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**Slides: jasonluther.net/fakenews** 

# Quiz: Fake news or real news? 5 questions



This is really REALLY BIG.

HUGE...

From the CDC...

70.6% of those testing positive wore masks ALWAYS.

3.9% of those testing positive wore masks NEVER

This means that people who wear masks, are actually "collecting" the virus in their masks.

The airborne particles are being absorbed into the Masks and staying on our faces rather than dissipating.

A clear indication there is a correlation to more infected people wearing masks than those who do not.

Morbidity and Mortality Weekly Report

TABLE. (Continued) Characteristics of symptomatic adults ≥18 years who were outpatients in 11 academic health care facilities and who received positive and negative SARS-CoV-2 test results (N = 314)\* — United States, July 1-29, 2020

Characteristic	No.(%)		
	Case-patients (n = 154)	Control participants (n = 160)	Produc
Previous close contact with a person with	known COVID-19 (missing = 1)	Contract Contract	
No Yes	89 (57.8) 65 (42.2)	136 (R5.5) 23 (14.5)	<0.01
Relationship to close contact with known	COVID-19 (n = 88)		
Family Friend Work colleague Other** Multiple	33 (50.8) 9 (13.8) 11 (16.9) 6 (9.2) 6 (9.2)	5 (21.7) 4 (17.4) 6 (26.1) 8 (34.8) 0 (0.0)	<0.01
leported use of cloth face covering or ma	sk 14 days before illness onset (missing = 2)		
Sever	6(1.9)	5 (3.1)	0.86
larely iometimes	6 (3.9)	6 (3.8)	
	11 (7.2)	7 (4.4)	
Often	22 (14.4)	21 (14.5)	
Always	106 (70.6)	118 (74.2)	

\* Respondents who completed the inserview 14–23 days after their test date. Eve participants had significant missingness for expessure questions and were removed from the analysis. Patients were randomly sampled from 11 academic health care systems that are part of the Influenta Vaccine Effectiveness in the Critically III Network sites (Baystate Medical Center, Springfield, Massachusetts; Berth Israel Day Medical Center, Boston, Massachusetts; University of Colorado School of Medicine, Autora, Colorado; Hennepoin County Medical Center, Minnesotts; Intermountain Healthcare, Salt Lake City, Utah; Ohio State University Wesner Medical Center, Colorado; Hennepoin County Medical Center, Minnesotts; Intermountain Healthcare, Salt Lake City, Utah; Ohio State University Wesner Medical Center, Winston-Salem, North Carolina; Vanderbilt University Medical Center, Nashville, Tennessee, John Hopkins Hospital, Baltimone, Maryland, Stanford University Medical Center, Palo Alto, California; University of Washington Medical Center, Seattle, Washington). Participating states include California, Colorado, Maryland, Massachusetts, Minnesota, North Carolina, Chio, Tennessee, Utah, and Washington. Native Hawaiian; Other Pacific Islander, and other; these were combined because of small sample sizes.

<sup>5</sup> Reported at least one of the following underlying chronic medical conditions: cardiac condition, hypertension, asthma, chronic obstructive pulmonary disease, immunodeficiency, psychiatric condition, diabetes, or obesity.

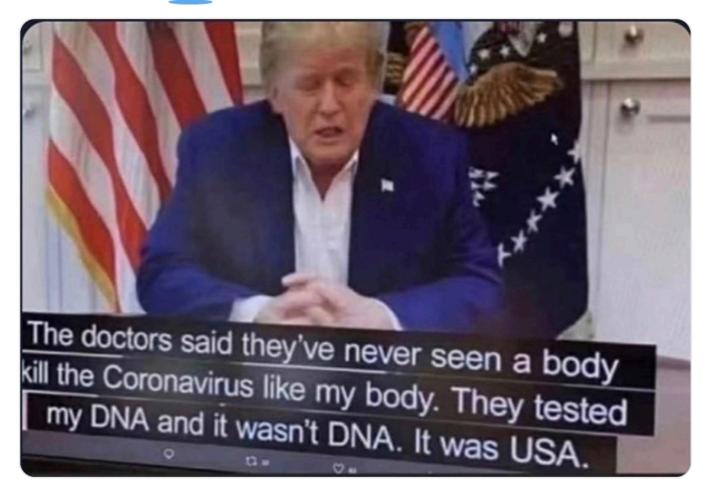
Community exposure questions asked were "in the 14 days before feeling ill about how often did you," with options of "shop for items (groceries, prescriptions, home goods, clothing, etc.)" (missing = 1); "have people visit you inside your home or go inside someone else's home where there were nore than 10 people," "have people visit you inside your home or go inside someone else's liume where there were 10 people or less", "go to church or a resignous gathering/place of worship" (missing = 1); "go to a restaurant idine-in, any area designated by the restaurant including patio seating)" (missing = 1); "go to a bar or coffee shop (indoors)" (missing = 2); "use public transportation (bus, subway, streetcer, train, etc.)" (missing = 1); "go to an office setting (other than for healthcare purposes)" (missing = 1); "go to a gyrn or fiftness center" (missing = 1); and "go to a salon or barber (e.g., hair salon, etc.)" (missing = 1). Response options were coded as never versus at least once in the 14 days prior to illness onset. Some participants had missing data for exposure quentions.

\*\* Other includes patients of health care workers (9), patron of a restaurant (1), spouse of employee (1), day care teacher (1), member of a religious congregation (1), and ununcofied (1).





this man literally just said he was built different 😭



8:42 PM - 6 Oct 2020

103,537 Retweets 612,131 Likes 🚳 🌑 🚳 🍪 🚳













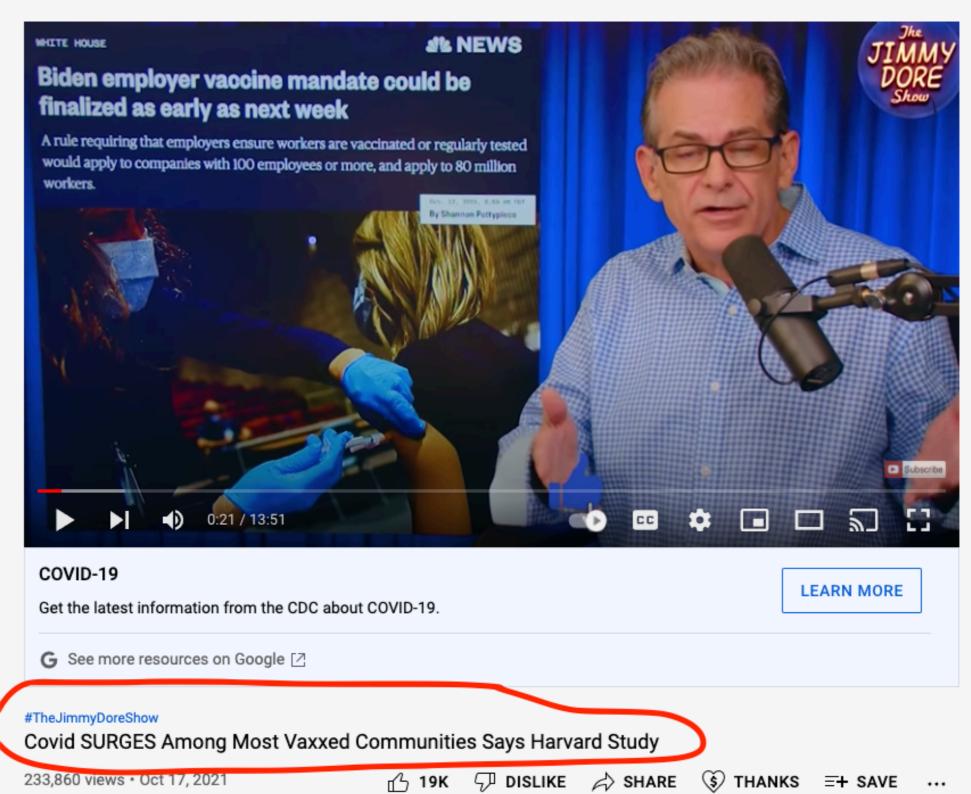














If you would have told me in 2019 that we were just 1 year away from Americans being ARRESTED for holding outdoor church services, I would have thought you to be insane.

