

Deconstructing Social & Digital Media

Print Dead At 1,803

NEWS · Breaking · News · ISSUE 49-30 · Jul 25, 2013



The paper-based textual medium passed away early today, sources say.

<http://www.theonion.com/articles/print-dead-at-1803,33244/>

Back in July 2013, the satirical newspaper The Onion declared print dead. RIP.



http://www.museumofhoaxes.com/hoax/archive/permalink/the_grat_moon_hoax

In August 1835, Benjamin Day's *New York Sun* printed a series of articles, ostensibly written by Sir John Herschel, about a new discovery on Earth's moon [**CLICK for article to rise up out of the front page**]. The articles claimed that the moon was inhabited by bison, goats, two-legged beavers, and batpeople [**CLICK for illustration of life on the moon that accompanied the articles**]. Some 19,000 New Yorkers purchased the *Sun* when these articles were published (the city's total population at the time was 270,089), and several rival newspapers picked up the story and spread the word of a populated moon! The *Sun* went on to sell a pamphlet which collected the entire series of stories. The reports seemed to have generated quite a bit of excitement and interest. The perception at the time was that the public was receptive to the "facts" published in the *Sun* and picked up by other newspapers.

There were problems with the stories, of course. First, Sir John Herschel did not write them. The articles were actually written by *Sun* reporter Richard Locke. His motive appeared to be to mock some popular theories at the time which asserted that heavenly bodies must be populated—some estimates claimed the moon had at least 4 billion inhabitants. The series of stories have gone down in history as the Great Moon Hoax. The mass media hoax, then, is not new. However... **Solicit Discussion: What do you think would have happened in 1835 if Facebook, Twitter, and other 21st-century social media picked up these stories about the inhabited moon?**



Facebook might have looked something like this. News of life on the moon would have spread far and wide before anyone could put a lid on it and debunk the stories' central claims. Many social media users would have had fun with it.

Enjoy the authentic 19th-century slang:

"Cold coffee": bad news

"Dash-fire:" vigor, masculinity

"Earth bath": dead and buried

"Gullyfluff": debris

21st-Century Social Media

- **Great speed**



- **Global reach**



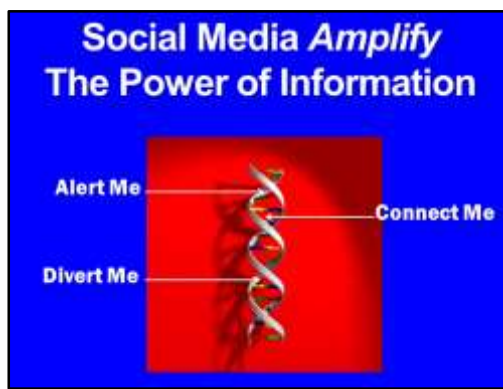
- **Easy anonymity**



Though social media is not a new thing—one could describe a letter, a telephone call, any direct communication between persons that bypasses institutional filters—21st-century social media creates new opportunities as well as new challenges.

What sets our social media apart are three things: Rapid speed, Global Reach, and Easy Anonymity.

Together, these three attributes of social media...



Amplify the power of information

Animation: Hunger for News is part of our “DNA” (metaphorically speaking) Every society studied by anthropologists - no matter how primitive - prized a system for exchanging news.

What is this Need to Know? Think about your day on campus. The most common question is... “What up?”

For purposes of this course we observe that humans seem to need three kinds of news: Alerts, Diverts, Connects. Hang on to those ideas, They’re useful in the writing assignments for this course.



<http://www.nytimes.com/2013/06/25/us/a-parallel-search-for-a-missing-panda.html?hp>

[FIRST IMAGE] On June 24, 2013, the National Zoo alerted the public on Twitter that Rusty the red panda had escaped. While the zoo **[SECOND IMAGE]** kept followers updated, area residents and visitors kept on the lookout for Rusty. Ultimately **[THIRD IMAGE]**, a Washingtonian spotted Rusty in the Adams Morgan neighborhood, posted the red panda's picture on Twitter, and he was saved!



Miley Cyrus's tweet about eating McDonald's. Nuff said.



<http://techland.time.com/2012/05/01/facebook-lets-organ-donors-tell-their-friends/>

[http://healthland.time.com/2013/06/18/facebooks-organ-donor-feature-encourages-more-people-to-get-on-the-list/?xid=newsletter-daily'](http://healthland.time.com/2013/06/18/facebooks-organ-donor-feature-encourages-more-people-to-get-on-the-list/?xid=newsletter-daily)

http://blogs.smithsonianmag.com/smartnews/2013/06/facebook-helped-kick-off-a-20-fold-registration-spike-for-desperately-needed-organ-donors/?utm_source=facebook.com&utm_medium=socialmedia&utm_campaign=20130619&utm_content=smartnewsfacebookorgans

Since Facebook gave Facebookers the option of indicating whether they are organ donors, the number of registered organ donors has skyrocketed [**CLICK for headline from the Smithsonian magazine**]. This is sort of a combination of alerting and connecting—making people aware of the need for organ donors and connected the donors with those in need.

The Power To Alert, Divert and Connect Is In *Your* Hands



The power of social media is that it democratizes the power of information, placing it in the hands of individual users of Facebook, Twitter, Wikipedia, crowdsourced websites, smart phones. Individuals have the ability to use that power for good or for ill...

Social Media Also Amplify The Power of *Dis*information



“Facebook™ found truth astir on earth and gave it wings; but untruth was also abroad, and it was supplied with a double pair of wings.”

Mark Twain, who started out as a newspaper reporter in the era of the printing press has warmed up to Twitter as a way to reach a younger audience.

But he still has smart reservations.

What was it he said on CNN the other day?

“The whole world admits unhesitatingly; and there can be no doubt about this, that Zuckerberg’s invention is incomparably the greatest event in the history of the world. BUT “untruth was also abroad and it was supplied with a double pair of wings”.

??

(Wait for it. Best if a student catches it. But you’re coming back to it in a few slides)

The Power of *Dis*information

Colbert

<http://on.cc.com/1b3a6nQ>

Colbert shows how easy it can be to manipulate information online. Using David Folkenflik's book, which reports that News Corp. (which owns Fox News among other news outlets) has employed staff to go online and contest every negative post about the company and its subsidiaries, one of Colbert's writers fashioned a "bot" that inserts the names of Fox News personalities into reviews on RottenTomatoes.com. The resulting bogus tweets have been widely distributed and shared. Though this hoax is amusing and rather benign, some can have damaging consequences...



