

This is just a provocative image for the screen as students enter the room. It's a montage of social media images and stories that have been recently hot on social media.

THE EVENING SUN

If Watergate were to happen today ...

When one panel member suggested the story would be broken on Twitter, where you can publish a story with one verified fact, Woodward replied, "If we had gone to Bradlee and said we had one fact, he would have said, 'Get the (expletive

deleted) out of my office."

Woodward also shared a story about reading students' essays for a journalism professor at Yale. It was as close, Woodward said, to an aneurysm as he's ever gotten.

The student said he would just google the president's secret fund, find all the information online and publish it. The reaction on the blogosphere and the Twitterverse would be swift and decisive. Believing the online outrage, the public pressure would be so great the president would resign in a matter of weeks.

"I have attempted to apply some corrective information to them," Woodward said. "But the basic point is: The truth of what goes on is not on the Internet. ... It can help advance. But the truth resides with people. Human sources."

If lecturer prefers this example to Turklebaum, it's an interesting way to start a thought experiment. What IF....an American president were up to Nixon-esque activities? How would the story get broken to the world today? Would IT?

http://www.eveningsun.com/edcolum

n/ci_20332883/if-watergate-were-happen-today



(Animation: Click #1 - Weekly World News headline, Click #2 Birmingham Mercury, Click #3 Plain Text transcript)

Here's the story of George Turklebaum, that guy who sat dead at his desk for five days.

ASK: Why'd the story go viral? What are the Drivers?

Can we deconstruct it a bit?

What's the evidence? How's it verified?

What about the sources? I-M-V-A/I-N.

How close does the reporter come to opening the freezer?

Any examples of transparency? Context? Why do you think this guy wasn't noticed? Where is it most likely to happen?

(As soon as someone says "Fake" switch gears to the next slide. If they don't, you circle back to it at the end of the lecture)



ASK: How do you know it's fake? (weak sourcing, suspicious verification, fails the "Smell Test")

A British tabloid ran it in 1999 and it has resurfaced multiple times since then: A BBC website, Canadian and U.S.

Newspaper sites as well as on Human Resources websites. In 2009, it showed up on a website in Finland. Millions of people have seen the story, even though a British journalist debunked it in 2001.... Why won't the story die?

The Turklebaum Lessons:

- •Even a story that doesn't pass the Smell Test can go viral because a Turklebaum reinforces our preconceptions that corporate workplaces are dehumanizing and co-workers are uncaring and self-absorbed.
- •Although it is a powerful tool for dissemination of knowledge and reliable information, the Web also has great power to spread disinformation.

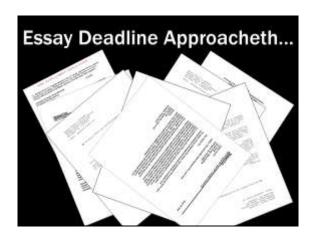
The key principles of News Literacy, embodied in the Deconstruction Process, apply across all platforms. But, just as television does, the Web poses special challenges for news consumers searching for reliable information.

That is the thrust of today's lecture.

ASK: Do you think this could really happen? Really?

Reminders: The Final Exam 8:00-10:45 AM Wednesday, May 9

Students need to check their finals schedule to be sure they have no conflicts.



Animation: 1 click brings in pile of paper

Your essay is due next week. So you'll be revising by the end of this week. There is no good writing, only good rewriting.



news.

Today, we begin to close the 14-week circle of this course:
On Day One we asked ourselves, "What is News Literacy?"
With the ancient and recent history of tyranny as context, we have thought about our own tolerance for the radical role free information plays in America's experiment with self-governance.
News Literacy skills matter, we have learned, when we step into our roles as informed leaders of our families, our workplaces and our communities and as engaged followers as well.
If anything, the Web increases our need for these skills.
Fortunately, it provides numerous tools for testing the truth of

With near-universal access to the Web's hourly tsunami, new information comes at us every second of our day. Because the tools of production are so widely held, information is easily manipulated to play on our primal tendency to make snap judgments.