This is one of the most heartbreaking things I've ever seen. Pray for America.



From Matt Carobini

10:55 AM · Sep 24, 2020 · Twitter Web App

### 5

# DO NOT WEAR GLOVES INTO OUR STORE.

Gloves are meant to avoid cross contamination. For instance, in a hospital, nurses wear gloves to see a patient, and then discard them before seeing the next patient. IF you are wearing the same set of gloves all over town you are only spreading germs everywhere you go. Every door you touch, the cart, the supplies, your phone, your car door, your face, money and change. Do everyone a favor and just sanitize your hands after every stop. DON'T WEAR THE SAME GLOVES EVERYWHERE!

1



False

**Source: Politifact https://bit.ly/3ILG07A** 

"The table featured in the Facebook post doesn't show that mask use is correlated with the spread of the coronavirus. In fact, it shows the opposite: more people who tested negative for the coronavirus reported that they "always" wore masks than people who tested positive."

2

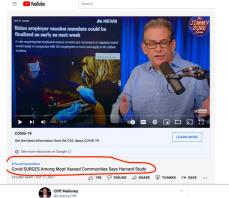


**False** 

**Source: Factcheck.org** https://bit.ly/33VMYM8

"The quote is formatted to appear as closed-captioning text for a video address that Trump recorded while in Walter Reed National Military Medical Center and shared in an Oct. 3 tweet. A review of that four-minute video shows **he never made the statement falsely attributed to him.**"

3



**Half true** 

Source: Politifact https://bit.ly/3GJDt3a

"...countries with a higher percentage of population fully vaccinated had a higher rate of new COVID-19 cases per 1 million people." However...

"The study's conclusion was not that vaccinations don't impact infection, but that steps such as masking and social distancing should be used along with vaccination to fight the pandemic."

4



If you would have told me in 2019 that we were just 1 year

**False** 

Source: Washington Post Fact-checker https://wapo.st/351v1Lo

"One person arrested, Gabriel Rench, is a Moscow Republican running for Latah County Commission against incumbent Moscow Democrat Tom Lamar in November's election. He was **arrested but not charged with refusing to identify himself to police** when they asked for an identification card. Rench is the person being arrested in the video posted..."

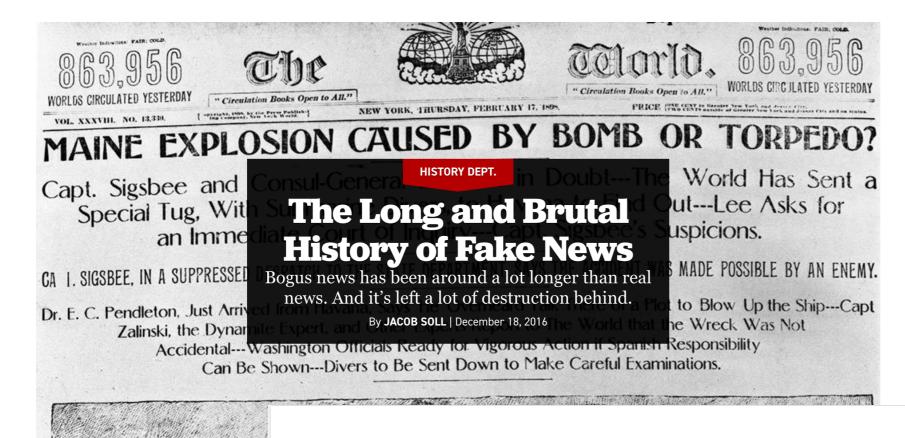


True

Source: Politifact https://bit.ly/37cWmw0

"The CDC's online guide for glove use recommends wearing them when cleaning or caring for someone who is sick. It expressly notes gloves are a bad choice for running errands."







A CONVERSATION ABOUT LIFE'S UNSEEN PATTERNS



June 25, 2018 · 9:00 PM ET









TARA BOYLE

















MEEKLY WORLD

MEEKLY WORLD

Space creature survived UFO crash in Arkansas!

lune 15, 1993

60p

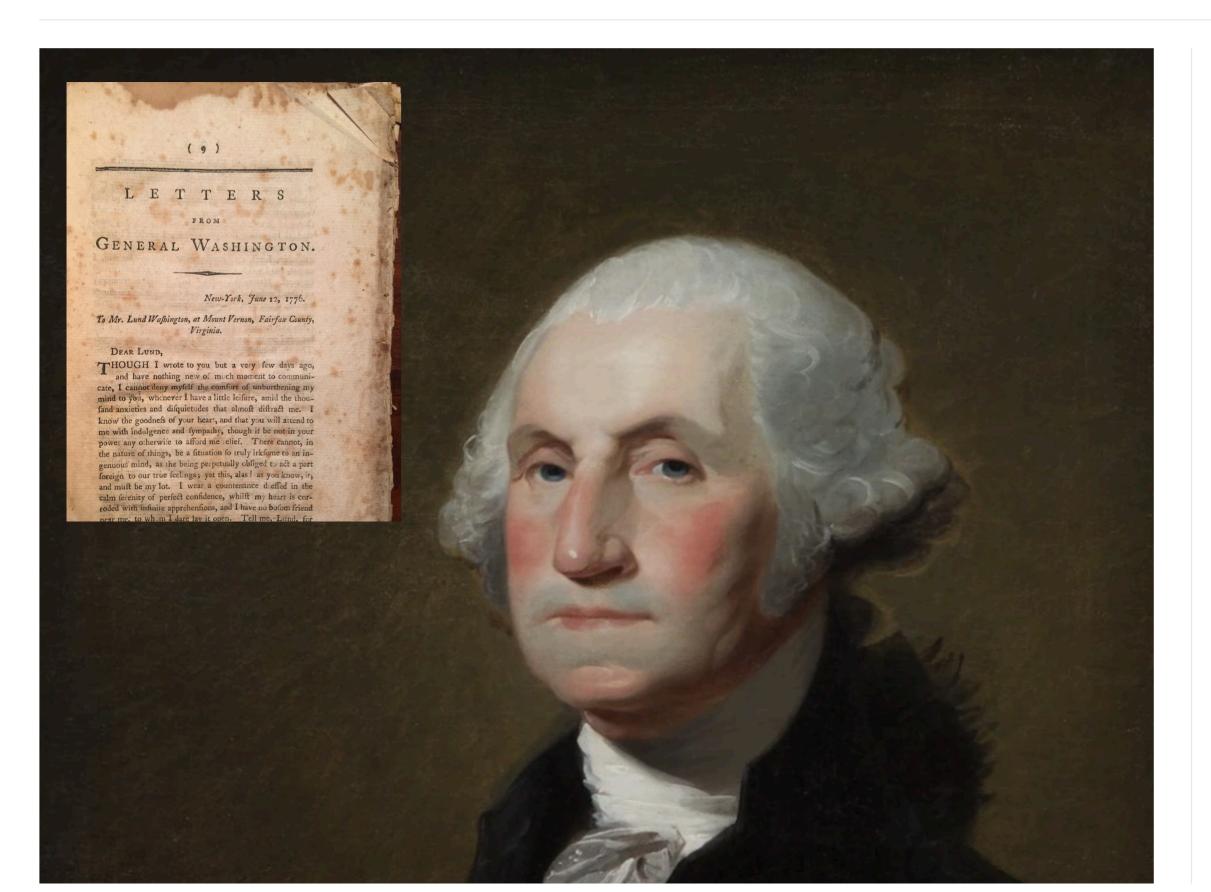
## HILLARY CLINTON ADOPTS





Secret Service building special nursery in the White House!

