

The power of images

The peril of images

How to harness the power
and minimize the peril

What is the power and peril of images?



America's Collective Memory In Photos



American Soldiers, Iwo Jima, 1945

America's Collective Memory In Photos



Civil Rights Protest in Birmingham, Bill Hudson, 1963

America's Collective Memory In Photos



Zapruder Film, JFK Assassination

America's Collective Memory In Photos



Kent State University, John Filo, 1970

America's Collective Memory In Photos



Vietnamese Children Fleeing Napalm Strike, Nick Ut, 1972

America's Collective Memory In Photos



Tiananmen Square Standoff, Stuart Franklin, 1989

America's Collective Memory In Photos



Sudan, Kevin Carter, 1993

America's Collective Memory In Photos



Abu Ghraib Prison, 2003

America's Collective Memory In Photos



Hurricane Katrina, 2005

America's Collective Memory In Photos



The Obama Fist Bump, 2009

America's Collective Memory In Photos



Pelican, Gulf of Mexico, 2010

America's Collective Memory In Photos



Mantoloking,NJ, Nov. 1, 2012 by Bonnie Jo Mount



Ferguson, MO, August 11, 2014
Photo Scott Olson/Getty Images

The right 1,000 words?



THE
POWER
OF IMAGES
CAN BE SEEN
EVERY DAY
IN ITS IMPACT
ON NEWS
JUDGMENT



Housekeeping, Announcements & Notes

The Quick Quiz RECAP

1. What two kinds of clues help you distinguish opinion journalism from reporting?
LANGUAGE AND LABELING
1. What does Moynihan's Maxim say about fact and opinion?
Everyone is entitled to their own opinion, but not their own facts.

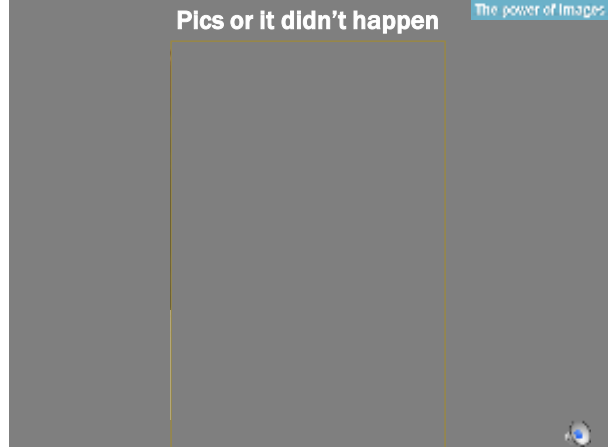
A social media truism

The power of images



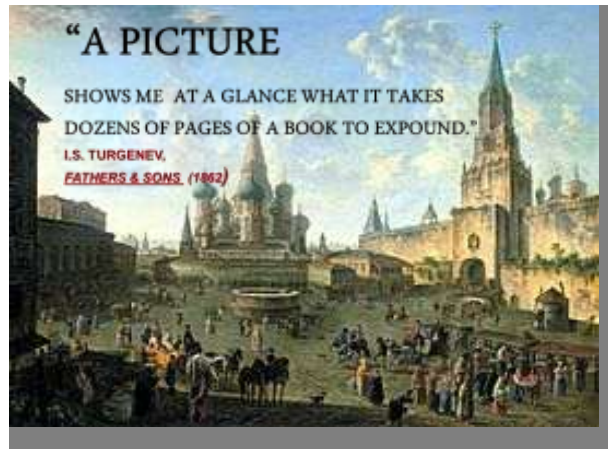
Pics or It didn't happen

The power of Images



Pics prove it did happen... Unfortunately for some

The power of images



The Birth of American Photojournalism



Gettysburg, Pennsylvania 1863

Timothy O'Sullivan



Photography Launches a Visual Culture



National Press Photographers Association:

"images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe..."

Professional Ethics (excerpt)

"...Our primary goal is the faithful and comprehensive depiction of the subject at hand"

- ✓ Be accurate, comprehensive (and) provide context
- ✓ Resist being manipulated by staged photo opportunities.
- ✓ Avoid stereotyping individuals and groups.
- ✓ Show private grief if the public has justifiable need to see.
- ✓ Do not intentionally alter or influence events you record.
- ✓ Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
- ✓ Do not pay sources or subjects.
- ✓ Seek diversity by including unpopular, unnoticed points of view.
- ✓ Respect the integrity of the photographic moment.

