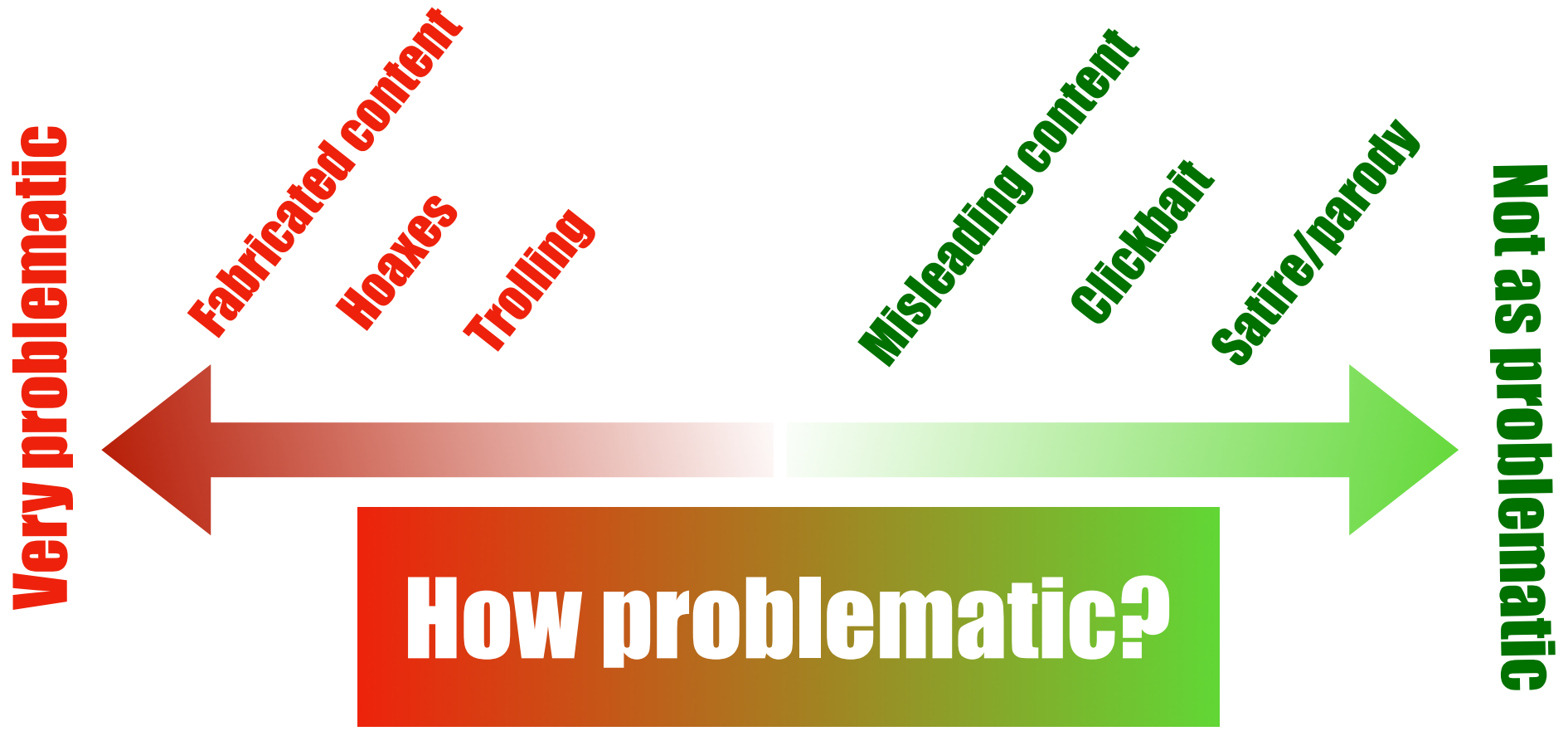
noted at the top.

The content on Mad World News expresses a personal opinion, advocates a point of view (e.g., on a social or political issue), or is self-promotional. For the purpose of fact-checking, it should be treated as such.

Stay informed by liking us on [Facebook](#) and following us on [Twitter](#).

Bette Midler is joining a “sex strike” to protest the new “heartbeat” law passed in the state of Georgia. Yes, that’s right, the 73-year-old Trump hater called on all the women in Georgia to join her and “stop having sex with men,” hoping this would upset the lawmakers. Many Hollywood

2 problematic content; as different from “real news”