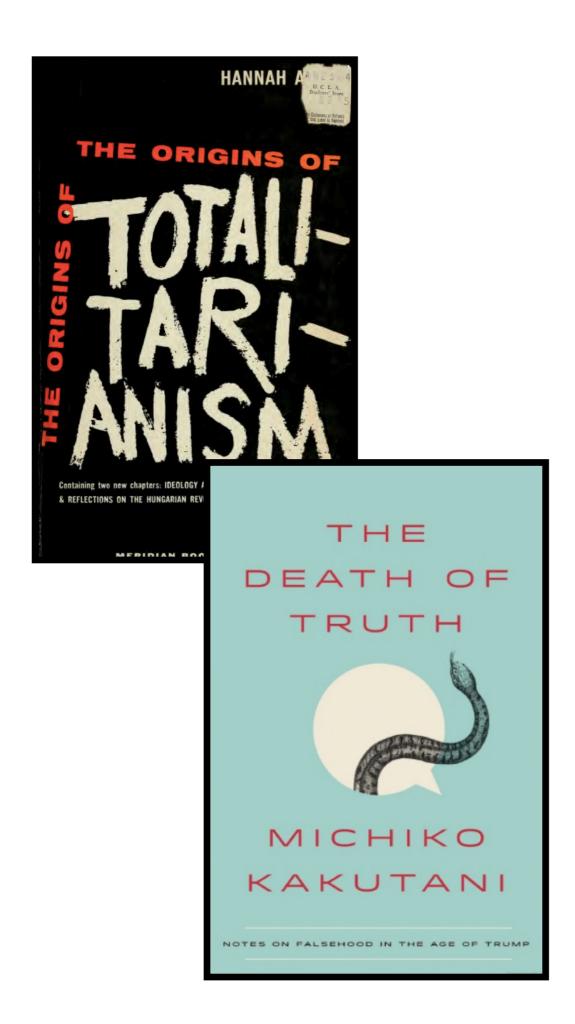
#### The fake news that haunted George Washington



#### **MOST READ LOC**



- 1 PerspectiveA lawyer wa way to be
- 2 Protesters tra E. Lee memor their most po
- 3 Fred Hiatt, Wa editor, dies at
- 4. Many parents



"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 Arent, 1951



MEDIA INDUSTRY APRIL 5, 2021 / 6:06 AM / UPDATED 8 MONTHS AGO

#### Half of Republicans believe false accounts of deadly U.S. Capitol riot-Reuters/Ipsos poll

By James Oliphant, Chris Kahn

7 MIN READ



Six in 10 Republicans also believe the false claim put out by Trump that November's presidential election "was stolen" from him due to widespread voter fraud, and the same proportion of Republicans think he should run again in 2024, the March 30-31 poll showed.

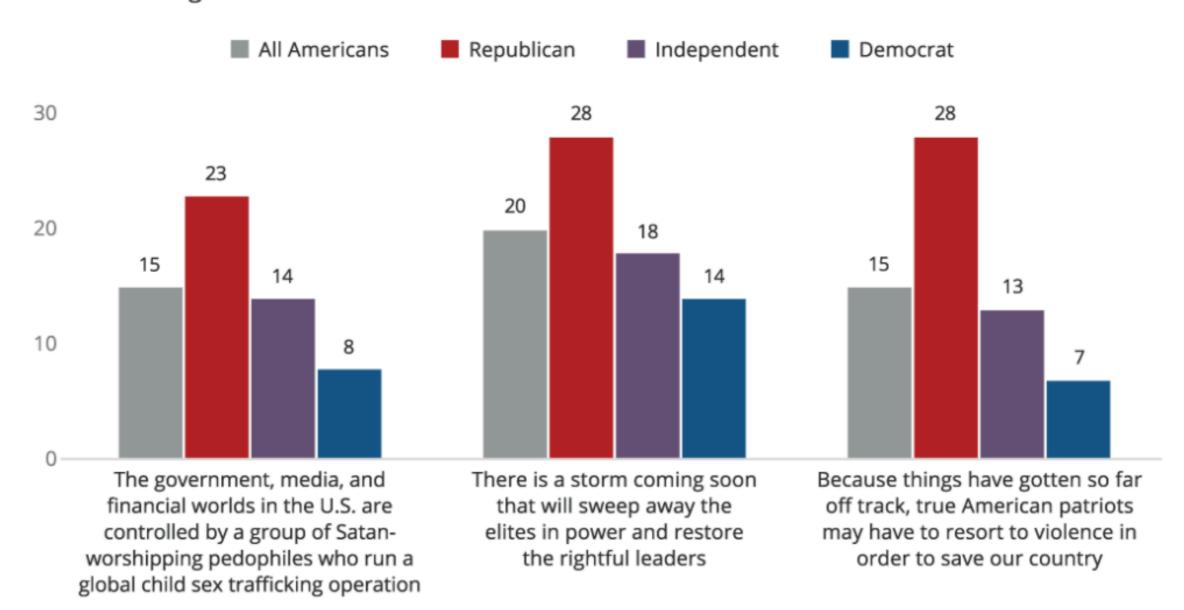
**Source: Reuters** 

#### FIGURE 1. QAnon Conspiracy Theories, by Party Affiliation

**SPOTLIGHT** 

Percent who agree:

PRRI



Source: PRRI-IFYC March 2021 Survey.

Coronavirus Health Mind & Brain Environment Technology Space & Physics Video Podcasts Opinion Store Q

#### Opinion

#### Personality Type, as well as Politics, Predicts Who Shares Fake News



Highly impulsive people who lean conservative are more likely to share false news stories. They have

In short, we did not find that third-party fact-checker warnings were effective in reducing the spread of misinformation that is especially pronounced among LCCs. This result is worrying given that our research suggests that LCCs appear to be the primary drivers of the proliferation of fake news. Social media networks therefore need to find a different solution than just tagging stories with warning labels. Interventions based on the assumption that truth matters may be inadequate. Another option might involve social media companies monitoring fake news that has the potential to hurt others, such as misinformation related to vaccines and elections, and actively removing such content from their platform.



#### In Bid for Control of Elections, Trump Loyalists Face Few Obstacles

A movement animated by Donald J. Trump's 2020 election lies is turning its attention to 2022 and beyond.



















A pro-Trump mob, galvanized by Donald J. Trump's false claim of a stolen election in 2020, stormed the U.S. Capitol building on Jan. 6. Jon Cherry/Getty Images

#### THE MORNING NEWSLETTER

#### America's Anti-Democratic Movement

It's making progress.



