<http://www.washingtonpost.com/blogs/post-politics/wp/2013/04/23/ap-twitter-account-hacked-hacker-tweets-of-explosions-in-the-white-house/>

<http://www.telegraph.co.uk/finance/markets/10013768/Bogus-AP-tweet-about-explosion-at-the-White-House-wipes-billions-off-US-markets.html>

<http://news.msn.com/rumors/rumor-two-explosions-reported-at-white-house-obama-injured>

<http://www.businessinsider.com/ap-hacked-obama-injured-white-house-explosions-2013-4>

<http://online.wsj.com/news/articles/SB10001424127887323735604578441201605193488>

This was a trending story on April 23, 2013, but it's a hoax. The Associated Press's Twitter account was hacked, and the hackers tweeted bogus news that the White House had been attacked and Pres. Obama was injured. As indicated in the image above, by 12:07 PM it had been retweeted more than 3,000 times. (The AP has some 1.9 million followers on Twitter.) In the wake of the bogus tweet, the Dow Jones plummeted 145 points in 2 minutes and the S&P Index lost \$136.5 billion in value in 3 minutes. The AP issued a correction within 2 minutes, and the markets recovered once the record was set straight. (As fast as false information can spread, it can be debunked just as fast—but does the correction reach everyone?) The Syrian Electronic Army later claimed credit for the cyber attack.



With this slide we can introduce the idea of the wisdom—or lack of wisdom—of crowds. This case illustrates why we want news reports to rely on Authoritative Sources for information. We'll return to this idea when we discuss Wikipedia.

In the hours after the Boston Marathon bombing, it was pretty exciting to see Internetizens banding together in the ManHunt for the bombers. On Reddit, where they really understand the power of crowd-sourcing, distributed computing and the other wonders of the Web, power users vacuumed up every photo they could find on Facebook™, Twitter™, and Instagram™ and shared them to their friends and followers to scrutinize and analyze. Then, by combining vague police statements and photos, they found in all those crowds of people at the marathon, the bad guys. The New York Post, following along with Reddit, grabbed the photo and plastered it on the front page. It was a demonstration of the great power of social media has to help informed citizens take care of problems without the government's help...

Only it was the wrong pair of young men. 16-year-old Salaheddin Barhoum and 24-year old Yassine Zaimi are totally innocent.

The two runners from Massachusetts have filed a lawsuit, suing the Post for libel, negligent infliction of emotional distress, and invasion of privacy. They may get some money, but will they ever get their reputations back?

Reddit is exempt from libel actions?

Ooops777, one of the leaders of the Reddit manhunt, said he needed to post a request that Reddit users not re-post things that haven't been proven...

So, what is social media...reliable and free of corporate and government control...or reckless and dangerously uncontrollable?

We'll talk about this, too.

Now we're going to take a minute to breathe and then look at the context that surrounds the social media revolution.



<http://www.bbc.co.uk/news/world-middle-east-12582547>

http://www.bbc.co.uk/blogs/blogcollegeofjournalism/posts/bbcsms_bbc_procedures_for_veri

Here's how a responsible news site like the BBC uses and verifies information gathered from social media:

- Referencing locations against maps and existing images from, in particular, geo-located ones.
- Working with our colleagues in BBC Arabic and BBC Monitoring to ascertain that accents and language are correct for the location.
- Searching for the original source of the upload/sequences as an indicator of date.
- Examining weather reports and shadows to confirm that the conditions shown fit with the claimed date and time.
- Maintaining lists of previously verified material to act as reference for colleagues covering the stories.
- Checking weaponry, vehicles and licence plates against those known for the given country.

How do we begin to navigate the online maze?

Verification
Independence
Accountability



When attempting to sort fact from fiction on the web, particularly in social media, we can start by returning to an earlier tried-and-true lesson: VIA. The standards of journalism, which are put in place in order to ensure that journalists keep their obligation to the truth, may be used when looking for reliable and actionable information in social media or anywhere online. When anyone can create a Twitter account, create a Facebook page, or a website, it's necessary to approach new information with caution, and start by applying VIA.



Animation: Click brings up highlight

Are Google, Facebook and Wikipedia reliable sources of information?

Let's take a look.

Say you're writing a paper about Martin Luther King, the Nobel Peace Prize winning civil rights leader from Atlanta, Georgia.

When you go looking, here's the Google payload: 60 MILLION web pages.

No way you've got time to look at them all. Luckily, Google's algorithm sorts them into a priority list Google checks your spelling, offers some images and then lists the top returns on similar searches.

Number three on the list looked good on this particular day when we went searching.

A dot.ORG offering historical information.

How Do We Know What to Trust?

Martin Luther King, Jr.
A True Historical Examination

That night King returned to his room at the Willard Hotel. There FBI "bugs" reportedly picked up 14 hours of party chatter, the clinking of glasses and the sounds of illicit sex - including King's cries of "I'm going for God" and "I'm just a Negro tonight!"

Reverend Magazine
January 14, 2016
Page 12

Historical Writings
Essays, Sermons, Speeches & More

Truth About King
Who He Fought, and Fought For

Death of the Dream
The Day King Was Shot

The King Holiday
Bring the Dream to Life

Civil Rights Library
History of People and Events

Jews & Civil Rights
Who Led The Civil Rights Movement

Suggested Books
The Life and Work of King

Rep lyrics

New MLK Video:
The Brothers Be Peaceful In Da Hood

Black Lives Matter

MartinLutherKing.org

There's a lot here, a student quiz, historical writings, various libraries, some digressions into civil rights topics and... and what is this "peaceful in da hood" crap?

Whaat?

Whose site is this?

How Do We Know What to Trust?



Click brings up blowup of stormfront host.

Martin Luther King.org is hosted by Stormfront.

Who is Stormfront?

How Do We Know What to Trust?

White Power World

Paul Fromm **Stormfront.org**
Coming to You Every Day
12:00 AM EST
*"When you silence the Men of the World,
 you will have to deal with the Men of the Sward."*

Stormfront Broadcast Radio - Wednesday, November 21

Stormfront.org Radio
 When radio call-ins activated:
 (214)-329-WPWW
 or Skype StormfrontRadio
 Download Stormfront Founder
 Don Black's Radio-Then Address 11-18-97 / James Edwards &
 Theodoric Two-Hour Broadcast 11-18-97 / White Noise
 11-18-97 / David Duke smoking in Valladolid, Spain
 11-19-97 / Political Cesspool, guests: Patric Gerome and
 Jared Taylor 11-19-97 / Paul Fromm "For Our People"
 11-20-97

Click Below to Hear the Stream Live:
Listen Here! (iTunes & WinAmp Stream here - NOW;
 rotation of selections from our
 Radio-A-Then this past weekend. View rotation
 schedule here!
 - Connect with Windows Media Player - Copy this URL
 into Witr Media

Music Radio
 Musical Schedule EST
 5pm - Argy Baryg
 10pm - Did Timey Arrangements
 11pm - Lycin's Celtic Hour

Townhall Talk
 Schedule EST
 4pm - Dr. David Duke & Don Black-
 -Accepting calls.
 8pm - 10pm - Political Cesspool-
 -From Memphis, TN
 12am - Paul Fromm-
 "For Our People"
 1am - 3am - Jamie Kabis

Stormfront
 User Name: User Name Remember Me!
 Password:

Home Site Links Donations Register Friends Blog FAQ Members Calendar Today's Posts Search

Welcome to the Stormfront.