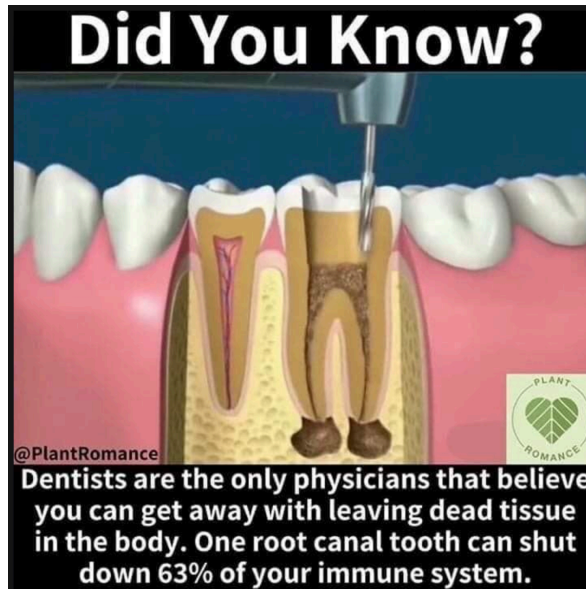
2 problematic content; as different from "real news"

the ONION®

ICS SPORTS LOCAL ENTERTAINMENT ONION GAMERS NETWORK OPINION VIDEO



Liberal Relieved He Never Has To Introspect Again After Assembling All The Correct Opinions



Dentists are the only physicians that believe you can get away with leaving dead tissue in the body. One root canal tooth can shut down 63% of your immune system.

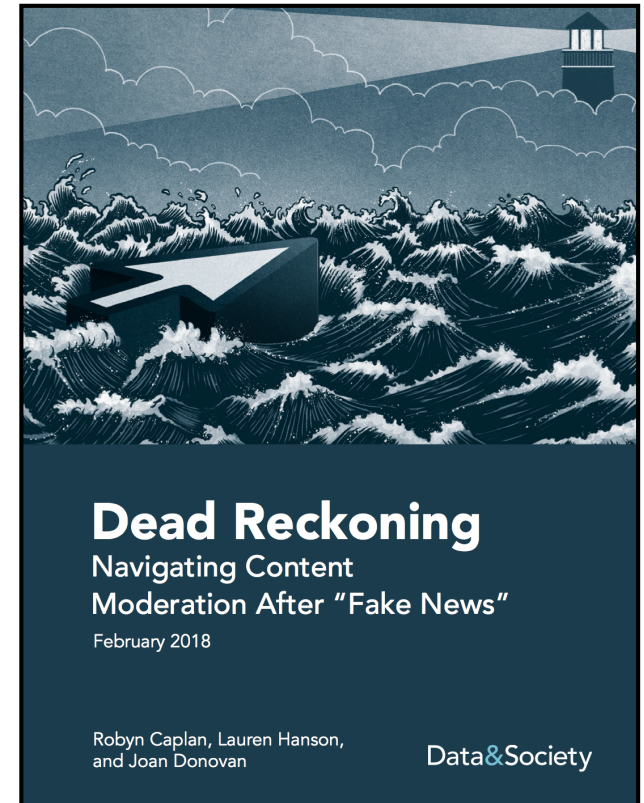
Very problematic

Not as problematic

How problematic?

fake news is

“...more than a widening of partisanship and the misleading use of social media to spread disinformation; it’s about the social sharing of trust, credibility, and evidence in the making of an informed citizenry.”

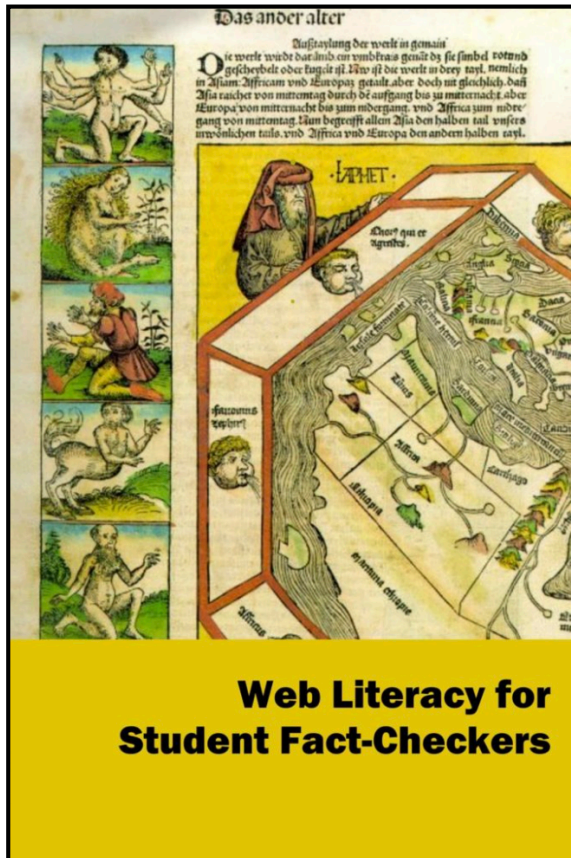


How do we address it?

1 Make structural changes

2 Empower users





<https://webliteracy.pressbooks.com/>

By Mike Caulfield
Aka @holden

Empower users

(with literacy)

Fact

<simplest definition>

a claim about which there is

(1) general agreement by

(2) people in the know.

Fact

<simplest definition>

a **claim** about which there is

(1) general agreement by

(2) people in the know.