News Literacy in this Age demands that we be subtle and sophisticated judges of all the working parts of a news report. Is the creator independent, or a shill?

Is the language neutral or not? Is the news outlet scrupulous about labeling, or is it trying to wrap opinion in the cloak of journalism? What is the story made of: direct or indirect evidence? Independent or Self-Interested sources? Open-the-freezer reporting or I'll-take-somebody's-word-for-it reporting?

What about that journalist: Has she been honest with you? Is it clear how she got her information and what compromises were made? What about context? Are you just told this is a big deal, or are you shown how this new information compares?

The final two lectures of this course challenge you to look at Facebook, YouTube, Google and Wikipedia with the wisdom that

context provides.

Ontext: The Growth of Online Usage 1968 First Internet-type file-sharing 1989 Tim Berners-Lee, working in Geneva (Switzerland) invents World Wide Web 1995: 9% of Americans are online 2000: 57% of Americans are online 2010: 79% of Americans use the Internet The Average American Adult Now Spends 13 Hours A Week on the Internet Source: Harris Polls

First some context.

You may take it for granted that even your grandma sees your Facebook page, but we have only recently become a wired nation. The PC only outsold the TV set for the first time in about 2004. (Intel)

IBM estimates that by 2006, there were close to 1 billion computers connected to the Internet.

And the smart phone outsold the computer for the first time in 2011. (Intel)

Tablet sales have doubled from last year to this, according to The Daily (a tablet-based newspaper)



As Americans migrated online, they tended to congregate around old names in news...even as they have begun to access the web from mobile devices. Interestingly, as news has become more of a social experience, with links to stories on Facebook or Twitter...with selection of information on Reddit and other sites...These old brands are still the main news outlets. But journalism is not the biggest destination for all that traffic. The news websites have fallen out of the top 10. The traffic goes to Google, Facebook and other sites that may or may not provide verified, independent, accountable information.

Questions Today:

- 1. What are the advantages and disadvantages of sourcing your information from the Web?
- 2. How do you identify reliable information on the Web?

Which means a person who understands the concepts of News Literacy has her work cut our for her.

Given that we now get our information online, what are the advantages and disadvantages of that?

And, more importantly, how can we find reliable information online?

Those two questions organize today's lecture.



We have cautioned all semester that the fundamentals of News Literacy are the same, whether your outlet is a jungle drum, town crier, newspaper, television broadcast, radio show or web site.

But there are some differences.

We are now creating the equivalent of 500,000 information libraries the size of the Library of Congress every two days, says Eric Schmidt, CEO at Google.

The most common response to that kind of overload is passivity...learned helplessness...giving up.

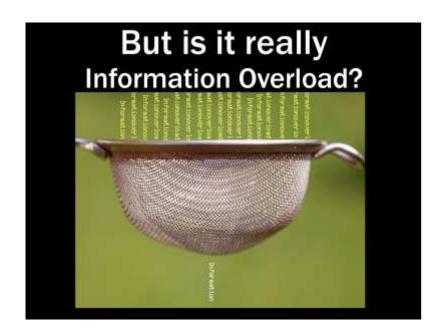
You cannot drink from a firehose.



Users upload 60 hours of video to You Tube every minute. (Stat updated 4/20/2012)

Think about how much data storage that is... Think of how little of this is actually useful information...

Even if all you did was try to watch all those braniac lectures on TED, you couldn't do it...



But hold on....We've been saying "it's too much" every time new tech comes out. Grandma used to say she wished they'd throw her in jail, so she could catch up on her reading.

We've always been able to develop better, more meaningful filters.

Do you believe every flyer that's slapped to your windshield, or every pamphlet given to you by a fanatic on the subway? No, of course not. We know how to filter out that crazy junk...We only get the information we need...or do we? What about confirmation bias? Is your grandpa's full-time Rush Limbaugh habit making him better informed? How about your cousin's All Al Jazeera

All the Time News Diet? Is that filter working?