Stormfront.org

The White Power logo makes it clear what's up. Stormfront as in Storm Trooper. You're on a site that repeats all the most negative rumors about King and emphasizes his flaws, while attacking his achievements and promoting white supremacist ideology. That's their First Amendment right, but if you're looking for Independent information about King, Google's ranking system is clearly not based on reliability.

Key Lesson:

Rank \neq Reliability



Which. brings us to the next of News Literacy's key lessons: On the Web, Rank does not equal Reliability. The first hit on Google is not necessarily the most reliable. The same goes for social media: Following trending topics does not mean you'll find accurate information from those Twitter accounts and links.

What Is The Wisdom of Like-Minded Crowds?



Eli Pariser
"The Filter Bubble"

Social Media as Petri Dish

As some of you know, the algorithms that determine your search results on Google are also shaped by your own interests: your search histories, the things you like and share on social media. As a result, we have to be aware that our search results may not give us the complete picture.

Does crowd-sourcing actually mean you're getting a comprehensive review of the information available to you, but out of reach without the help of millions of other users contributing their time and attention to the search for truth? (Deliver ironically....) Or is it just a massive petri dish of individuals all feeding off each other's biases?

In 2011, a political activist named Eli Pariser started sounding an alert about the way our web behavior, channeled through search analysis, may not serve us well.

He illustrated it by asking his friends Scott and Daniel to do a Google search for "Egypt"

As you can see, the two searches look different. More importantly, look at the content differences: Daniel's search is all travel and vacations, while Scott's has zoomed in on the democratic protest movement.

Here's the gist of his argument:

"Today's Internet giants — Google, Facebook, Yahoo and Microsoft — see the remarkable rise of available information as an opportunity. If they can provide services that sift through the data and supply us with the most personally relevant and appealing results, they'll get the most users and the most ad views. As a result, they're racing to offer personalized filters that show us the Internet that they think we want to see. These filters, in effect, control and limit the information that reaches our screens. But increasingly, and nearly invisibly, our searches for information are being personalized too. ...Both Yahoo News and Google News make adjustments to their home pages for each individual visitor. And just (recently) this technology began making inroads on the Web sites of newspapers like The Washington Post and The New York Times."

How to *Pop* the Bubble: Search “Incognito”



Open an incognito window

1. Click the Chrome menu  on the browser toolbar.
2. Select **New incognito window**.
3. A new window will open with the incognito icon  in the corner. You can continue browsing as normal in the other window.

You can also use the keyboard shortcuts **Ctrl+Shift+N** (Windows, Linux, and Chrome OS) and **⌘-Shift-N** (Mac) to open an incognito window.

Windows 8 users: To switch between windows, click the window switcher  on the top right corner.

On the slide are instructions on how to search “incognito” in Google.



Bio: Is there a name, picture, bio, Linked In page, blog? Does a Google search provide any further clues to the person's identity? Comfortably Smug's Twitter bio was vague and his past tweets were almost exclusively on politics and deeply partisan.

Numbers: In general, the longer the Twitter handle has been around and the more Tweets linked to this handle, the better, Meier says..."Scan for evidence of past behavior. How many Twitter users does the Twitter handle follow and are they known and credible sources? How many credible sources retweet this Twitter handle's material?

Language: Is the language sober or emotional? Are there exaggerations? Verification? How's the grammar? Andy Carvin of NPR says that tweets that sound too official, using official language like "breaking news", "urgent", "confirmed" etc. he replies and asks for additional details, for pictures and video. Or he will quote the tweet and add a simple one word question to the front of the message: "Source?"

The BBC's UGC (user-generated content) Hub in London also verifies whether the vocabulary and accents are correct for the location a source claims to be reporting from.

Location: One way to try and find out if they are where they say they are is to examine during which periods of the day/night the source tweets the most.

Evidence: If the twitter handle shares photographic "evidence", does the photo provide any clues about the location where it was taken based on buildings, signs, cars, etc., in the background?

The BBC's UGC Hub checks weaponry against those know for the given country and also looks for shadows to determine the possible time of day that a picture was taken. In addition, they examine weather reports to confirm that the conditions shown fit with the claimed date and time.

Timing: Does the source appear to be tweeting in near real-time? Or are there delays?

Social authentication: If you're still unsure about the source's reliability, use your own social network—Twitter, Facebook, LinkedIn—to find out if anyone in your network know about the source's reliability.

Tweet to Verify: Tweet them back and ask them for further information. NPR's Andy Carvin Asks online sources for the source of the report and for any available pictures, videos, etc.

During Sandy, BuzzFeed started noticing fact errors, searched around and sleuthed out who Comfortably Smug was, finally shaming an apology out of Shashank Tripathi, a former hedge fund analyst and campaign manager for a Republican candidate for the U.S. House from New York.



This is a fake Twitter account. How would you check it out to figure that out?

More importantly, what would you do if you could NOT verify its authenticity?

As you begin to perform “information forensics,” you’ll first see that this account lacks a bio. We see 50 tweets, 101 following, and 26 followers. That’s suspiciously low for the pope. Now let’s take a look at one of his tweets **[CLICK]**. The content of this tweet doesn’t seem very pope-like. I think we can safely dismiss this account as a fake.

<http://nakedsecurity.sophos.com/2013/03/13/fake-pope-on-twitter-dupes-thousands-of-followers-says-hes-loved-more-than-santa-claus/>

<http://mashable.com/2013/03/13/new-pope-fake-twitter/>

http://www.huffingtonpost.com/2013/03/13/fake-pope-twitter_n_2869594.html

<http://news.msn.com/world/fake-pope-twitter-account-gains-more-than-100000-followers>

<http://sg.news.yahoo.com/followers-journalists-fooled-fake-pope-tweets-172059769.html>

<http://twitchy.com/2013/03/14/oops-ny-times-other-media-hoaxed-by-fake-pope-francis-twitter-account/>



How would you check this out if it's the real Pope's Twitter Feed

More importantly, what would you do if you could NOT verify its authenticity?

This is The Pope's official Twitter feed. We have a little more to go on here. It says it's the "official Twitter page of His Holiness Pope Francis." It has the check mark of approval (though this is not 100% accurate). And it notes a location: Vatican City. This pope has more than two million followers. The tweets seem more pope-like **[CLICK]**

<https://twitter.com/Pontifex>

<http://www.ncregister.com/daily-news/habemus-pontifex-social-media-greets-its-pope/>

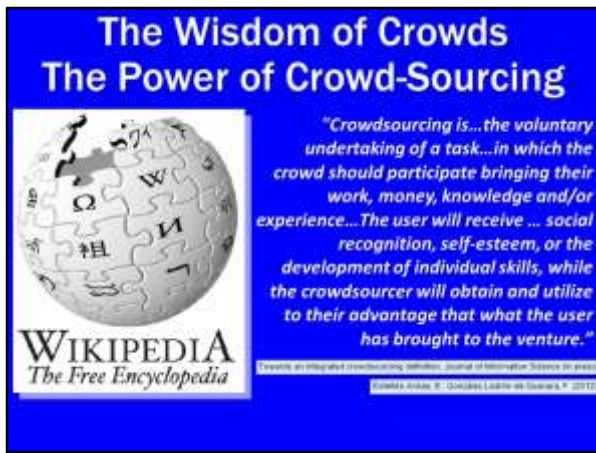


<http://socialmediatoday.com/michellelamarspiral16/1585111/can-you-spot-fake-twitter-account-infographic>

http://www.huffingtonpost.com/2013/07/08/twitter-bots-influence_n_3542561.html

So-called follower bots (on “bots,” see the Colbert video earlier) can pull information from existing accounts to make fake ones. It’s very difficult to tell real from fake. The lesson is to be careful of multiple accounts belonging to the same individual.