SINGLE

thank u, next

By Ariana Grande



2018 • 1 song, 3 min 27 sec

PAUSE

SAVE

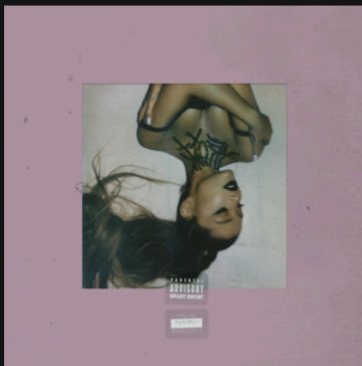


TITLE 



thank u, next
EXPLICIT
3:27

© 2018 Republic Records, a Division of UMG Recordings, Inc.

More by Ariana Grande



thank u, next

2019



Sweetener

2018



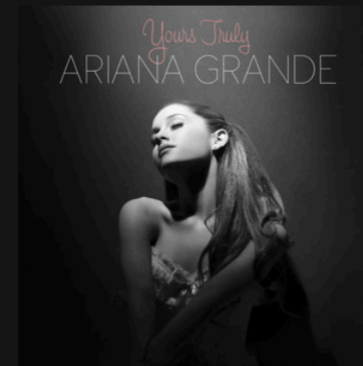
Dangerous Woman

2016



My Everything (Deluxe)

2014



Yours Truly

2013

Claim

```
graph TD; Claim[Claim] --> Argument[Argument]; Claim --> Statement[Statement of fact];
```

Argument

“Thank u, next” was the GREATEST pop song of 2018.

Ariana Grande should not have broken up with Mac Miller.

The Grammys would have been so much better had she performed.

Statement of fact

“Thank u, next” is a song by Ariana Grande.

The song’s lyrics refer to Grande’s previous relationships with Mac Miller and Pete Davidson.

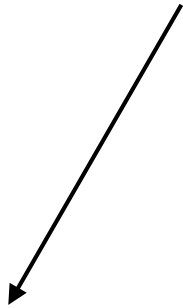
Ariana Grande is one of the most important pop artists of our time.



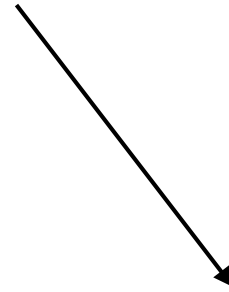
"Ariana Grande is one of the most important pop artists of our time."

Fact

Info that is generally not disputed by



**people in a
position to know**



**those who can be relied
on to accurately tell the
truth**



“Ariana Grande is one of the most important pop artists of our time.”

Is this generally disputed?

GOLDENVOICE PRESENTS IN INDIO

COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

INDIO CALIFORNIA  EMPIRE POLO CLUB

Childish Gambino

FRIDAY APRIL 12 & 19

Janelle Monáe • the 1975 • DJ Snake • Diplo • RÜFÜS DU SOL • BLACKPINK

Anderson .Paak with The Free Nationals • Kacey Musgraves • Juice WRLD • Ella Mai • Los Tucanes De Tijuana

FISHER • Jaden Smith • Nina Kraviz • Rosalía • Gorgon City • Mon Laferte • Khruangbin • Kayzo • dvrn • King Princess

Chris Lake • Jauz • Interrupters • Hot Since 82 • Charlotte Gainsbourg • SOPHIE • Nicole Moudaber • Tierra Whack • Polo • Pan

Beach Fossils • Yellow Days • The Frights • Nora En Pure • Yves Tumor • SG Lewis • Kero Kero Bonito • JPEGMafia • Calypso Rose • Mic Fanciulli

Kölsch • CamelPhat • Let's Eat Grandma • Anna Lunoe • Amelie Lens • Hurray for the Ruff Raff • Walker • Royce • Turnstile • RAT BOY • 88Glam

Ross From Friends • Lauren Lane • Still Woozy • Bakar • Blond:ish • Tomasa del Real • Las Robertas • Dave P.

SATURDAY APRIL 13 & 20

Tame Impala

Solange • Kid Cudi • Weezer • Aphex Twin • J Balvin • Billie Eilish • Bassnectar

Four Tet • Christine the Queens • Wiz Khalifa • Mac DeMarco • Bazzi • Maggie Rogers • Sheck Wes

Gryffin • Bob Moses • Virgil Abloh • Tale Of Us • Mr Eazi • Sabrina Claudio • Ty Segall & White Fence • Deep Dish

Smino • FKJ • SIR • Idris Elba • Parcels • JAIN • Soulection • Turnover • SALES • Stephan Bodzin • CloZee • ARIZONA

Murda Beatz • Jambinai • Aze • CHON • Little Simz • Adriatique • Lee Burridge • Garden • Agoria

Hop Along • shame • Superorganism • serpentwithfeet • Dokay • Steady Holiday

Javiera Mena • Messthetics • Red Pears • Heidi Lawden

Ariana Grande

SUNDAY APRIL 14 & 21

Drake • Justin Bieber • Lil Nas X • The Weeknd • SZA • Bunny • Dillon Francis • CHVRCHES • YG