(Clip duration 2:08)

This next video is a rather exaggerated example. You're familiar with part of the story – Obama's supposed \$200M/day trip to India and Maddow's mockery of the far right takes her into the realm of other things that are true on the Internet, such as the existence of sparkly canned unicorn meat.

Maddowinternet.wmv

Your grandparents were taught "You can't believe everything you read." We're teaching you the same lesson. ASK:

Watching that, what other News Literacy lessons are illustrated? (Source evaluation, Own Bias, Verification, Counterfeit Opinion, etc)

News on the Web - Disadvantages

- Emphasis on Speed Over Accuracy
 - Blurring of Lines Between News,
 Opinion, and Advertising

Okay, it's goofy, but it's a lead-in to the discussion of disadvantages that face you when you're seeking reliable, actionable information on the web.

- Speed vs accuracy
- Blurring of the lines between news, opinion, advertising

News on the Web - Disadvantages

- Abundance Doesn't Guarantee You'll Choose Quality
- "Disinhibition Effect" Makes Comment Sites

 Troll Habitat
- Underfunding of Newsrooms Erodes Quality of Journalism
- With No "Filters" There Are Also No Barriers to Partisans

Text slide to review those points

With so many new creators of news or news-like content, there are abundant options, but that doesn't guarantee you can choose randomly and find quality journalism.

"Comment" sections, a staple on news sites, attract the kind of people who thrive in the anonymous environment: vituperative, prone to make personal attacks, highly partisan and narrowly focused (obsessed?). On the web, you'll see material that never would see the light of day in a newspaper letters to the editor page or the "sound-off" segment of a broadcast show.

Which leads to our next point, a way in which the web's strength can be a weakness. It is true that the web has unseated the people who used to filter the news and decide what you got to see and did not get to see. But with no such filter in place, news consumers now encounter a lot of deceptive or highly partisan material that never used to make it past the filters.



ASK: Thinking about your life and this course, what are some disadvantages the news consumer faces online? What are inherent disadvantages of the Web?

As I show these images, let's talk through them.

Speed over accuracy: (Problem for the dead at Battle of New Orleans was the LACK of speed. Problem with the reporting on the shooting of Rep. Gabriel Giffords was TOO MUCH speed, which pressures journalists to deliver to you unverified information.)



The web and TV are a lot alike. They use the "As Seen on TV" guarantee to hock all kinds of useless gadgets. Why should be trust something just because we've seen it on TV? Why do I trust something, just because I saw it on the web?

 Online, the distinction between Information Neighborhoods gets blurry. These ACAI BERRY ads look like journalism, but are just a way to sell more ACAI BERRY pills.



Confusion about what is and is not journalism:

(Fox commentator from Maddow clip and Assange documents leaked wholesale...Even people who should know better, sometimes forget that just because it's on the internet, doesn't guarantee it's reliability, although it can look great.)

Bypassing the Gate-Keepers

Romney.wmv

Political campaigns online

Here's another change. Now newsmakers bypass Editors and other restrictions by going directly to news consumers with raw information.

Presidential campaign ads now run on social media and once elected, everyone from Congress to the White House bypasses the press to deliver messages directly to the citizens.



ANIMATION: EACH CLICK BRINGS UP A WORD

In the Online Era, Your job as a news consumer is unchanged.

You still have to look for reliable information, which is still defined the same way.

No matter how slick it looks on your phone.

No matter what your friends are linking to on Facebook, stay focused on VIA.



-Fast-

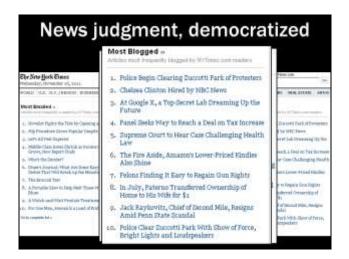
Old People, like me, tend to gripe about how the speed of News on the Web leads to more errors.

But it also allows for speedy correction of errors.