Transition to next slide: And so there’s so information available to us, and so much of it is user-generated and user-manipulated. Are there filters in place to sort fact from fiction? And if those filters are in place, how can we tell if they’re working properly?



(Most studies say about 85% of students use it.)

Luckily, most studies of student research habits say you only use it as a starting point.

Why is that important? Starting at Wikipedia, but never finishing your research there?

To answer that, we go back to basic News Literacy Source Analysis...When Wikipedia says I am attractive, suave and brilliant, who EXACTLY is saying that.

Well...you don't really know.

To be fair, Wikipedia's accuracy rating has been found to be as strong as any encyclopedia.

But Wikipedia's fundamental structure protects the anonymity of people who write, for free, all the definitions and histories for the world's biggest online encyclopedia.

It's called crowd-sourcing, and once they saw Wikipedia's success, many other organizations enlisted volunteers.

And in some ways, it isn't risky. A powerful support for this idea came in a 2004 book: The Wisdom of Crowds by James Surowiecki , who claims to prove that "a diverse collection of independently deciding individuals" is likely to make certain types of decisions and predictions better than individuals or even experts.



(Lecturer: This animation of 75 slides plays automatically. It STOPS several times to highlight changes made by Wikipedia users in just 12 hours, including a Vandal's deletion of the whole article and Wiki Editor's removal of the vandalism. The bulleted list below is the guide to what's on-screen each time the animation stops. You click to resume animation each time.)

Let's watch the Wise Crowd at work. Here's the Wikipedia article that grew on 06:18, 11 March 2011, 32 minutes after the main quake in Sendai, Japan.

- Notice the CURRENT EVENT warning at the top of the page.
- An INFOBOX is added on right with casualties ("many injuries") and magnitude
- New map added by one user
- Revert to old map by another
- Battle for map supremacy as users replace each other's material
- New pictures are added
- Links to LIVE VIDEOS on the bottom. Also, in the next several slides, pictures are added and removed
- Pics come back
- Information with citations is being added. GROWING HUGE
- VANDALISM!! (All that work, erased)
- WHAT'S IT SAY, "ERATHQUAKE DON'T REAL" That crowd includes idiots.

PAUSE TO ASK: What if you came looking for information at that moment? THAT is why you got to Wikipedia first and not last

- But Wikipedia's editors restore it and the entry grows
- Bringing all the old pics back
- Major lengthening of article, with many references
- CLICK TO ADVANCE TO EACH OF THE FOUR FINAL SLIDES , WHICH SHOW WHAT ACCUMULATED IN JUST 12 HOURS




Notice the CURRENT EVENT warning at the top of the page.



Here's what's in the article after 12 hours
[1 of 4]
A standard encyclopedia entry, with maps
and photos (and a tag warning this is a
current event)
CLICK TO ADVANCE TO NEXT SLIDE

Tsunami



The earthquake triggered a tsunami warning for Japan's Pacific coast and all of the Pacific, including the entire Pacific coast of North and South America from Alaska to Chile. The tsunami warning issued by Japan was the first warning for its warning system, implying that the waves were expected to be 10 meters (33 ft) high. According to Japanese news agency, a 10-meter (33 ft) high tsunami was observed flooding Tokyo Bay, which is located east of the coast of Tokyo, and in a 100-m (330-ft) wide urbanized area. The tsunami warning system for the Pacific coast of Japan was the first to be issued by the Japan Meteorological Agency. The tsunami warning system for the Pacific coast of Japan was the first to be issued by the Japan Meteorological Agency. The tsunami warning system for the Pacific coast of Japan was the first to be issued by the Japan Meteorological Agency.

Other nations affected

Nation	Evacuation	Tsunami alert	Expected height (feet)	Status
China	Yes	Yes	10 m (33 ft)	0
U.S.A.	Yes	Yes	10 m (33 ft)	0
South Korea	Yes	Yes	10 m (33 ft)	0
Philippines	Yes	Yes	10 m (33 ft)	0
Thailand	Yes	Yes	10 m (33 ft)	0
Malaysia	Yes	Yes	10 m (33 ft)	0
Indonesia	Yes	Yes	10 m (33 ft)	0
India	Yes	Yes	10 m (33 ft)	0
Australia	Yes	Yes	10 m (33 ft)	0
South America	Yes	Yes	10 m (33 ft)	0
South Africa	Yes	Yes	10 m (33 ft)	0
Europe	Yes	Yes	10 m (33 ft)	0
North America	Yes	Yes	10 m (33 ft)	0


Present alert status

Japan's tsunami warning system has been updated to include tsunami warnings and extended alert times.

- Japan's tsunami warning system
- Japan's tsunami warning system
- Japan's tsunami warning system

Infrastructure

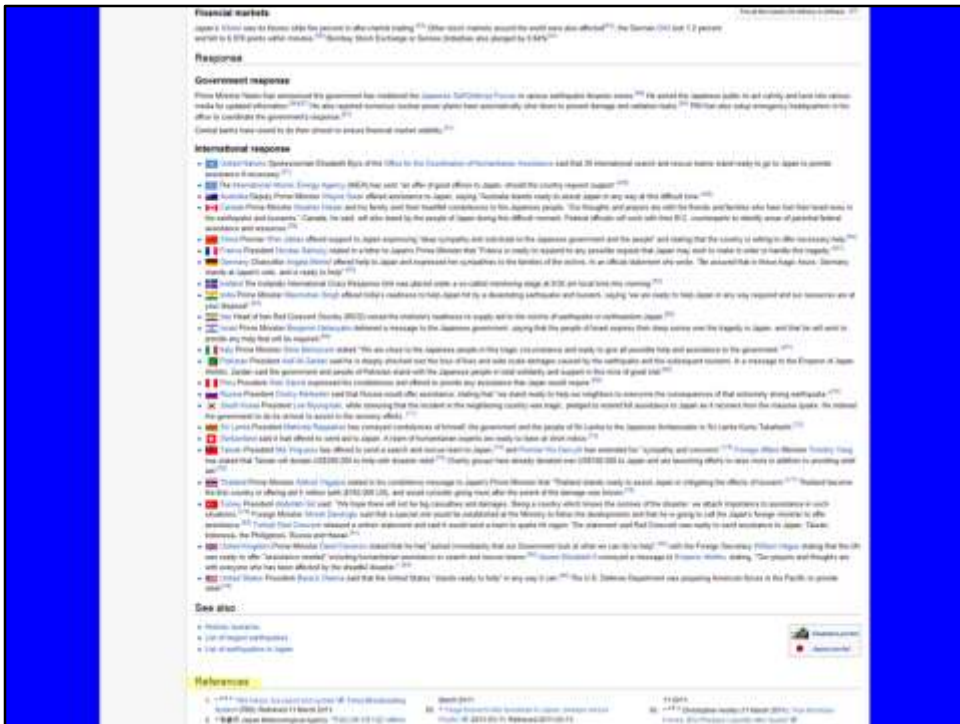
Reports of damage to production facilities are now according to reports, companies will continue to be affected in the short to medium term. The damage to production facilities are now according to reports, companies will continue to be affected in the short to medium term. The damage to production facilities are now according to reports, companies will continue to be affected in the short to medium term.



