

Can You Trust The Daily Show to Give You the News?



lisecede.wmv

Can you trust an ABC News station?

KABC Allergies VNR.wmv



Lesson of the Day:
**KNOW
YOUR
NEIGHBORHOOD**
It's *Easy* to Get Lost



Housekeeping, Announcements & Notes

Mark Your Calendar

Extra Credit Opportunity #1
My Life As...a wrongly-convicted man and the reporter who told his story.
October 8, SAC Auditorium
Doors Open 7:45 for 8 p.m. start
No ticket required

TEST #1
In Recitation,
week of
October 6

Last week's Quick Quiz results

1. "Four hostile newspapers are more to be feared than a thousand bayonets," said Napoleon Bonaparte, military genius and Emperor of France.
2. On September 29, 1690, British Colonial authorities in Boston shut down the first multi-page newspaper in the Americas, which was called "Publick Occurrences Both Forreign and Domestick."

Student Questions and Comments:

Is social media more reliable because people post pictures of what governments try to hide?

What laws restrict the press in the U.S.?

Talk about the Snowden Leaks!

How can we measure how much the U.S. censors?

Good enough

More video

Dreading the Football...

How are these quizzes graded

Can talk more about current events

Don't spend so much time in the beginning on things you said last time

After this lecture, students will be able to:

1. Use a standard taxonomy to precisely distinguish between information neighborhoods.
2. Articulate how three traits define Journalism as a source of reliable information.
3. Use specific events and examples to illustrate clear understanding of Independence and accountability.
4. Make preliminary inquiries that reveal the reliability of a piece of information.

When every day is an information tsunami
How do we sort through it all?

Verification
Independence
Accountability

(Mnemonic device: "VIA")



Using a Simple Chart to Find Reliable Information

A Taxonomy of Information Neighborhoods			
	Verification	Independence	Accountability
Advertising			
Promotion/Publicity			
Propaganda			
Entertainment			
News			
Raw information			

Critical thinking: clarity about differences among similar things

How Is News Different?

A Taxonomy of Information Neighborhoods			
	Verification	Independence	Accountability
Advertising			
Promotion/Publicity			
Propaganda			
Entertainment			
News	Journalism is defined as a process of verification that aims to confirm or establish facts.	A code of ethics forbids journalists from joining or working for any interest group.	Journalists sign their work and are responsible for its accuracy. They correct errors publicly.
Raw information			

Clarity about differences among similar things

Advertising

Merchants pay to have advertisements placed on billboards, in newspapers and broadcasts or on websites to merchants' specifications.



Price, Features, Urgency, Seller

Promotion/ Publicity

1. The business of securing public notice.
2. Information designed to enhance the image of a product, person or organization.



Propaganda



Information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, institution or nation. It may be biased or misleading, in order to promote an ideology or political point of view.

Propaganda, Modern

Posters photographed by Professor Miller Sept. 5 near Times Square



Entertainment



Something affording pleasure, diversion, or amusement, often a performance of some kind.

Raw Information



Cellphone video that is said to show witnesses to Michael Brown shooting yelling at police for shooting Brown when his hands were up in surrender

Information that has yet to be examined or verified. It is unfiltered information that bypasses traditional gatekeepers and mediators.

Raw Information

...yet to be verified...unfiltered...bypasses gatekeepers ..



“Think Twice”

A Silent Minute to Absorb the Material

Blurred Lines



History, Hollywood-style

Blurred Lines

News vs. Entertainment

A Taxonomy of Information Neighborhoods

	Verification	Independence	Accountability
Entertainment	Hella...this is DRAMA. Emotional truth, not textbook statistics, people! And a-1,2,3, 4.	Isn't the whole point of screenwriting to make the world as you wish it existed?	Where would screenwriters publish corrections?
News	Journalism is defined as a process of verification that aims to confirm or establish facts.	A code of ethics forbids journalists from joining or working for any interest group.	Journalists sign their work and are responsible for its accuracy. They correct errors publicly.

Blurred Lines: Is TMZ

News...Entertainment...Infotainment...News About
Entertainment?



Blurred Lines: “Exclusives”

When a famous person chooses one outlet to tell a high-demand story, what happens to verification and independence?



What is News?