Not only do transparent news outlets correct their errors quickly online, there are now online organizations that do nothing but keep track of errors and keep you posted on them.

http://www.psdisasters.com/2011/04/fujitsu-

hackjob.html



Animation: Each successive section of NYT's lists of reader-traffic comes up on a click. 3 clicks total.

And while editors' judgments drive what stories run, and where...there is an increasingly crowdsourced stream of stories. What gets attention...gets more attention.

You consume the story, you share the story, you react to consumer ratings and that drives you to the next story. Following the news is still a solitary pursuit, but with parallel partners pursuing the same goals: information that alerts, diverts and connects us...reliable information we can use to make a decision, take action, make a judgment...



The reach of digital publishing means small organizations can keep mighty ones honest.

For example, NBC's "Today" show on March 27 aired the 911 call Goerge Zimmerman made shortyly before he shot and killed Trayvon Martin.

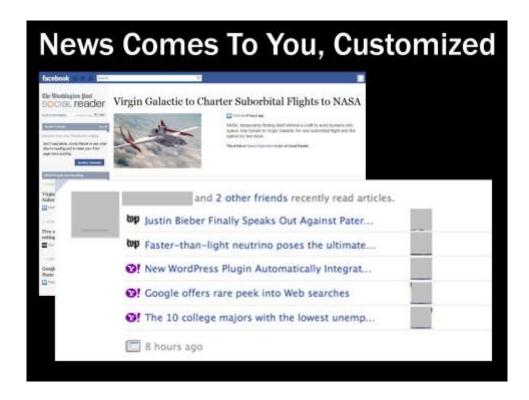
What viewers heard suggested that Zimmerman told police, for no reason, that Martin was black. "This guy looks like he's up to no good. He looks black." is what you heard. But the tape had been edited. The full transcript goes like this:

Caller: "This guy looks like he's up to no good. Or he's on drugs or something. It's raining and he's just walking around, looking about."

Dispatcher: "O.K., and this guy — is he white, black or Hispanic?"

Caller: "He looks black."

NewsBusters, a conservative media monitoring group, first reported NBC's discrepancy on March 30 and within days, NBC apologized for the out-of-context remark and fired the producer who made the cuts.



Animation: First Click: Washington Post social reader. Next click bieber stories pic.

-Customizable-

Couple RSS feeds and follower lists on Tumblr and Twitter and YouTube and Facebook with news feed builder like Google Reader and you create an everevolving custom newscast tailored to your interests.

Great for readers, if you find a reader whose lists of stories match your interest. ASK: Is the phrase "Cognitive Dissonance" coming to mind? How could this be a disadvantage as well?

News Comes To You, Customized Advantage or...Disadvantage?

"A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa."

Mark Zuckerberg, Facebook

Animation: Zuckerberg quote about "relevance" floats in on click, covering the Egypt examples and Pariser quotes.

In 2011, a political activist named Eli Pariser started sounding an alert about customization.

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 though 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."



Multimedia -

It used to be rare that anyone had a map of all the crime around their own home.

Now, almost any local newspaper can provide you with a customizable crime map to help you decide where to live, where to start a business, where to park, with maps, photos, charts and even video http://longisland.newsday.com/newsday/crime/



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/



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 Pro-Am Fourth Estate effort.



First click brings up "you", second click brings up spidey and uncle ben quote.

Which brings us to the next of News Literacy's key lessons: On the Web, Rank does not equal Reliability



Click brings up image

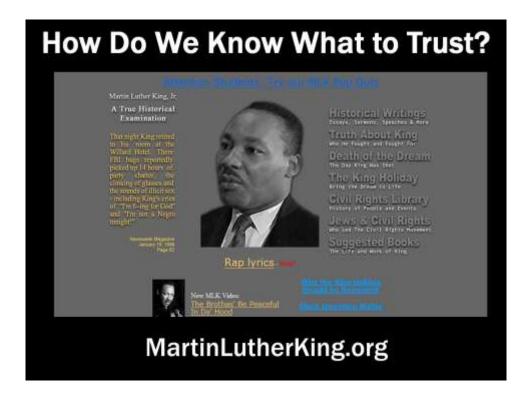


Click brings up highlight
Are Google, Facebook and Wikipedia
reliable sources of information?
Let's take a look.