Financial markets

Japan's stock market is expected to be hit by the earthquake and tsunami. The earthquake and tsunami are expected to have a significant impact on Japan's stock market.

Here's what's in the article after 12 hours [2 of 4] Robust sub-categories of information, on geologic information, casualties, infrastructure damage and economic impacts... CLICK TO ADVANCE TO NEXT SLIDE



Here's what's in the article after 12 hours
[3 of 4]
A catalogue of the international response
to Japan's need.
CLICK TO ADVANCE TO NEXT SLIDE



Here's what's in the article after 12 hours [4 of 4]

And a page of links to the references cited in the Wiki entry.

ASK: What's better, cite Wikipedia, or click on the links and cite the original source material?

Why?

If you had gone to this page after it was hacked, you'd get bad information. And there still may be land mines left there by vandals...So

The most important rule? Go to Wikipedia first to get ideas. But never go there last, or you risk grabbing vandalized content.

It is, as you were taught in high school, a TERTIARY source, not a primary source.

Language & Labeling

This article **does not cite any references or sources**.

Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.

The neutrality of this article is **disputed**. Please see the discussion on the talk page.

Please do not remove this message until the dispute is resolved. (January 2009)

This article documents a **current event**. Information may change rapidly as the event progresses.

This article's **factual accuracy is disputed**. Please see the relevant discussion on the talk page. (January 2009)

This article is about a person who has recently died. Some information, such as that pertaining to the circumstances of the person's death and surrounding events, may change as more facts become known.

This article **does not cite any references or sources**.

Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.

Watch for tags, warnings, and captions which can help you spot problems in articles.

Wikipedia gets credit for working hard at responsible publishing.

A Wikipedia page includes numerous tags that alert you when you are straying into articles that are new or haven't been edited much.

Learn what they mean and watch out for them.

Be Skeptical

Does the article cite sources?

Does the information sound plausible?

Are there obvious problems with the writing style?

Be aware if you see the tag: [citation needed]

That may indicate unverified information

Look Deeper

Links to articles by professional journalists.

Context about people, places and events in the news

Peek behind the scenes – read the Discussion page about the article.



At the very top of every Wikipedia entry, there is a "talk" tab.

There, you'll find notes from people who are doing the work on that particular subject, describing why they have made additions and subtractions. This is one of Wikipedia's transparency mechanisms.

But it's also where you'll find snarky debates about Barak Obama's birthplace, religious affiliation, etc.

On a Wikipedia page like this one, you quickly learn that super-partisans on both sides of the political divide appear to have unlimited time on their hands for: *"Oh Yes He Did. Oh No He Didn't. Jerk. Moron. Sheep. Racist."* and other brilliant debates of that type

Wikipedia Hacks Aren't Always so Obvious



John Seigenthaler's Wikipedia War

Sometimes, a Wikipedia hack is nowhere near that obvious.

In May 2005, an anonymous user created a five-sentence Wikipedia article about legendary civil rights-era newspaper editor John Seigenthaler, saying Seigenthaler, a confidante of Sen. Robert F. Kennedy *"had been a suspect in the assassinations of U.S. President John F. Kennedy and Attorney General Robert F. Kennedy."*

The information, which was false, remained on Wikipedia for three months. It wasn't as obvious as "Erathquake don't real"

Writing about it, Seigenthaler said *"And so we live in a universe of new media with phenomenal opportunities for worldwide communications and research — but populated by volunteer vandals with poison-pen intellects. Congress has enabled them and protects them"* — a reference to the protection from liability that Internet Service Providers are given under Federal law versus editorially controlled media like newspapers and television.

Evaluating Web Pages: **VIA**

- Articles provide evidence, reliable sources and transparency.

- Dates for page creation and content updates are provided.

- Links are working (don't lead to dead/outdated pages).

- Information on the page is not out of date.



(Animation: Click for each bullet)

What about Websites?

Social Media often function as promotional services, sending you from Twitter or Facebook to longer reports or videos that are housed on a website.

Our old standby, “VIA”, provides useful rules of thumb to help you find reliable information.

START WITH VERIFICATION.

What kind of evidence is provided by the website’s writers?

What kind of sources are provided?

News on the Web is archival. A good thing. But you need to be alert to the date of a post. It may be two minutes old or two years old. See that links are current and in working order. Keep an eye on creation dates and look for sites that update as new information is found.

Evaluating Web Pages: **vIA**

- Information is independent and verifiable.

- Multiple sources are cited, ideally with a variety of viewpoints.

- Links out to reputable, independent, or authoritative sites.

- News and opinion are clearly labeled.



(Animation: Click for each bullet point)

Students should judge whether they are looking at an **independent** website providing journalism, as they would judge any other news organization.

Is the website's primary mission to *inform* the public?

Does it in any way attempt to deceive the public?

Independence means financial, emotional and intellectual independence.

Self-interest is not, as we have been saying, a fatal flaw. But if the site is owned by the Long Island Power Authority, chances are you're getting the most positive information available about the progress of electrical crews working after Hurricane Sandy

Evaluating Web Pages: **VIA**

The person/organization providing the information is **INDEPENDENT**, informed and knowledgeable. By virtue of experience, data collection, observation, training, credentials, access, they know what they are talking about.



When you cover Congress or even a State Legislature as a reporter, you start to talk to your colleagues about people who are “*Net contributors to the pool of common wisdom*” and people who are “*Net subtractors from the pool of common wisdom.*”

Ditto with websites. Some are useful. Some poison the public discourse by introducing bogus statistics, distortions and outright lies. That’s why you should seek information from reputable, established sites and be skeptical of sites with no track record.

Evaluating Web Pages: **VIA**

- “About Us” is easily found, and with robust information about funding, ownership, contact numbers for corrections, etc.



Students should always begin by considering what *information neighborhood* they are in. If they are in the news neighborhood, is this website **accountable** for the information they provide? Do they stand behind the material on their website? Look for the “About Us” section. It should be comprehensive and clear about who is accountable for the website’s contents.

Look at the “About Us” Page

FAIR Fairness & Accuracy In Reporting

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• [Give a Gift Subscription](#)
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What's FAIR?