Cirez U • Playboi Carti • H.E.R. • Blood Orange • Pusha T • Unknown Mortal Orchestra • Kaytranada

Gucci Gang • Jon Hopkins • SØFI TUKKER • Burna Boy • Lizzo • Dermot Kennedy • SOB • RBE • Clairo • NGHTMRE

Perfume • boy pablo • Guy Gerber • HYUKOH • Emily King • Dennis Lloyd • Alice Merton • Shallou • 070 Shake • Soccer Mommy

Rico Nasty • Cola Boyy • Wallows • Mansionair • Nocturnal Sunshine • Dusky • Yotto • Patrice Bäumel • Easy Life

Jan Blomqvist • U.S. Girls • Iceage • Men I Trust • Charlotte de Witte • Social House

Ocho Ojos • Razorbumps • Tara Brooks

With large-scale art installations by

Francis Kéré • Office Kovacs • Dedo Vabo • Poetic Kinetics • Sophia Enriquez • NEWSUBSTANCE • Do LaB • Robert Bose



ARIANA GRANDE



Chart History

Top Album Sales



RANKED BY PERFORMANCE ON CHART

3 NO. 1 HITS 4 TOP 10 HITS 5 SONGS

Yours Truly



Ariana Grande

★ Peaked at #1 on [9.21.2013](#)

1 of 5

My Everything



Ariana Grande

★ Peaked at #1 on [9.13.2014](#)

2 of 5

Sweetener



Ariana Grande

★ Peaked at #1 on [9.1.2018](#)

3 of 5

Dangerous Woman



Ariana Grande

Peaked at #2 on [6.11.2016](#)

4 of 5

Question 1

Are the people claiming this in a position to know?

Opportunity

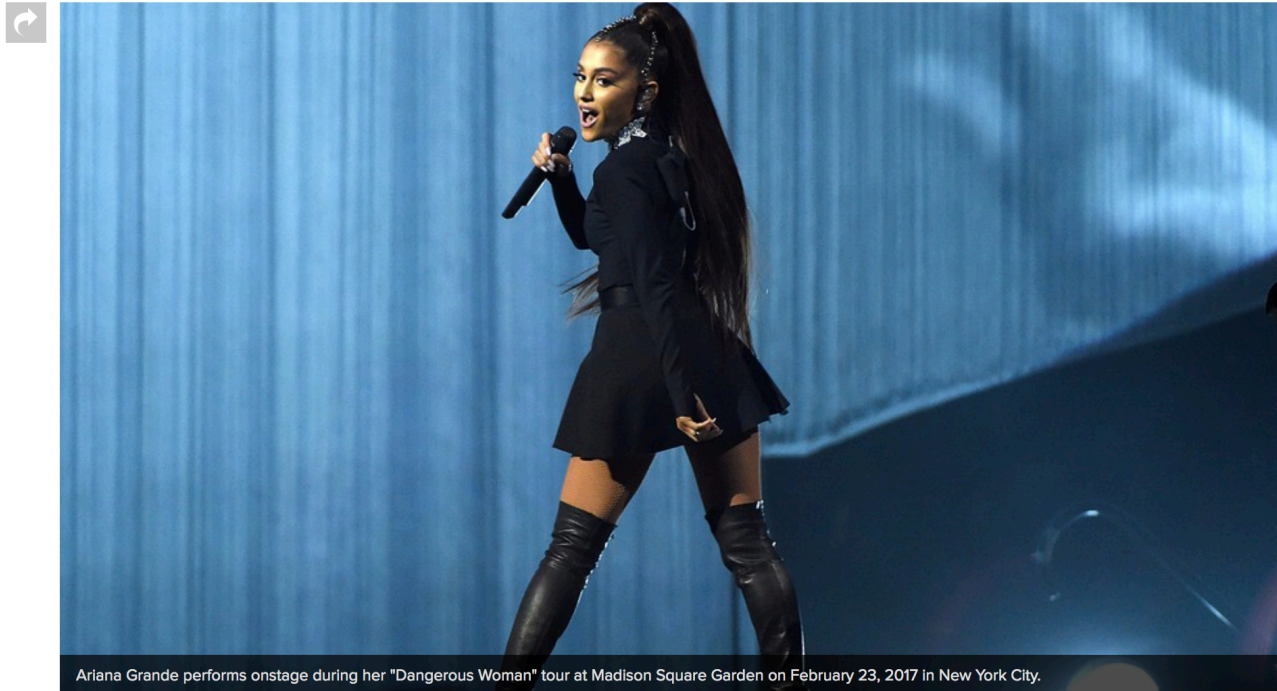
— having access to information that qualifies us differently from someone else.

Expertise

— have the knowledge and/or credentials to understand the complexities at hand.