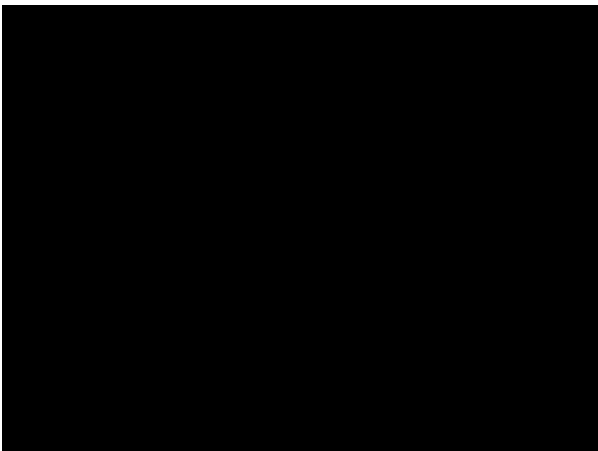
The hungry eye: print

- Readers enter print pages through photos
- Only 25% of text is looked at



The hungry eye: online

- Readers' eyes first seek navigational aids
- (story lists and teasers)
- Readers' eyes spend more time on photos than text
- Readers retain more from items that include graphics/photos



Does each image tell the same story?



Pivot Point

Every other row,
Pivot to the row behind
To discuss in groups of four:

Which Tsarnaev photo is a “faithful and comprehensive depiction of the subject at hand” ?

Compression

Ethical choices that change images



Selection

Ethical choices that change images



Fuzun Miskolat 1979
NICARAGUA, Estelí, 1979. Sandinistas at the gates of the Estelí...

Cropping

Ethical choices that change images



Cropping



"...be accurate and comprehensive...provide context..."
-National Press Photographers Code of Ethics

What Is the Power and Peril of Recorded Direct Evidence?



Pivot Point

Every other row,
Pivot to the row behind
To discuss in groups of four:

**How Much is Too Much in the
Boston Marathon Photo?**

Ethical, Squeamish or Fraudulent?

NY Daily News Doctored Marathon Bomb Aftermath Photo



PHOTOSHOP
JUST MADE
IT EASIER
TO FOOL
PEOPLE



History of Photo Manipulation



When soviet dictator Josef Stalin ordered the death of the head his secret police, N. Ezhov, he had his photo-retouchers "airbrush" the man out of existence.



Code of Ethics

Preamble: "...Photographs can also cause great harm if they are callously intrusive or are manipulated."



By Timothy O'Sullivan

Bodies of the dead have not yet been buried after the three-day battle at Gettysburg, PA July 1-3, 1863 between the U.S. army led by George Meade and the rebel army led by Gen. Robert E. Lee.



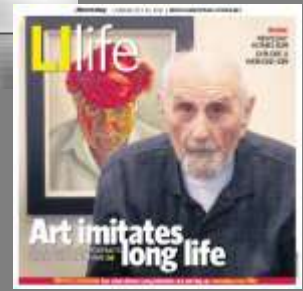
Pictured vs. Posed
Context explains symmetry/framing

The Space Shuttle Challenger Explodes, 1986



HOW ARE THESE TWO DIFFERENT?

BOTH ARE POSED,
BUT ONLY ONE IS DECEIVING THE READER



Tonya Harding, left, and Nancy Kerrigan appear to skate together in this New York Newsday composite illustration. Tomorrow, they'll really take to the ice together.



Retouch.wmv

Why is the burden on you to be a skillful news photo consumer?



General discussion

Across five experiments, composite photos inflated judgments. It is arguably surprising that photos inflated the truth of "false" claims: the photos depicted celebrities who, and should have facilitated imagery of those celebrities being various things—all of which would be possible evidence of aliveness. The fascinating finding is that the same photos also inflated the truthiness of "dead" claims. **The photos did not inflate as "dead" claims as "alive" claims.** Moreover, the truthiness effect generalizes beyond "dead" or "alive" judgments: composite photos enhanced the subjective truth of general knowledge claims, too.

If there's a photo, we feel it must be true

Like Stalin, you doctor photos

No Eye Candy From Strangers



[img]: cn.rg | 268 - 268 .1x.1x

How can you tell?

Again with the language and labelling!

- Check Photo Credits
- Check Photo Captions
- Note: “File photo”, photo archive
- Look for these words:
 - “Photo enhancement”
 - “Digital photo manipulation”
 - “Photo composite / illustration”

[img]: cn.rg | 268 - 268 .1x.1x

Which photo outlets can you trust?

	Social Media	Anonymous, REDDIT, ETC	Marginal or Partisan Outlet	Reputable News Outlet
Accountable for professional ethics and standards	NO	RARELY	PUTATIVELY	YES
Supervised by experienced journalists	NO	RARELY	USUALLY	YES
Accountable by name	MAYBE	NO	USUALLY	YES
Payroll-based Independence	UNKNOWN ALLEGIANCES	UNKNOWN ALLEGIANCES	USUALLY	YES
Subject to Peer Review	NO	RARELY	YES	YES
Neutrality enforced	UNKNOWN	UNKNOWN	SOMETIMES	YES
TRUST RATING	LOW	LOW	MODERATE	HIGH



On Big News Days, Be Skeptical



NY Post, Monday, May 2, 2011



BBC News uses 'Iraq photo to illustrate Syrian massacre'



Crowd-sourcing
Via
Social Media
Means
Organizations Like
BBC, CNN, Reuters
Hire Information
Forensics Experts

Inside the BBC's Verification Hub:
'What everyone wanted to know, on Twitter and in the newsroom, was this: Was the video real or fake? That is the kind of question the [User-Generated Content] Hub is there to investigate.'