FAIR, the national media watch group, has been offering well-documented criticism of media bias and censorship since 1986. We work to invigorate the First Amendment by advocating for greater diversity in the press and by scrutinizing media practices that marginalize public interest, minority and dissenting viewpoints. As an anti-censorship organization, we expose neglected news stories and defend working journalists when they are muzzled. As a progressive group, FAIR believes that structural reform is ultimately needed to break up the dominant media conglomerates, establish independent public broadcasting and promote strong non-profit sources of information.



Get a special thank you gift—the new book, *Defamation: A FAIR DVD with John Heilbrunn, Bob McCortney, Amy Goodman, and Jeremy Scahill. [Donate Now!](#)*



Click to support FAIR today with your tax-deductible donation.

Get FAIR's Action Alerts

Your E-mail

[SIGN UP](#)

- CLICK to see FAIR’s “About” page.
- Look at the “About Us” page
- THIS IS KEY. STUDENTS SHOULD DO THIS EVERY TIME THEY ARRIVE AT A NEW SITE!
 - Is there contact information?
 - Is there copyright information?
 - Is there someone taking credit for the work?
 - What sites are linked to the page?

Who Runs the Site?

W

```
Registrant:
Stony Brook University School of Journalism
Melville Library N4004
stony brook, New York 11794-0001
United States

Registered through: GoDaddy.com, Inc. (http://www.godaddy.com)
Domain Name: HENSLITERACY.COM
Created on: 05-Apr-02
Expires on: 05-Apr-11
Last Updated on: 08-Nov-10

Administrative Contact:
carlino, jennifer jennifer.carlino@stonybrook.edu
Stony Brook University School of Journalism
Melville Library N4004
stony brook, New York 11794-0001
United States
+1.6316321049 Fax --

Technical Contact:
carlino, jennifer jennifer.carlino@stonybrook.edu
Stony Brook University School of Journalism
Melville Library N4004
stony brook, New York 11794-0001
United States
+1.6316321049 Fax --

Domain servers in listed order:
NS45.DOMAINCONTROL.COM
NS46.DOMAINCONTROL.COM
```

Look
"Who's

Not fool-proof, but worth a try is something called a “Who is” search (i.e. Who Is?)

Look up the Center for News Literacy website, and you’ll find out it’s registered to the Stony Brook University School of Journalism, care of Jen Carlino. Email her and she can provide information about us.

Can anyone register a URL at these top-level domains?

.com

.edu

.museum

.xxx

.net

.travel

.gov

.name

.info

.mil

.org

.uk

.us

.se

Which of these domains have restrictions on them that limit who can register URLs there?

Which of the following domains have restrictions placed on them?

.com

.museum

.net

.gov

.info

.org

.us

.edu

.xxx

.travel

.name

.mil

.uk

.se

Don't assume a .org is a charitable or non-profit, or that a .net is a hive of do-gooders.

Here are the facts

It's harder to get a .travel domain than a .org. You have to prove you are a travel agency. Same goes for .museum. Heck, even .xxx has more restrictions placed on it!



<http://securitywatch.pcmag.com/security/316473-beware-of-fake-obamacare-insurance-marketplace-sites>

<http://www.nbcnews.com/technology/california-takes-down-10-fake-obamacare-websites-2D11591128>

<http://nation.time.com/2013/11/14/the-latest-obamacare-worry-scam-websites/>

This is a bogus Health-care exchange site, one of ten such phony sites recently shut down in California. The casual observer may look at this and say, "Of course, why would a government website have .com at the end of it?" Well...



It turns out that California's legitimate health-care exchange site also ends in .com

YOU

Can Harness the
Power of Reliable
Information and
Defeat the Goblin of
Disinformation.



“With great power comes great responsibility.” –Uncle Ben Parker

Cheap digital technology and its harnessing of the wisdom of crowds has put great power in your hands...which means great responsibility. So it's incumbent upon the individual to take advantage of social media's strengths while not falling prey to hoaxes, scams, and lies. What follows are some lessons on how best to take advantage of the best aspects of the digital revolution.

- Don't trust strangers (especially those with candy)
- Do not trust a single source; look for corroboration
- Build a network of reliable sources, based on their history



Here are some guidelines to follow. First, don't trust information from an unknown source, especially if they promise candy (i.e., the most unbelievable story! Something you won't believe!). Second, seek out multiple sources of information for corroboration. And third, develop a network of sources you trust, and rely on them when news breaks.

Transition: What follows are some handy tools to use when attempting to seek out and share reliable information.

REGRET THE ERROR

Mistakes happen

Book Resources About Contact

» Columns

Worth reading: 'Testing the Truth-o-Meter'

April 27, 2011 - 1:00 am

I never thought I'd hear a grown man say he was 'congratulate that junk on fire' was the right call. " But that's what PolitFact editor and St. Petersburg Times Washington bureau chief Bill Adair told me today.

We were discussing a controversial ruling his site issued on a political ad put out by the Democratic Congressional Campaign Committee. The ad, which aims to scare voters by declaring that Republicans have just voted to end Medicare, was given the lowest possible rating on PolitFact's "Truth-o-meter" which defines statements, documents, ads, and other such declarations as True, Mostly True, Half True, Barely True, False, or, for the most egregiously misleading cases, like the DCCC ad, "Facts on Fire."



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Craig Silverman

Show Card Connect

Bookmark

Writer of

**Follow the Story:
Spot errors quickly**

<http://www.psdisasters.com/2011/04/fujitsu-hackjob.html>

In a previous lesson we told you how important it is to follow a story over time, because truth is provisional. Thanks to the speed of the internet and social media, we don't have to follow a story very long before it's updated—whether to add new information or correct errors. (In the twitter hoax discussed earlier, it took the AP only 2 minutes to report that the twitter account had been hacked and the report about explosions at the White House were false.)

Seek Out & Share Reliable Information

Snopes.com
Rumor Has It



SUBSCRIBE



SNOPES
COMMUNITY



CONTACT US



RANDOM



SITE INFO

Search



**Shortcuts:
Check Snopes**

It turns out that there are members of the online crowd who, instead of following the crowd, try to educate the crowd.

There are those on the web who can help you to bust information you suspect is bogus.

One of the better-respected sites is Snopes.com. It started out as a collection of urban myths, tracked back to their origin. Now, Snopes specializes in busting online hoaxes and myths.

It's not fool-proof, but a quick check at Snopes can save you from following the crowd into another mistake.