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:

It checks your spelling, offers some images and then lists the top returns on similar searches.

Number three on the list looks good.



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

Whaat?

Whose site is this?



Click brings up blowup of stormfront host.

Martin Luther King.org is hosted by Stormfront.

Who is Stormfront?



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 ≠ Reliability

Which brings us to the next of News Literacy's key lessons: On the Web, Rank does not equal Reliability

Key Lesson: Popularity ≠ Reliability

Just because it's trending on twitter, does not mean there's SHRED of truth to it.

Another, related, Key Lesson

Popularity is not a measure of reliability.

This works not just in terms of search engine rank, but trending and popular topics in social media.

Just because it's trending on twitter, does not mean there's SHRED of truth to it.



Popularity on the internet does not mean it is reliable. This is an example of a link that forces you to allow the site access to your Facebook data to see a supposed scandalous video, then sends the same message to all your friends. Embarrassing and misleading, but given the amount of coverage it has gained, it's very effective.

Evaluating Web Pages: VIA

- Dates for page creation and content updates are provided
- Links are working (don't lead to dead or outdated pages)



Information on the page is not out of date

Click for each bullet point

So, when searching for news online, it is your job to make sure you are getting the latest news that has been **Verified**. 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



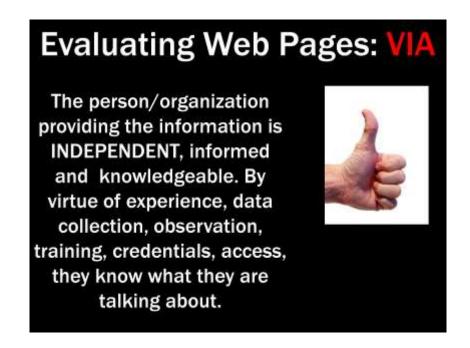
- Links out to reputable, independent, or authoritative sites
 - · News and opinion are clearly labeled

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 BP, chances are you're getting the most positive information available about the health of the Mississippi Gulf Coast.



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" 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.



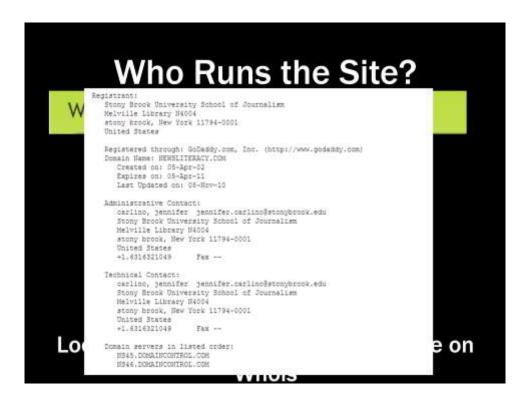
- Look at the "About Us" page
- THIS IS KEY. STUDENTS SHOULD DO THIS EVERY TIME THEY ARRIVE AT A NEW SITE!
 - Is there contact

information?

- Is there copyright

information?

- Is there someone taking credit for the work?
- What sites are linked to the page?



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.

QUICK QUIZ!

And now, while we're thinking about Independence and Accountability on the Web...

A quick quiz about domain names. Don't assume a .org is a charitable or nonprofit, or that a .net is a hive of dogooders.

Here are the facts

```
Which of the following domains have
    restrictions placed on them?
                         .edu
   .com
 .museum
                          XXX.
                        .travel
   .net
   .gov
                        .name
   .info
                          .mil
                          .uk
   .org
    .us
                          .se
```

And now, while we're thinking about Independence and Accountability on the Web...

A quick lesson about domain names. Don't assume a .org is a charitable or nonprofit, or that a .net is a hive of dogooders.