Stefani Reynolds for The New York Times



By David Leonhardt

Dec. 13, 2021

Here is an overview of recent developments:

Arizona. Republican legislators have passed a law taking away authority over election lawsuits from the secretary of state, who's now a Democrat, and giving it to the attorney general, a Republican. Legislators are debating another bill that would allow them to revoke election certification "by majority vote at any time before the presidential inauguration."

Georgia. Last year, Brad Raffensperger, Georgia's Republican secretary of state, helped stop Trump's attempts to reverse the result. State legislators in Georgia have since weakened his powers, and a Trump-backed candidate is running to replace Raffensperger next year. Republicans have also passed a law that gives a commission they control the power to remove local election officials.

Michigan. Kristina Karamo, a Trump-endorsed candidate who has repeated the lie that the 2020 elections were fraudulent, is running for secretary of state, the office that oversees elections. (Republican candidates are running on similar messages in Colorado, Florida, Nevada, New Hampshire, North Carolina, Ohio, Texas and elsewhere, according to ABC News.)

**Pennsylvania.** Republicans are trying to <u>amend</u> the state's Constitution to make the secretary of state an elected position, rather than one that the governor appoints. Pennsylvania is also one of the states where Trump allies — like Stephen Lindemuth, who attended the Jan. 6 rally that turned into an attack on Congress — have won local races to oversee elections.

**Wisconsin.** Senator Ron Johnson is urging the Republicancontrolled Legislature to <u>take full control of federal elections</u>. Doing so could remove the governor, currently a Democrat, from the process, and weaken the bipartisan state elections commission.

## fake news as

critique of "mainstream media"

2 problematic content; as different from "real news"

## fake news as

## critique of "mainstream media"









#### **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.



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









BuzzFeed | Getty Images

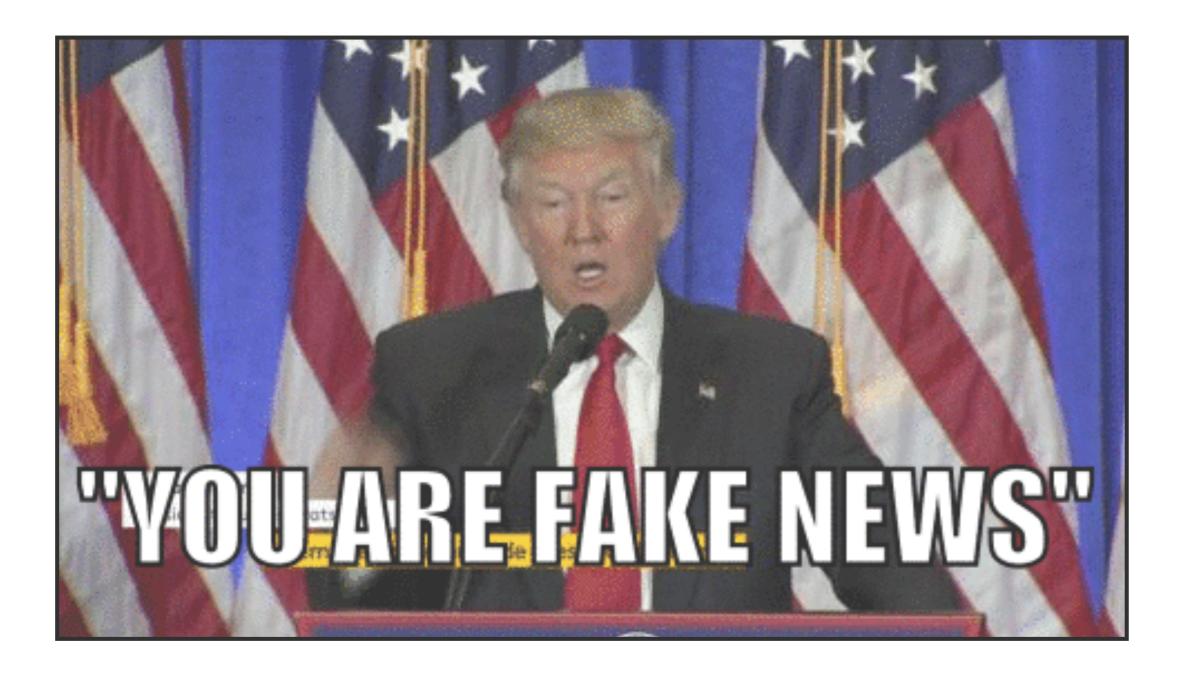
#### Buzzfeed

#### **November 16, 2016** (13 days after the election)



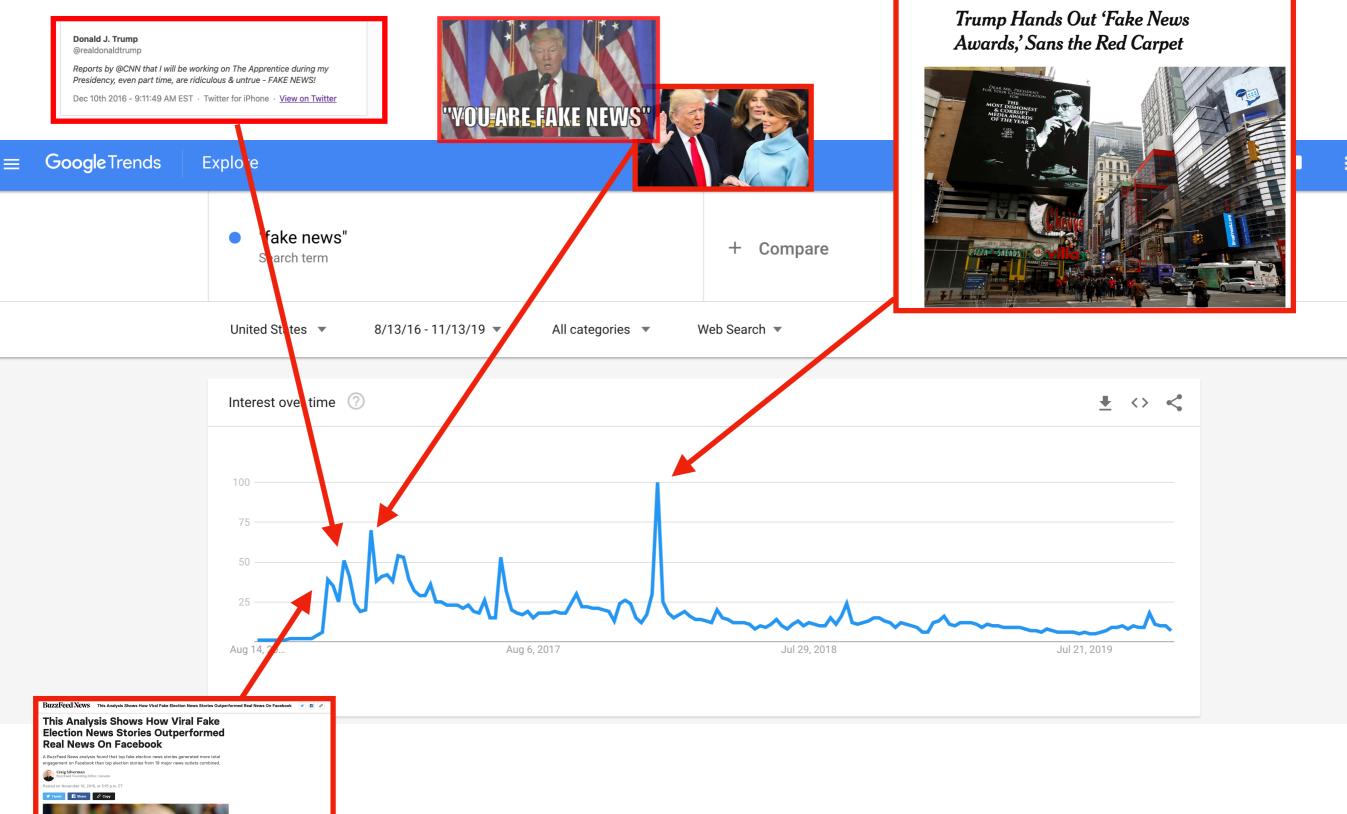
#### First mention of "fake news" from Trump on Twitter

December 10, 2016 (about a month after the election)



Trump calls CNN "fake news" at his first press conference since Election Day.