The image shows a screenshot of the Politifact.com website. The header includes the logo and navigation links for National, States, Articles, Truth-O-Meter, Promises, People, and Funds. The main content is titled "Promises about Politifact's Top Promises on The Obameter" and lists several promises with their status:

- Create a foreclosure prevention fund for homeowners:** PROMISE BROKEN
- Create a tax credit of \$500 for workers:** COMPLETED
- Repeal the Bush tax cuts for higher incomes:** PROMISE BROKEN
- Begin removing combat brigades from Iraq:** PROMISE KEPT
- Train and equip the Afghan army:** IN THE WORKS
- End the use of torture:** PROMISE KEPT

On the right side, there are four smaller sections with quotes and corresponding images:

- Quote: "Torture is illegal by our laws. It's illegal by international laws." Image: Barack Obama. Status: PROMISE KEPT.
- Quote: "By next year, there will be one administrator for every teacher on rolling response in the United States." Image: Barack Obama. Status: PROMISE KEPT.
- Quote: "Over half of the people who would be taxed under the millionaire's tax are, in fact, small businesspeople." Image: Barack Obama. Status: PROMISE KEPT.
- Quote: "Under Barack Obama's watch, we have expended \$800 billion to liberate the people of Iraq and, more importantly, 4,000 American lives." Image: Barack Obama. Status: PROMISE KEPT.

Snopes proved so useful, it spawned imitators.

There is so much unreliable information slung about in politics that two organizations, FactCheck.Org and Politifact.org have started websites dedicated to checking the claims of politicians and calling them on it when they stretch, bend or break the truth.




Animation: Click zooms in the Christmas Tree QnA.

Here's the other main politics site: FactCheck.Org, based at USC.

Google

Web Images Maps Shopping More Search tools

About 830,000 results (0.1 seconds)




snopes.com: Hurricane Sandy Photographs
[www.snopes.com](#) » Home » Fauxtography » Natural Phenomena »
 Nov 26, 2012 - Various photographs capture images of Hurricane Sandy? ... As we
 detailed in a separate article, this image is a hoax that was initially ...

7 Fake Hurricane Sandy Photos You're Sharing on Social Media
[mashable.com/2012/10/29/fake-hurricane-sandy-photos/](#) *
 by Arnie Colbert · in 2,383 Google+ circles
 Oct 29, 2012 - Fake Hurricane Sandy photos flew around Twitter and Facebook
 on Monday, as users shared jaw-dropping images. Unfortunately, the race to ...

10 fake photos of Hurricane Sandy - The Week
[theweek.com/article/index/235578/10-fake-photos-of-hurricane-sandy](#) *
 Oct 30, 2012 - The images of destruction in New York and New Jersey are stunning. Some
 are also photoshopped.

Images for hurricane sandy hoax - Report images



Fake Hurricane Sandy Photos Spread On Internet As Storm Barrels...
[www.huffingtonpost.com/.../fake-hurricane-sandy-photos-internet-north...](#) *
 Oct 26, 2012 - It's an amazing photograph. Three soldiers in full uniform keep watch at the
 Tomb of the Unknown Soldier as Hurricane Sandy soaks them to ...

Man faces fallout for spreading false Sandy reports on Twitter - CNN ...

If you type the subject of a story or the name of a source into Google with the word “hoax,” the search results will be illuminating.

Seek Out & Share Reliable Information

waze

OUTSMARTING
TRAFFIC, TOGETHER.

LIVE MAP

SUPPORT

BLOG

ABOUT

LOGIN

GET THE BEST ROUTE, EVERY DAY,
WITH REAL-TIME HELP FROM OTHER DRIVERS.

Waze is one of the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info, saving everyone time and gas money on their daily commute.

WAZE. OUTSMARTING TRAFFIC, TOGETHER.



Waze is a crowdsourced traffic app that relies on updates from other drivers. It's also available on Google Maps. Community traffic updates, apparently, have a good record of accuracy.

<https://www.waze.com/>

<http://www.foxnews.com/tech/2013/09/18/when-crowdsourcing-actually-works/>

<http://www.surfnetkids.com/tech/2289/crowdsourced-traffic-data-coming-to-google-maps/>

Seek Out & Share Reliable Information

Venerable British Museum Enlists in the Wikipedia Revolution

By NOAM COHEN
Published: June 4, 2010

The New York Times



In order to accommodate changes in the way information is shared, old institutions, like the British Museum and the Gerald R. Ford Presidential Library, employ Wikipedians in Residence. This is part of the website's Wikimedia Outreach program. In such cases, we hope to get the best of both worlds—the expertise and resources of old institutions like the British Museum combined with the technological savvy and democratic impulse of a Wikipedian.

http://outreach.wikimedia.org/wiki/Wikipedian_in_Residence

http://www.nytimes.com/2010/06/05/arts/design/05wiki.html?_r=0

http://chronicle.com/blogs/wiredcampus/michigan-student-is-first-wikipedian-in-residence-at-a-presidential-library/41681?cid=at&utm_source=at&utm_medium=en



<http://projects.huffingtonpost.com/prisoners-of-profit>

With cameras, audio recording devices, and access to social media, the number of potential watchdogs has increased dramatically. Strong watchdog journalism has been done by web-only news organizations like the Huffington Post, which is free to access and thus open to anyone with internet access.

The Huffington Post website, which is probably most well known for aggregating news from other sources and featuring celebrity op-ed contributors, also does investigative journalism, as in this series on juvenile abuse in private prisons.

On the Web, You Contribute News

A perpetual motion machine for investigative reporting: CPI and PRI partner on state corruption project

By Justin Ellis

Twitter 111

Email

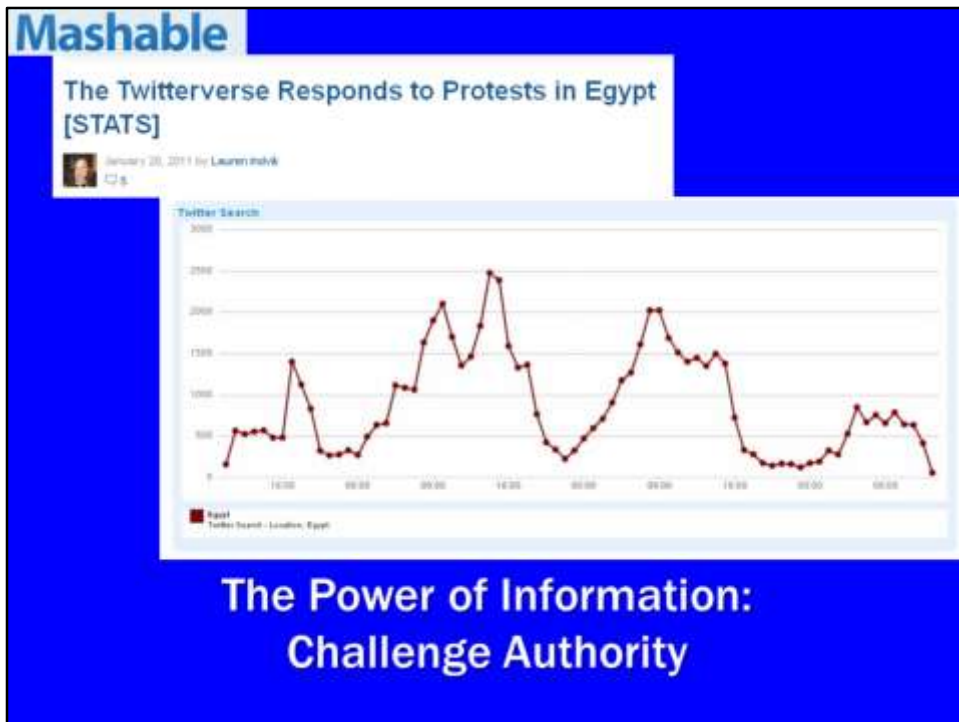


*You Can Be
a Watchdog*

The idea of crowd-sourcing is catching on. Increasingly, news organizations are finding ways to put many hands to work on the drudgery of investigative reporting: reading documents, tallying items, building databases, scanning photos...It's a partnership of professional and passionate amateur Fourth Estate-ers.