How Can You Be Sure?





Two Simple Tools: Tin Eye™ and Google Images™
Can At Least Tell You Who Else Is Using the Same Image

Citizen watchdogs





Amnest International trains supporters
to help spot bogus images from crisis spot


<https://www.flickr.com/photos/14911070@N00/10111111111/>

Ethical Photos “Open the Freezer”: A photo credit declares who is accountable for the integrity of the image. The caption provides cross-checkable detail and provides the context that makes a depiction “faithful” to the truth.





“Faithful and Comprehensive Depiction?”



The Quick Quiz

1. What two parts of a photo indicate accountability and verification?
2. Why are photos such an important part of news coverage:
Give two reasons
3. *Confusions? Comments? Suggestions?*



hus endeth the Lesson...

Harnessing the Power of Images

1. Ethical Photos “Open the Freezer”: A photo credit declares who is accountable for the integrity of the image. The caption provides cross-checkable detail and provides the context that makes a depiction “faithful” to the truth.
2. Be skeptical of the too-perfect composition. Photo Journalism is documentation, not ornamentation and rarely looks Photoshop™ Perfect.
3. “News re-creations,” posed photo ops and “photo composites” are rarely reliable evidence of journalistic truth.

Ethical News Consumers Seek (and Share) Faithful Depictions

Blow Your Whistle when:

- Editing alters faithful depiction
- Addition of sounds alters reality
- Journalist pays the source/subject
- Journalist stages/recreates a scene
- No public good results from intrusion
- Missing context renders images unfaithful
- Journalist is not accountable (captions and credits missing or incomplete)



Visuals Drive Story Selection

BROADCAST NEWS-LIKE DOMINOS
STORY
COMPARED TO SAME-DAY STORY
SLIGHTED



***“It took police dogs in Birmingham
To sell civil rights in Des Moines.”***

-Allard Lowenstein

Skewed, Distorted, Sensationalized?



Or, *“seeking truth and providing a fair and comprehensive account of events and issues”*

“Think Twice”

A Silent Minute to Absorb the Material

Harnessing the Power of Audio

1. Ethical Audio can “Open the Freezer,” providing direct evidence. A sign-off declares who is accountable for the integrity of the recording. Voice-overs provide cross-checkable detail and context.
2. Be skeptical of the too-perfect sonic detail. Audio journalism is evidence collection, not dramatic re-creation. Real life does not come with a sound-track of mood music and sound-effects to emphasize turning points.
3. Seek transparency: The producer noting when a recording has been heavily cut or when interviews were recorded on different days, for instance.

What Is the Power and Peril of Recorded Audio?



Is this journalism that *“...seeks truth and provides a fair and comprehensive account of events and issues”*

-Code of Ethics, Society of Professional Journalists

Wireless Podcasts



America's Collective Memory On Audio Recordings



(translation) "...if the international Jewish financiers in and outside Europe should succeed in plunging the nations once more into a World War, then the result will not be the Bolshevizing of the earth, and thus the victory of Jewry, but the annihilation of the Jewish race in Europe."

Edward R. Murrow during the Bombing of London and Adolph Hitler, Live

America's Collective Memory On Audio Recordings



"After my election, I have more flexibility"

Audio is Powerful Verification



"We're gonna win this"



America's Collective Memory On Audio Recordings



NBC



Original



R T N A
REAL TIME NEWS ASSOCIATION

CODE OF ETHICS

INTEGRITY

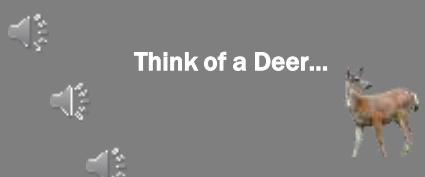
Professional electronic journalists should

- Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality, or sensationalize events.

... [Detailed text of the code of ethics follows in smaller font]

The Power and Peril of Ambient Sound

Think of a Deer...



Sound Effects Change Meaning

The power of images

The peril of images

... [Detailed text of the code of ethics follows in smaller font]

What is the power and peril of images?



Is this journalism that "...seeks truth and provides a fair and comprehensive account of events and issues"

-Code of Ethics, Society of Professional Journalists



**AND NOWHERE ARE IMAGES MORE
POWERFUL THAN ON TV.**

STAY TUNED!