Why Ariana Grande's music is so important

Share on Facebook Share on Twitter +



Ariana Grande performs onstage during her "Dangerous Woman" tour at Madison Square Garden on February 23, 2017 in New York City.

ARIANA GRANDE



ARIANA GRANDE'S SCORES

Music

Score distribution:

Positive:  5

Mixed: 0

Negative: 0

5 music reviews

Average career score: **78**

Highest Metascore: **87** thank u, next

Lowest Metascore: **64** My Everything

By date

By Metascore

By user score

view 30 | 100 per page

Title:	Year:	Credit:	User score:
87 thank u, next	Feb 8, 2019	Primary Artist	8.5
81 Sweetener	Aug 17, 2018	Primary Artist	8.0
76 Dangerous Woman	May 20, 2016	Primary Artist	8.6
64 My Everything	Aug 25, 2014	Primary Artist	8.2
81 Yours Truly	Sep 3, 2013	Primary Artist	8.5

Question 2

Can they be relied upon to accurately tell the truth?

“...after you’ve whittled down your trusted circle based on these “position to know” attributes—you may still find disagreement.

And at that point, it is useful to ask whether the disagreement is an honest disagreement or is a result of hidden (or not-so-hidden) motivations.”

Is it the whole truth?

No.

“Generally” means generally and truths and facts are different things.

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Alexis Petridis's album of the week

Ariana Grande

Ariana Grande: Sweetener review - pop's ponytailed paragon gets weird

★★★★☆

(Republic)

Her collaborations with Pharrell really push the boundaries. But they make the rest of this album seem formulaic



Alexis Petridis

@alexispetridis

Fri 17 Aug 2018 01:00 EDT



87 75



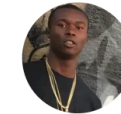
Avoiding the cliches ... Ariana Grande

rowing up in public is never straightforward. The route from kids' TV-approved poppet to Serious Artist is traditionally fraught with issues. But arguably no non star has ever had a tougher route than

most viewed in US



At arm's length: are tattoos finally becoming uncool?



Six California officers fire shots at rapper who had been asleep in car, killing him



Government shutdown: tension rises as 'not happy' Trump mulls border deal



Former US air force officer charged with spying for Iran



Four in five Vatican priests are gay, book claims

Let's review

- 1. Not all claims are statements of fact. Some are arguments, opinions, or beliefs.**
- 2. Fact-checking begins by asking if a source of information is in a position to know, which is different from “bias.”**
- 3. Facts are not the same thing as truth. However, facts help us assess truth and thus give important shape to our realities.**

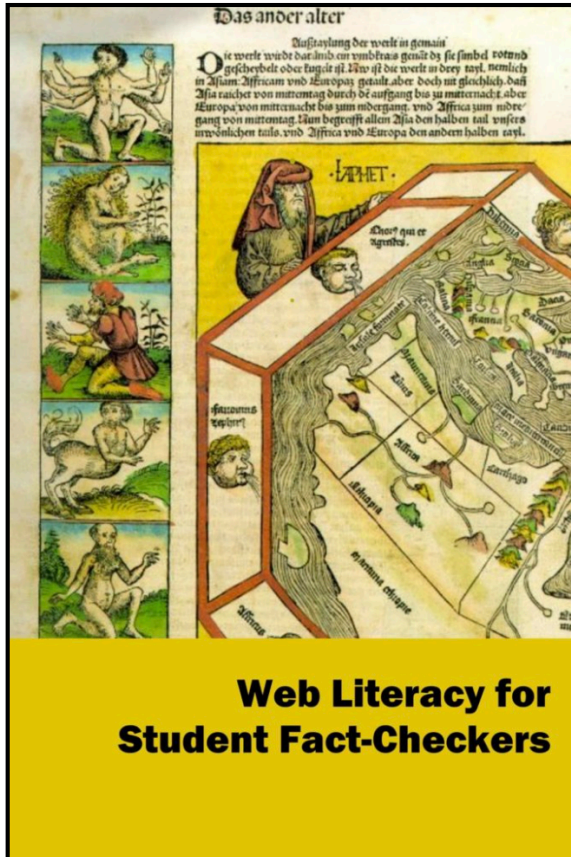
Empower users

(with **WEB** literacy)