There are a number of crowdsourced news sites that you can contribute to without having a press pass. Our hope is that you would only provide accurate information to one of these sites.



Just as professionals at the Huffington Post can expose injustices and inform the public, so can the average social media user.

On the Web, publication is participatory
And citizens can have great impact.
Here's the graph of Twitter traffic during the Egyptian revolution.
That's mostly citizen-to-citizen information, out of the hands of government...or any news media

<http://mashable.com/2011/01/28/cairo-protests-twitter/>

After this lecture, students will be able to:

1. Understand how social media amplify *both* the power of information *and* the power of disinformation.
2. Understand the challenges news consumers face when searching social and digital media for *reliable* and *actionable* information.
3. Develop tools and techniques that enable you to sort fact from fiction when navigating social and digital media.
4. Know how to be a responsible contributor of information to crowdsourced websites and social media.

These skills relate to course outcomes 6,4,3,2,1

This slide intended for instructors as a focusing tool, but can be shared with students to prime them. Each lecture will include a slide like this with specific lecture outcomes that refer to course outcomes.

Here is what the syllabus declares students will be able to do if they successfully complete the course:

1. Analyze key elements of news reports - weighing evidence, evaluating sources, noting context and transparency - to judge reliability.
2. Distinguish between journalism, opinion journalism and unsupported bloviation.
3. Identify and distinguish between news media bias and audience bias.
4. Blend personal scholarship and course materials to write forcefully about journalism standards and practices, fairness and bias, First Amendment issues and their individual Fourth Estate rights and responsibilities.
5. Use examples from each day's news to demonstrate critical thinking about civic engagement.
6. Place the impact of social media and digital technologies in their historical context.



hus endeth the Lesson...

The Power of *Dis*information



©.andaleh7wiler

The Power of *Dis*information

facebook



Pope Benedict Comes Out as Gay

dailycurrant.com

Pope Benedict XVI announced today that he has resigned his papacy because he is gay and "could no longer live a lie." In a statement released to Italian news media the 85-year-old departing pontiff says he is relieved to be coming out after eight decades in the closet and urged the ...

Authenticity Crisis:

Social Media's Embrace of Anonymity

Sometimes Make Disintermediation, Technology and Crowds

Enemies of The Truth



Disintermediation means professional journalists and other gate-keepers no longer control the flow of information to the public.

Technology available to virtually everyone in the developed world means anyone can potentially reach millions of people with a powerful message or image, even if it is fake.

The wisdom of crowds allows people to quickly coalesce into powerful hive minds that can accomplish what those people could never do on their own, from finding truth to tormenting enemies. But Cognitive Dissonance – Audience Bias – Often drives this process.

There's a lot of work to be done on these questions, but today we assert that while Standard Deconstruction is still helpful, online information-seekers need to always be thinking about Authenticity.

BBC

Is this the real Pope? Five ways to spot a fake Twitter account

Monday 3 December 2012, 10:05

Sue Llewellyn
is a social media expert and BBC trainer. Twitter: @suellewelyn

COMMENTS (1)

VaticanCommunication @VaticanCom
The official Twitter of Pope Benedict XVI
@Pontifex, @Pontifex_01, @Pontifex_02, @Pontifex_03, @Pontifex_04, @Pontifex_05, @Pontifex_06, @Pontifex_07, @Pontifex_08, @Pontifex_09, @Pontifex_10, @Pontifex_11, @Pontifex_12, @Pontifex_13, @Pontifex_14, @Pontifex_15, @Pontifex_16, @Pontifex_17, @Pontifex_18, @Pontifex_19, @Pontifex_20, @Pontifex_21, @Pontifex_22, @Pontifex_23, @Pontifex_24, @Pontifex_25, @Pontifex_26, @Pontifex_27, @Pontifex_28, @Pontifex_29, @Pontifex_30, @Pontifex_31, @Pontifex_32, @Pontifex_33, @Pontifex_34, @Pontifex_35, @Pontifex_36, @Pontifex_37, @Pontifex_38, @Pontifex_39, @Pontifex_40, @Pontifex_41, @Pontifex_42, @Pontifex_43, @Pontifex_44, @Pontifex_45, @Pontifex_46, @Pontifex_47, @Pontifex_48, @Pontifex_49, @Pontifex_50, @Pontifex_51, @Pontifex_52, @Pontifex_53, @Pontifex_54, @Pontifex_55, @Pontifex_56, @Pontifex_57, @Pontifex_58, @Pontifex_59, @Pontifex_60, @Pontifex_61, @Pontifex_62, @Pontifex_63, @Pontifex_64, @Pontifex_65, @Pontifex_66, @Pontifex_67, @Pontifex_68, @Pontifex_69, @Pontifex_70, @Pontifex_71, @Pontifex_72, @Pontifex_73, @Pontifex_74, @Pontifex_75, @Pontifex_76, @Pontifex_77, @Pontifex_78, @Pontifex_79, @Pontifex_80, @Pontifex_81, @Pontifex_82, @Pontifex_83, @Pontifex_84, @Pontifex_85, @Pontifex_86, @Pontifex_87, @Pontifex_88, @Pontifex_89, @Pontifex_90, @Pontifex_91, @Pontifex_92, @Pontifex_93, @Pontifex_94, @Pontifex_95, @Pontifex_96, @Pontifex_97, @Pontifex_98, @Pontifex_99, @Pontifex_100

TODAY @todayshow

1. The **bigger** the story, the more fakes and hoaxes there will be.
2. Fake Twitter accounts often **substitute** a 0 for an O or a 1 for the l, playing on the real name of some person or organization.
3. Beware tweets from the person making news themselves. Hoaxers target news makers.
4. Check the **bio** on that Twitter handle. Are there troubling typos or poor grammar?
5. If a public personality's account doesn't have Twitter's official "checkmark," be extra-cautious.

The BBC's Twitter expert Sue Llewellyn says five things to remember that can prevent you being Twitter hoaxed.

1. The bigger the story, the more fakes and hoaxes there will be.
2. Fake Twitter accounts often use the real name but substitute a 0 for an O or a 1 for the l.
3. Beware tweets from the person making news themselves. Hoaxers target the famous.
4. Check the bio on that Twitter handle. Are there troubling typos or poor grammar?
5. If a public personality's account doesn't have Twitter's official "checkmark," be extra-cautious.

<http://www.bbc.co.uk/blogs/blogcollegeofjournalism/posts/Is-this-the-real-Pope-Five-ways-to-spot-a-fake-Twitter-account>