January 11, 2017 (9 days before inauguration)

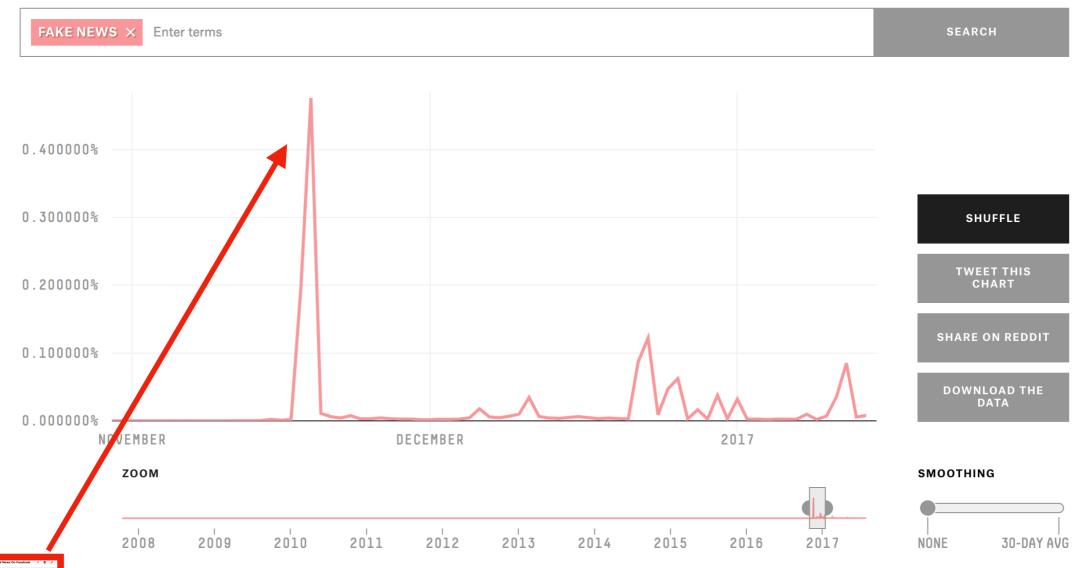


https://trends.google.com/

#### **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/



#### **Donald J. Trump** @realDonaldTrump · Oct 12

So Biden is coughing and hacking and playing "fingers" with his mask, all over the place, and the Fake News doesn't want to even think about discussing it. "Journalism" has reached the all time low in history. Sadly, Lamestream knows this and doesn't even care!

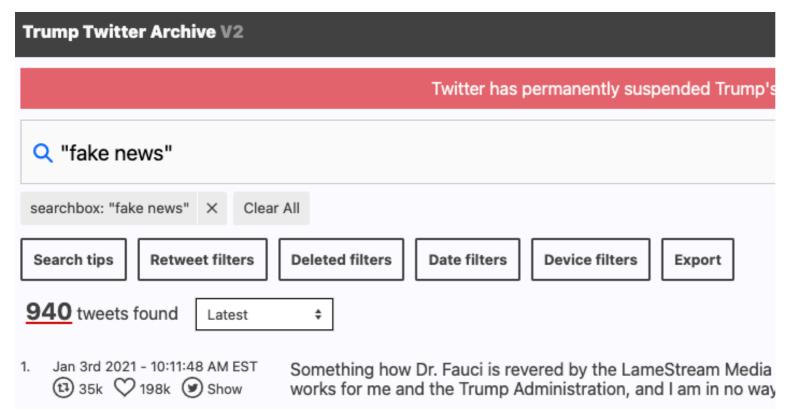
24.1K

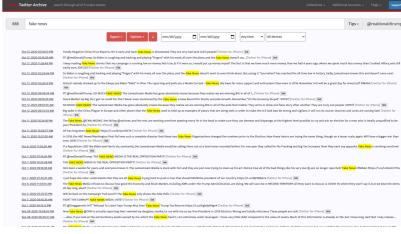
↑ 35.7K











## fake news as

2 problematic content; as different from "real news"

misinformation

informatid// legitis/faller9

What is news?

propaganda

junk news

disinformation

false news

low-quality news content



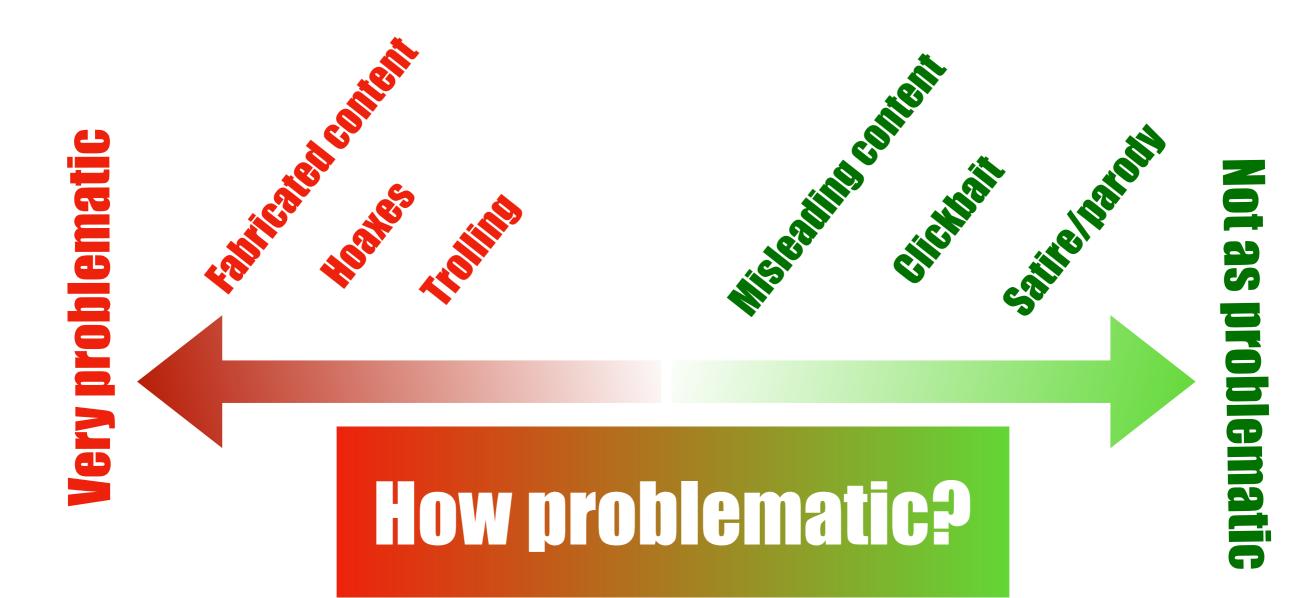


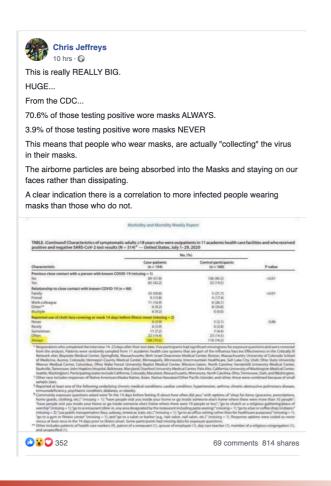


The content on Mad World News expresses a personal opinion, advocates a point of view (e.g., on a social or political issue), or is self-promotional. For the purpose of fact-checking, it should be treated as such.