1. Look for previous work

2. Go upstream

3. Read laterally



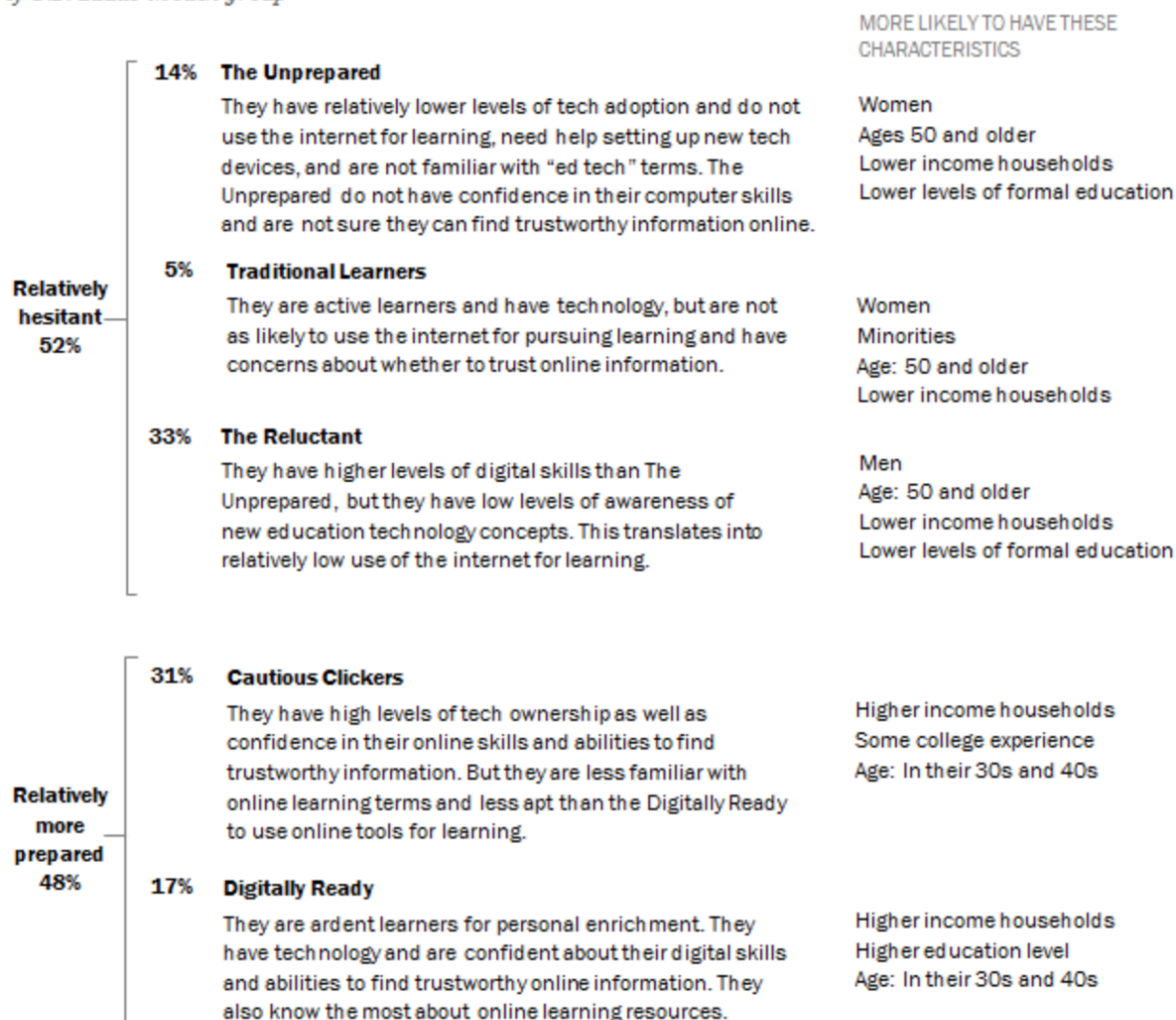
<https://webliteracy.pressbooks.com/>

By Mike Caulfield
Aka @holden

Digital readiness: The five groups along a spectrum from least ready to most ready

Digital readiness: The five groups along a spectrum from least ready to most ready

% of U.S. adults in each group




Source: Survey conducted Oct. 13-Nov. 15, 2015.
"Digital Readiness Gaps"

1. Look for previous work

“When fact-checking a particular claim, quote, or article, the simplest thing you can do is to see if someone has already done the work for you.”



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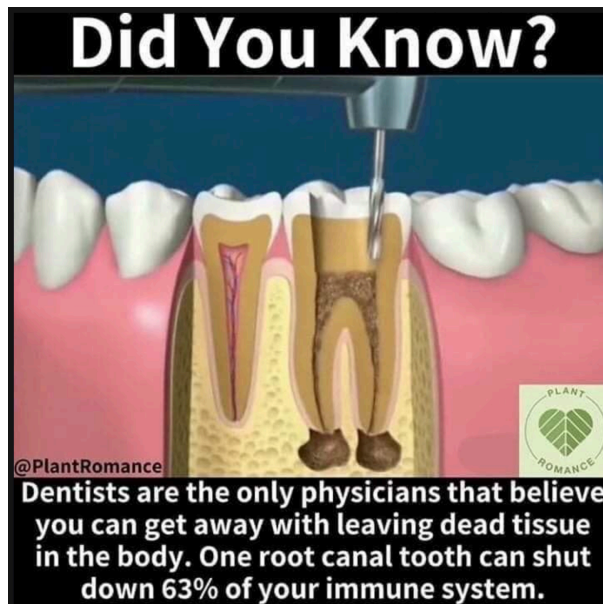


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1. Look for previous work

“When fact-checking a particular claim, quote, or article, the simplest thing you can do is to see if someone has already done the work for you.”