Timely information of some public interest that is shared and subject to a journalistic process of **verification**, and for which an **independent** individual or organization is directly **accountable**.



Who is a Journalist?



Who is a Journalist?



"... public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues..."

-Society of Professional Journalists

Code of Ethics

1. Seek Truth and Report it
2. Minimize Harm
3. Act Independently
4. Be Accountable

What Makes News Different?

Verification

Process that establishes or confirms the accuracy or truth of something

Verification

Millions in U.S. Drink Dirty Water, Records Show



The New York Times has compiled and analyzed millions of records from water systems and regulators around the nation, as part of a series of articles about worsening pollution in American waters, and regulators' response.

What Makes News Different?

Independence

Freedom from the control, influence, or support of interested parties, coupled with a conscious effort to set aside any preexisting beliefs and a system of checks and balances.

Independence vs. Self-interest

Deseret News

West Valley City mayor admits using false identity to write news stories

Using the name Richard Burwash, the West Valley mayor had more than a dozen stories published over a two-year period. His stories first appeared in the Oquirrh Times beginning in September of 2010. He later submitted three stories that were published in the Deseret News, and one that was posted on KSL.com. A photo taken by Winder also appeared in the Salt Lake Tribune, credited to R. Burwash, in October 2010.

Clarity about conflicts between personal interests And the public interest defines journalism's ethic of neutrality



News Corporations face similar scrutiny of interests

Owners

Customers

Suppliers



Competitors

What Makes News Different?

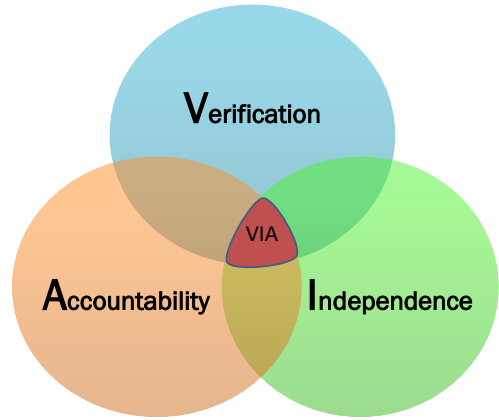
Accountability: bylines say who is responsible



Accountability

Media Outlets Apologize After Falsely Reporting Giffords' Death

Corrections are one way journalists are accountable for their work.



“Think Twice”

A Silent Minute to Absorb the Material

A lucky coincidence

V.I.A. launches a powerful word: “VIABLE”

viable /ˈvaɪəbəl/

1. capable of becoming actual, useful, etc. practicable, a viable proposition
2. (biology) of a body, stage, and condition of normal growth and development
3. (linguistics & diachronics) of a form(s) having reached a stage of development at which further development can occur independently of its root(s)

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www.viable.org
Online English Dictionary | Cambridge | Cambridge University Press | 2013 | ISBN: 978-1-107-00000-0

VIAble

Steering toward reliability



What Neighborhood are you in?



Is it VIABLE...?



*A footnote...

Give Yourself 5 Stars? Online, It Might Cost You
 September 10, 2013
 "I wouldn't say it's bad, but it's not good," says Yelp's Thomas. "Some of our great best-of selections. At the end of the year, you see more of the same, and it's a little bit of a problem. We're going to be using a variety of tools to help our customers make better choices."

The Yelp regulator will announce on Monday the most comprehensive crackdown to date on deceptive reviews on the Internet. Agreements have been reached with 40 companies to cover their advertising practices and pay a total of \$50,000 in penalties.



VIABLE

Steering toward reliability



Which Neighborhood are you in?



IWATCH.MP4

Is this VIAbLe...?



Is this VIAbLe...?



PC Magazine's Product Reviewer compares it to other smart watches.

Is this VIAbLe...?



The New York Times reports on engineering challenges in smart watches

VIAbLe

Steering toward reliability



Which neighborhood are you in?



Is this VIABLE...?



Is this VIABLE...?



In a reliable report, many sides of a controversy are heard from, facts are challenged and verified and a byline provides accountability for the work.

Can You Trust ABC's station in Los Angeles To Give You the News?

KABC Allergies VNR.wmv

Pivot Point

Every other row
Pivots to the row behind
To discuss in groups of four

Which Neighborhood?