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







ICS SPORTS LOCAL ENTERTAINMENT ONION GAMERS NETWORK OPINION VIDEO



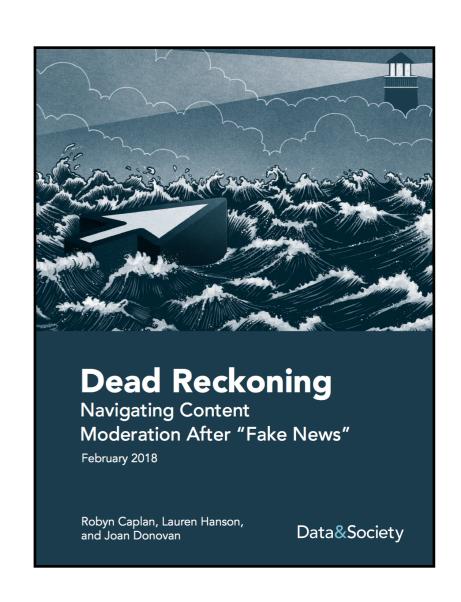
Liberal Relieved He Never Has To Introspect Again After Assembling All The Correct Opinions

How problematic?

# Not as 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."

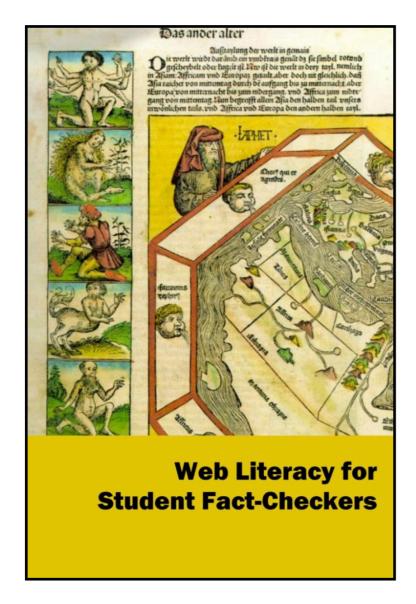


## How do we address it?



1 Make structural changes

2 Empower users



https://webliteracy.pressbooks.com/

By Mike Caulfield Aka @holden

### **Empower users**

(with literacy)

# Facts <a href="#"><a href="#">Facts</a> <simplest definition></a>

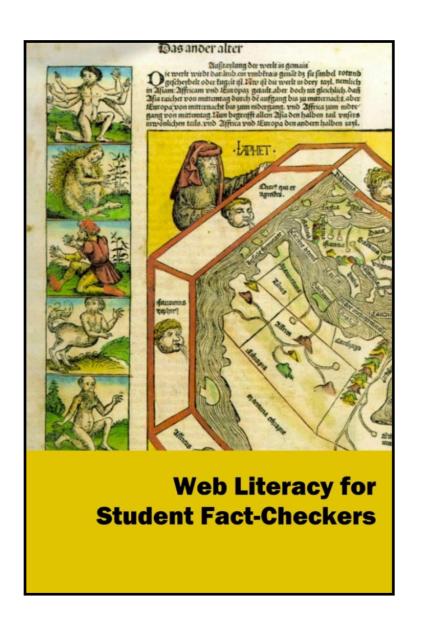
#### Claims about which there is

(1) general agreement by (2) people in the know.

## Facts

- Not all claims are statements of fact. Some are arguments, opinions, or beliefs.
- Fact-checking begins by asking if a source of information is in a position to know (different from assessing "bias" — though that matters too).
- 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

#### 14% The Unprepared

They have relatively lower levels of tech adoption and do not use the internet for learning, need help setting up new tech devices, and are not familiar with "ed tech" terms. The Unprepared do not have confidence in their computer skills and are not sure they can find trustworthy information online.

#### MORE LIKELY TO HAVE THESE CHARACTERISTICS

#### Women

Ages 50 and older Lower income households Lower levels of formal education

#### Relatively hesitant-52%

#### Traditional Learners

They are active learners and have technology, but are not as likely to use the internet for pursuing learning and have concerns about whether to trust online information.

#### Women Minorities

Age: 50 and older

Lower income households

#### The Reluctant

They have higher levels of digital skills than The Unprepared, but they have low levels of awareness of new education technology concepts. This translates into relatively low use of the internet for learning.

#### Men

Age: 50 and older Lower income households Lower levels of formal education

#### Relatively more prepared 48%

#### 31% Cautious Clickers

They have high levels of tech ownership as well as confidence in their online skills and abilities to find trustworthy information. But they are less familiar with online learning terms and less apt than the Digitally Ready to use online tools for learning.

Higher income households Some college experience Age: In their 30s and 40s

#### 17% **Digitally Ready**

They are ardent learners for personal enrichment. They have technology and are confident about their digital skills and abilities to find trustworthy online information. They also know the most about online learning resources.

Higher income households Higher education level Age: In their 30s and 40s

### 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."





### 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."



### 2. Go upstream

### "Most web content is not original. Get to the original source to understand the trustworthiness of the information."



This is really REALLY BIG.

HUGE...

From the CDC...

70.6% of those testing positive wore masks ALWAYS.

3.9% of those testing positive wore masks NEVER

This means that people who wear masks, are actually "collecting" the virus in their masks.

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A clear indication there is a correlation to more infected people wearing masks than those who do not.

positive and negative SARS-CoV-2 test resul	No. (%)		
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Reported use of cloth face covering or mask 14 de	sys before illness onset (missing = 2)		
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Always	106 (70.6)	118 (74.2)	
from the analysis, Palisints were randomly sample from the analysis, Palisints were randomly sample festives with Ellipytate Medical Center, Springing of Medicine, Aurora, Colorado; Hennepin Count Wearner Medical Center, Colorado; Hennepin Count Wearner Medical Center, Colorado; Hennepin Count Mean Readwille, Tennessee, John Hopkins Hoopstal, Babil Seattle, Washington): Participating states included a Seattle, Washington; Participating states included analysis of Seattle, Washington; Participation of Maline America Anaropic states.  **Reported at least one of the following underlyin streamsonder/scency, psychiatric condition, delayed analysis of Community expostant questions asked seven "In those goods, Coloring, etc." (Installing - 11), "Area posted transportation streams or gas a limitating - 2)," (In papilot transportation floats, said 'post or a gymn or fitness cortein "Installing - 11), and years of fitness cortein."	ndi, Massachusetts, Berth Israel Desconessis, Heddical Centre, Minnespolis, Minnesotta, Foreret Liniversity Baptist Medical Center, Minnesotta, California, Starford Divisority Medical California, Colorado, Maryland, Massachuse, California, Colorado, Maryland, Massachuse, et., or obsessity, et., or obsessity, et., or obsessity, et., or obsessity, propiety with your land of the propiety of propiety with your land of propiety with you inside your home or pp. in a propiety with your land or with a propiety with your land or with a propiety with your and you are a compared by the restaurant incide your propiety with your propiety of your as a soon or barber lang, a hair salors, white soon or barber lang, white salors, white soon or barber lang, white salors, white salors white salors white salors white salors white salors and and and and and and and and	Medical Center, Boston, Massachwetts C. Werstondunkin Healthcare, Salt Leisten, Verlagen V. Weston-Salem, North Carolina, Verderbit V. Weston-Salem, North Carolina, Verlagen V. Carolina, China, California, China, Chen Lette, Marchesota, North-Carolina, China, Tenter Pacific Balancie, and offster, there were didicen, hypertemilion, asthma, chronic ob- ten did you." with options of "heap for it from the did you." with options of "heap for it were to geographic or and the same where were 10 people of less", "got to shareth or a undergo pasio scalaring" (rindising » II to shareth or a undergo pasio scalaring "insisting » II make the to to an office setting (other than for health to to an office setting (other than for health as also, etc." ("missing » II. Reponter.	iniversity of Colerado Scho. Lutah; Ohio State University Medical Cent (Vashington Medical Cent (Washington Medical Cent Washington Medical Cent seese, Utah, and Washington e carabined because of an structive pulmonary disea ms (groceries, prescription were more than to possible religious gathering place shar or coffee shop lieddon shar or coffee shop lieddon care purposes? (missing > "missing > "miss