<https://www.politifact.com/facebook-fact-checks/statements/2019/nov/13/facebook-posts/claim-about-root-canals-causing-serious-illness-no/>

An attorney advised us to post this. The violation of privacy can be punished by law. NOTE: Facebook is now a public entity. All members must post a note like this. If you do not publish a statement at least once, it will be tacitly understood that you are allowing the use of your photos, as well as the information contained in your profile status updates. I HEREBY STATE THAT I DO NOT GIVE MY PERMISSION.

Copy and re-post.

<https://www.politifact.com/facebook-fact-checks/statements/2019/nov/13/facebook-posts/claim-about-root-canals-causing-serious-illness-no/>



<https://www.snopes.com/fact-check/fentanyl-laced-marijuana-rise/>

2. Go upstream

“Most web content is not original. Get to the original source to understand the trustworthiness of the information.”

RESEARCH NEWS

Need A Can't-Miss Wheel Of Cheese? Try Playing It Some Hip-Hop

March 24, 2019 · 5:53 PM ET



LULU GARCIA-NAVARRO



LINDSEY FEINGOLD



Simon Walker, a student at the Bern University of the Arts in Switzerland, checks a small music speaker placed directly below a wheel of Emmental.

<https://www.npr.org/2019/03/24/706344902/need-a-cant-miss-wheel-of-cheese-try-playing-it-some-hip-hop>

3. Read laterally

“Once you get to the source of a claim, read what other people say about the source (publication, author, etc.). The truth is in the network.”

The screenshot shows a webpage layout for 'THE ALEX JONES RADIO SHOW'. At the top right, there is a 'LISTEN NOW' button and social media icons. A navigation bar contains links for 'RADIO SHOW', 'NEWS', 'VIDEOS', 'STORE', 'BREAKING NEWS', and 'CONTACT', along with buttons for 'SUBSCRIBE TO THE BANNED SHOW' and 'NEWSLETTER'. The main article title is 'REPORT: STUDENT WITH GUN STOPS MASS STABBING AT UNIVERSITY OF TEXAS', with a sub-headline 'CHL holder's quick reaction reportedly stops knife attacker who left one dead' and a byline 'Adan Salazar | Infowars.com - MAY 2, 2017'. A large image on the left shows a person in a green shirt with a handgun tucked into their waistband, with a university building in the background. On the right, there is a 'SEARCH' section with a search bar and a magnifying glass icon, and a section titled 'LISTEN TO THE ALEX JONES SHOW - HERE'S HOW'.

<https://www.infowars.com/report-student-with-gun-stops-mass-stabbing-at-university-of-texas/>

Make structural changes

1. Professional fact-checking

2. Demonetizing bad content

3. Better content moderation

4. Regulation



Make structural changes

1. Professional fact-checking

Institutions: universities, news agencies, advocacy groups

FIRST DRAFT



 **FACTCHECK.ORG**[®] *A Project of The Annenberg Public Policy Center*

 **AllSides**[™]

Don't be fooled by media bias and fake news.