Original Quest Diagnostics VNR

Produced by MultiVix, Inc.

Voiced by publicist

KABC-7 5PM newscast

September 27, 2005

Edited VNR re-voiced by station reporter



Common Characteristics of VNRs:

- ✓ Journalist not identified clearly
- ✓ Interviewees (sources) not fully identified
- ✓ Appears to benefit one company
- ✓ Facts from a single company
- ✓ No outside expert is interviewed

What Methods Make Journalism Different?

Verification

Independence

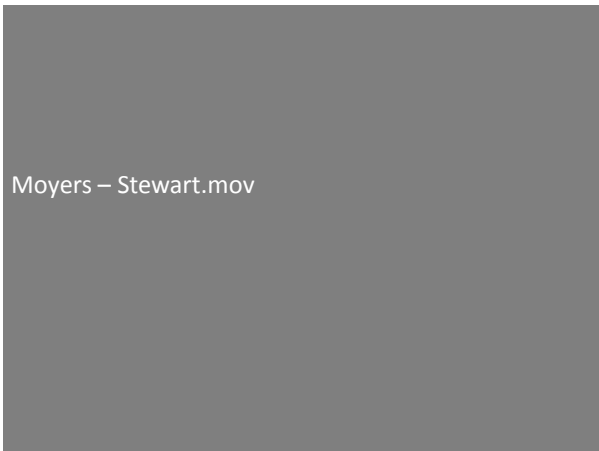
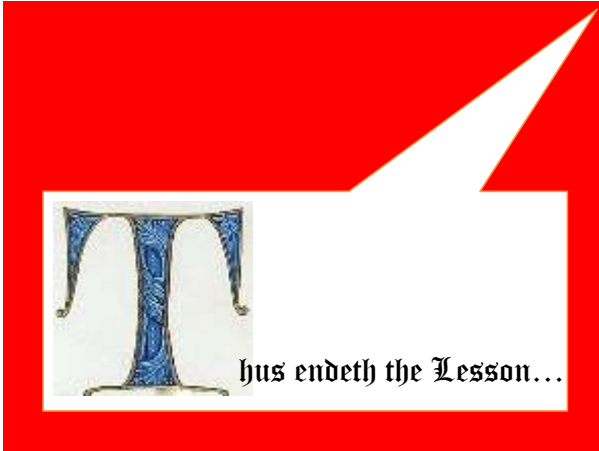
Accountability

(Mnemonic device: "Via")

Your Homework: Define each neighborhood, using VIA

A Taxonomy of Information Neighborhoods

	Verification	Independence	Accountability
Advertising			
Promotion/Publicity			
Propaganda			
Entertainment			
News			
Raw information			



A Taxonomy of Information Neighborhoods			
	Verification	Independence	Accountability
Advertising	Although false advertising is illegal, advertisers are given broad leeway to make one-sided claims without confirming or establishing truth.	The paying client controls the content and placement of an ad, to increase sales.	Ad writers and producers do not sign their work. Clients occasionally publish/air corrections.
Promotion/Publicity	PR and Publicity burnish a client's brand by product placement or event sponsorship or careful public statements. One-sided, it doesn't aim to confirm or establish truth.	The client pays staff to sponsor events, arrange product placement or make public statements to improve the client's image.	Publicists and PR staff rarely sign their work, but are sometimes required to correct errors publicly.
Propaganda	Effective propaganda mixes facts with illogical conclusions or exaggeration to demonize a cause, a person or a group of people.	A government or movement creates a one-sided or exaggerated message to demonize opponents or attract followers.	Propagandists do not sign their work and do not publicly correct errors.
Entertainment	Confirmation or verification is beside the point. Entertainment's first priority is to seize and hold an audience.	The producer controls the content and can therefore support any point of view.	Entertainment producers do sign their work. They do sometimes correct errors publicly.
News	Journalism is defined as a process of verification that aims to confirm or establish facts.	A code of ethics forbids journalists from joining or working for any interest group.	Journalists sign their work and are responsible for its accuracy. They correct errors publicly.
Raw information	Fresh, un-filtered, un-edited raw information is by definition unverified. It may confirm truth, it may obscure it.	Usually unknown. The person posting it may or may not have an agenda	Anonymous or not, the poster of raw information is not held accountable for how the information gets used.