Please note: This report has been corrected. An erratum has been published.

Morbidity and Mortality Weekly Report

#### Community and Close Contact Exposures Associated with COVID-19 Among Symptomatic Adults ≥18 Years in 11 Outpatient Health Care Facilities — **United States, July 2020**

Kiva A. Fisher, PhD¹; Mark W. Tenforde, MD, PhD¹.²; Leora R. Feldstein, PhD¹; Christopher J. Lindsell, PhD³.⁴; Nathan I. Shapiro, MD³.⁵; D. Clark Files, MD³.⁴; Rvin W. Gibbs, MD³.⁴; Hedi L. Erickson, MD³.²; Matthew E. Prekker, MD³.²; Jay S. Steingrub, MD³.³.²; Matthew C. Ethien, MD³.³.0 paniel J. Henning, MD³.¹.¹0; Fanuel M. Brown, MD³.¹.¹1; Samuel M. Brown, MD³.¹.²; Jiah D. Peltan, MD³.¹.²; Todd W. Rice, MD³.⁴; David N. Hager, MD, PhD³.¹.¹3, Adit A. Ginde, MD³.¹.⁴; Heipp Talbor, MD³.⁴; Jonathan D. Casey, MD³.⁴; Carlos G. Grijalva, MD³.⁴; Brendan Flannery, PhD¹.¹ Manhis M. Patel, MD¹; Wesley H. Self, MD³.⁴; IVY Network Investigators; CDC COVID-19 Response Team

Community and close contact exposures continue to drive and other public health authorities recommend community mitigation strategies to reduce transmission of SARS-CoV-2, the virus that causes COVID-19 (1,2). Characterization of community exposures can be difficult to assess when widespread transmission is occurring, especially from asymptomatic persons within inherently interconnected communities. Potential exposures, such as close contact with a person with confirmed COVID-19, have primarily been assessed among COVID-19 cases, without a non-COVID-19 comparison group (3,4). To assess community and close contact exposures associated with COVID-19, exposures reported by case-patients (154) were compared with exposures reported by control-participants (160). Case-patients were symptomatic adults (persons aged ≥18 years) with SARS-CoV-2 infection confirmed by reverse transcription-polymerase chain reaction (RT-PCR) testing. Controlparticipants were symptomatic outpatient adults from the same health care facilities who had negative SARS-CoV-2 test results. Close contact with a person with known COVID-19 was more commonly reported among case-patients (42%) than among control-participants (14%). Case-patients were more likely to have reported dining at a restaurant (any area designated by the restaurant, including indoor, patio, and outdoor seating) in the 2 weeks preceding illness onset than were control-participants (adjusted odds ratio [aOR] = 2.4; 95% confidence interval [CI] = 1.5–3.8). Restricting the analysis to participants without known close contact with a person with confirmed COVID-19, case-patients were more likely to report dining at a restaurant (aOR = 2.8, 95% CI = 1.9-4.3) or going to a bar/coffee shop (aOR = 3.9, 95% CI = 1.5-10.1) than were control-participants. Exposures and activities where mask use and social distancing are difficult to maintain, including going to places that offer on-site eating or drinking, might be important risk factors for acquiring COVID-19. As communities reopen, efforts to reduce possible exposures at locations that offer on-site eating and drinking options should be considered to protect customers, employees, and communities.

This investigation included adults aged ≥18 years who the coronavirus disease 2019 (COVID-19) pandemic, CDC received a first test for SARS-CoV-2 infection at an outpatient testing or health care center at one of 11 Influenza Vaccine Effectiveness in the Critically Ill (IVY) Network sites\* during July 1-29, 2020 (5). A COVID-19 case was confirmed by RT-PCR testing for SARS-CoV-2 RNA from respiratory specimens. Assays varied among facilities. Each site generated lists of adults tested within the study period by laboratory result; adults with laboratory-confirmed COVID-19 were selected by random sampling as case-patients. For each case-patient, two adults with negative SARS-CoV-2 RT-PCR test results were randomly selected as control-participants and matched by age, sex, and study location. After randomization and matching, 615 potential case-patients and 1,212 control-participants were identified and contacted 14-23 days after the date they received SARS-CoV-2 testing. Screening questions were asked to identify eligible adults. Eligible adults for the study were symptomatic at the time of their first SARS-CoV-2 test.

CDC personnel administered structured interviews in English or five other languages† by telephone and entered data into REDCap software (6). Among 802 adults contacted and who agreed to participate (295 case-patients and 507 control-participants), 332 reported symptoms at the time of initial SARS-CoV-2 testing and were enrolled in the study. Eighteen interviews were excluded because of nonresponse to the community exposure questions. The final analytic sample (314) included 154 case-patients (positive SARS-CoV-2 test results) and 160 control-participants (negative SARS-CoV-2

<sup>\*</sup>Baystate Medical Center, Springfield, Massachusetts; Beth Israel Deaconess Medical Center, Boston, Massachusetts; University of Colorado School of Medicine, Aurora, Golorado, Hennepin County Medical Center, Minneapolis, Minnesota; Intermountain Healthcare, Salt Lake City, Utah; Ohio State University Wesner Medical Center, Columbus, Ohio; Wake Forest University Baptist Medical Center, Winston-Salem, North Carolina; Vanderbilt University Bethe Colorado, Colorado, Carolina, Colorado, Carolina, Vanderbilt University Medical Center, Nashville, Tennessee; John Hopkins Hospital, Baltimore, Maryland; Stanford University Medical Center, Palo Alto, California; University of Washington, Medical Center, Seattle, Washington, Parcia various medical of Washington Medical Center, Seattle, Washington). Participating states include California, Colorado, Maryland, Massachusetts, Minnesota, North Carolina, Ohio, Tennessee, Utah, and Washington. Carolina, Ohio, Tennessee, Utah, and Washington.