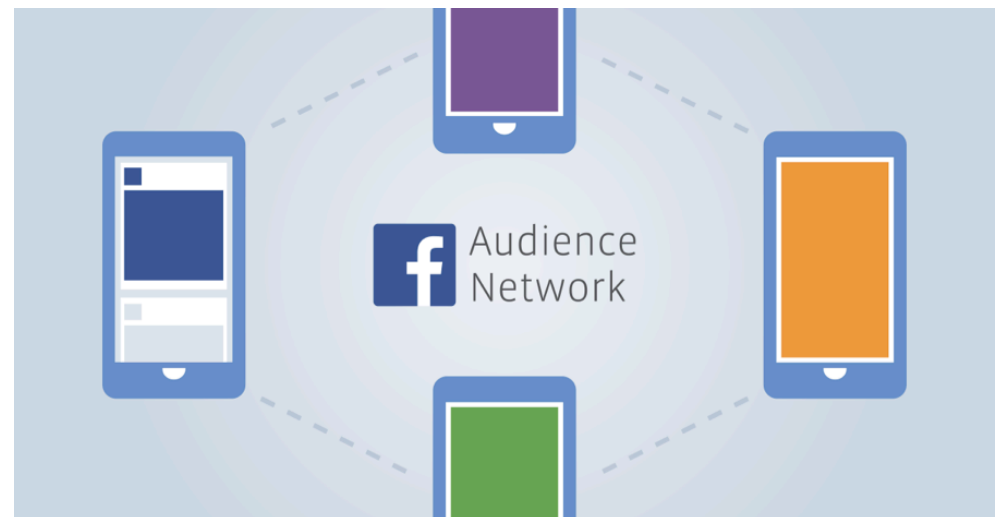

OpenSecrets.org
Center for Responsive Politics



Make structural changes

2. De-monetizing bad content

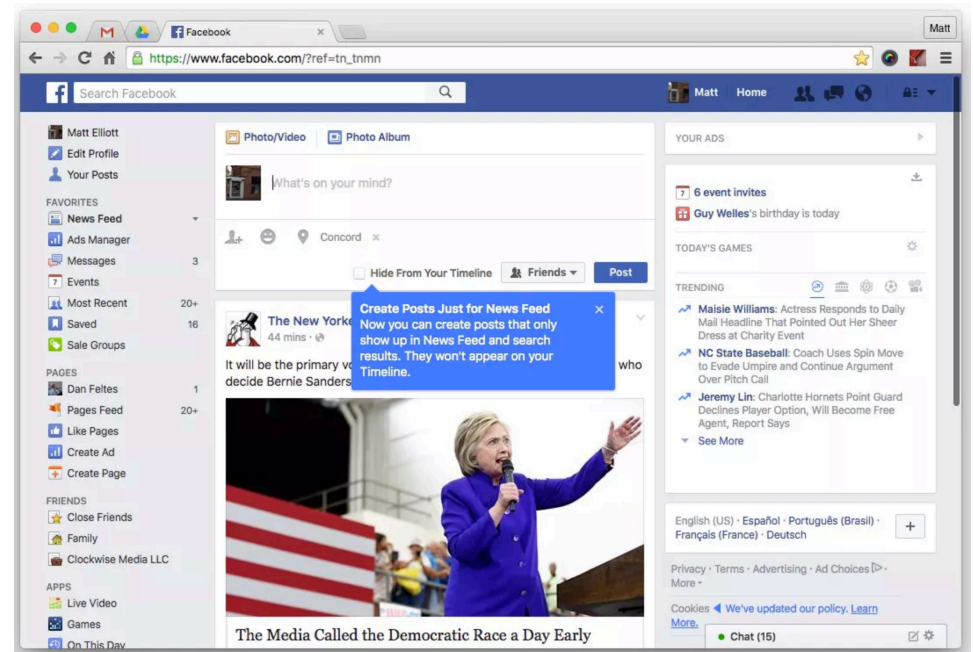
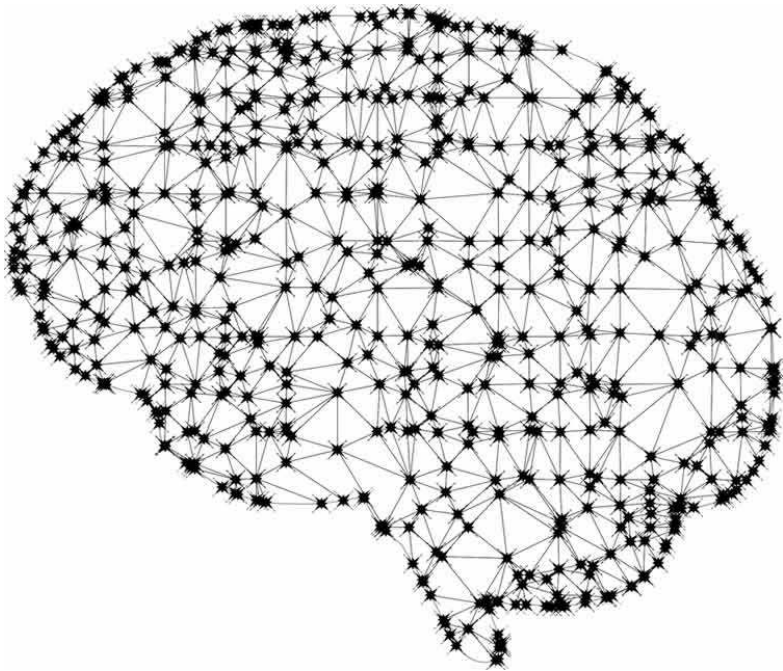
Institutions: platforms (Google, Facebook, Twitter, Amazon), government, advocacy groups



Make structural changes

3. Better content moderation

Institutions: platforms (Google, Facebook, Twitter, Amazon), tech companies



Make structural changes

4. Regulation

Institutions: government



What is the future of

fake news?

Deep fakes



You Won't Believe What Obama Says In This Video! 😬

5,991,428 views

👍 78K 💬 13K ➦ SHARE ⌵ SAVE ⋮



BuzzFeedVideo ✓
Published on Apr 17, 2018

SUBSCRIBE 18M

Resources for combating fake news

jasonluther.net/fakenews



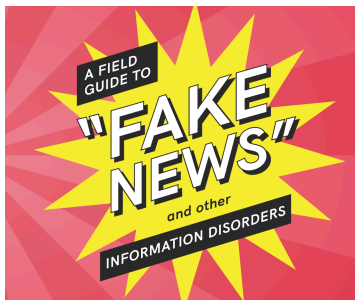
FIRST DRAFT



Don't be fooled by media bias and fake news.



Pew Research Center *Journalism & Media*



THE CONVERSATION

Academic rigor, journalistic flair