† Other languages included Spanish, Arabic, Vietnamese, Portuguese, and Russian

### 2. Go upstream

# "Most web content is not original. Get to the original source to understand the trustworthiness of the information."



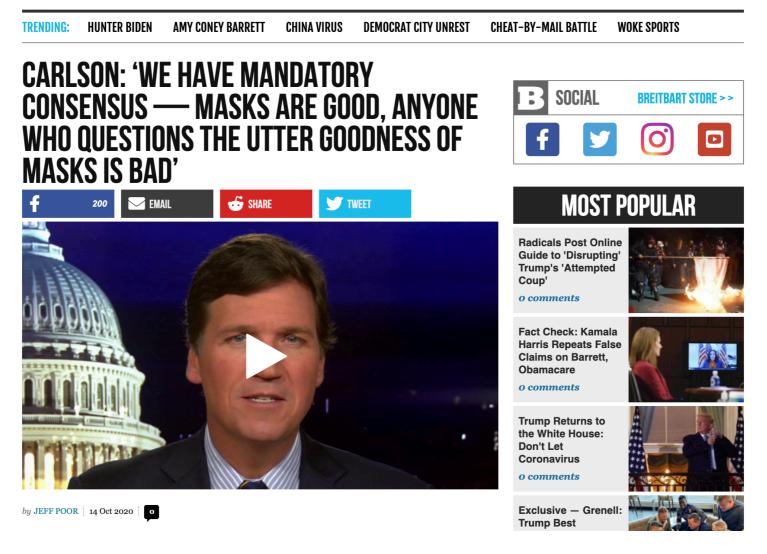
moving pfp



### 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."





### **Media Bias Chart Media Bias Chart**

All ratings are based on online content only — not TV, print, or radio content. Ratings do not reflect accuracy or credibility; they reflect perspective only.









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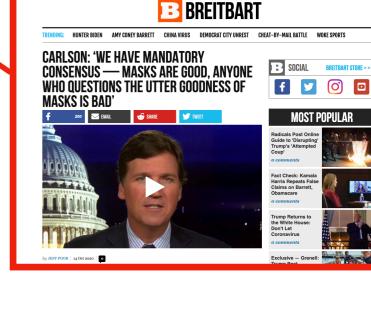
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### misogynistic, xenophobic, and racist

### **Breitbart News**

From Wikipedia, the free encyclopedia

"Breitbart" redirects here. For other uses, see Breitbart (surname).

Breitbart News Network (known commonly as Breitbart News, Breitbart or Breitbart.com) is an American far-right syndicated news, opinion and commentary website founded in mid-2007 by American conservative commentator Andrew Breitbart, who conceived it as "the *Huffington Post* of the right". [4][9][10] Its journalists are widely considered to be ideologically driven, and some of its content has been called misogynistic, xenophobic, and racist by liberals and many traditional conservatives alike. [11] The site has published a number of conspiracy theories [12][13] and intentionally misleading stories. [14][15]

Breitbart News aligned with the alt-right under the management of former executive chairman Steve Bannon, who declared the website "the platform for the alt-right" in 2016. Presidential campaign. In 2016, Breitbart News became a virtual rallying spot for supporters of Donald Trump's 2016 presidential campaign. In 2016, Breitbart News became a virtual rallying spot for supporters of Donald Trump's 2016 presidential campaign. In 2016, Breitbart News became a virtual rallying spot for supporters of Donald Trump's 2016 presidential campaign. In 2016, Breitbart News from all positions and white supremacist groups and individuals. In 2016, Breitbart News from all positions and white supremacist groups and individuals. In 2016, Breitbart News from all positions are moved Breitbart News from all buys following Internet activism campaigns denouncing the site's controversial positions.

Breitbart News is headquartered in Los Angeles, with bureaus in Texas, London, and Jerusalem. Co-founder Larry Solov is the co-owner (along with Andrew Breitbart's widow Susie Breitbart and the Mercer family)<sup>[24]</sup> and CEO, while Alex Marlow is the editor-in-chief, Wynton Hall is managing editor,<sup>[25]</sup> and Joel Pollak<sup>[4]</sup> and Peter Schweizer<sup>[26]</sup> are senior editors-at-large.

#### **Breitbart News Network**



### ideologically driven,

has published a number of conspiracy theories [12][13] and intentionally misleading stories. [14][15]

- 1. Professional fact-checking
- 2. Demonetizing bad content
- 3. Better content moderation
- 4. Regulation



### **Professional fact-checking**

Institutions: universities, news agencies, advocacy groups

## **FIRST** DRAFT







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

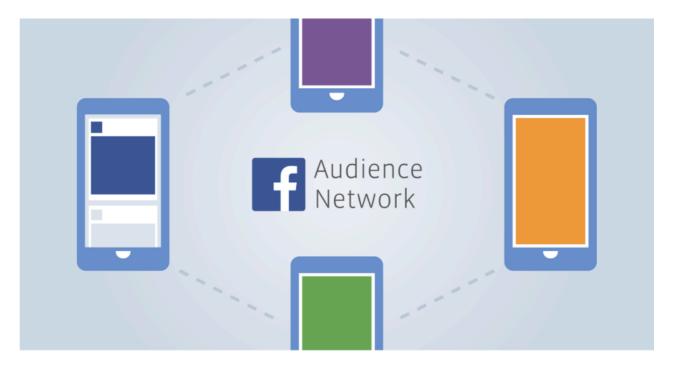




### 2. De-monetizing bad content

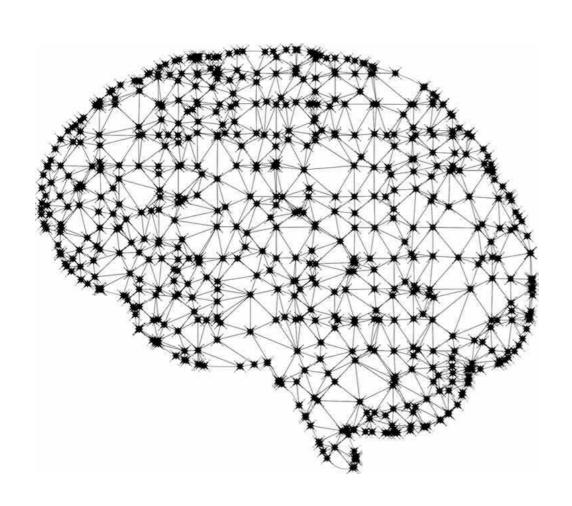
Institutions: platforms (Google, Facebook, Twitter, Amazon), government, advocacy groups

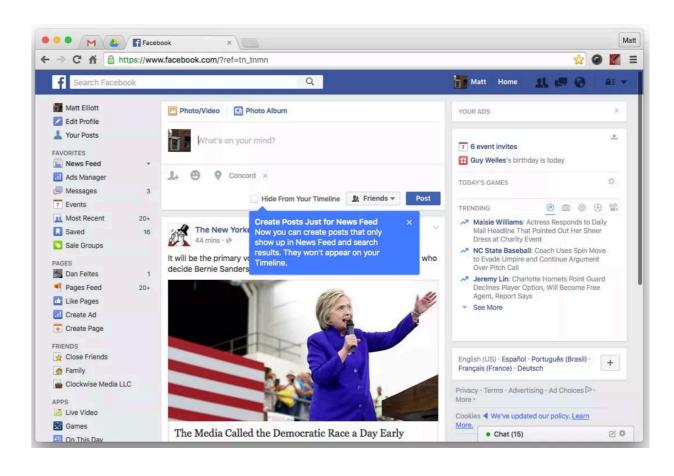




### 3. Better content moderation

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





### 4. Regulation

**Institutions: government** 



# What is the future of

fake news?

## **Deep fakes**



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

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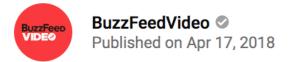






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### Resources for combating fake news

jasonluther.net/fakenews