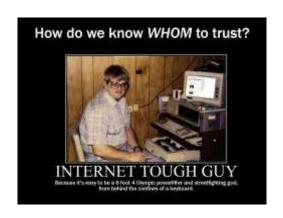
Here are the facts

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                         .travel
   .net
   .gov
                         .name
   .info
                          .mil
                          .uk
   .org
    .us
                          .se
```

Don't assume a .org is a charitable or nonprofit, or that a .net is a hive of dogooders.

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!



When you're deciding to rely on information from the Web, just remember this guy's face. On a chatboard, he pretends to be a 6-4 Olympic powerlifter and streetfighter. But how do you know he's not some chainsmoking Schmoe with a keyboard and a wifi modem?

Who exactly are you getting information from? The advantage of news and information on the Web is that you can often back track and check where information is coming from.



When you think crowdsourcing...think fish kissing.

(Allow time for them to read it.)



Beware of "reviews" by "people". Here's an example of how crowdsourcing can go wrong.



GGGG 1/17/2012

A new born on 106/107 in Hicksville near the Ikea, just like its name 'NuBon'. The food is freshly made and nicely presented. Very clean place which is important for a place serve raw fish. Love the Fire place decoration and Full Barl. On Christmas Eve, We ordered a love boat (combination of sashimi and sushl), a Surf Turf roll with kobe beef & Lobster, kids ordered Chicken Teriyaki(how tender and tasty that chicken ist) and Udon noodle soup. Tried Uni Fried rice, surprisingly good! I love it! Hot Wings are very crispy and tasty, can be more spicy though. Suggest the restaurant to serve some spicy dip on the side will make me more happy. If you're a wing lover like me, you've got to try it! Service is excellent and friendly. I will definitely return again with friends to try some other items on the menu.

Just saw the other reviews here... I actually don't mind about not seeing the sushi bar since I never sit by the sushi bar anyway, I don't need to see ppl cutting fish in front of me as long as the the finish product is fresh and nicely plated. The menu is beautiful but little bit complicated at first sight. but it's only buy personal preference.







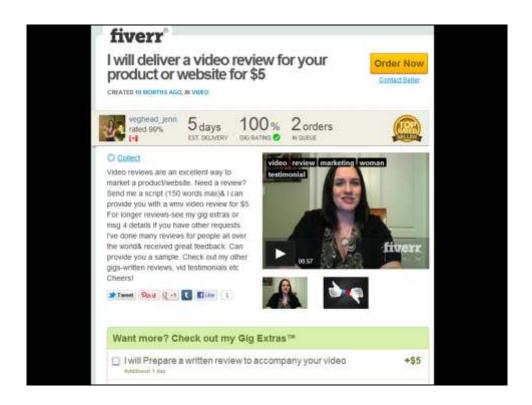
Beware of "reviews" by "people".



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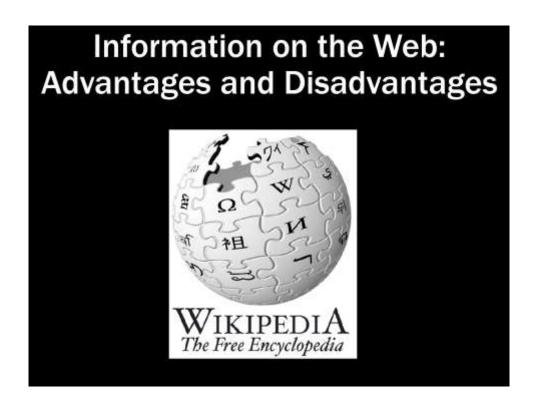
http://fiverr.com/veghead_jenn/delivera-video-review-a-productwebsite

The New Hork Times

In a Race to Out-Rave, 5-Star Web Reviews Go for \$5

In tens of millions of reviews on Web sites like Amazon.com,
Citysearch, TripAdvisor and Yelp, new books are better than Tolstoy,
restaurants are undiscovered gems and hotels surpass the Ritz.
Or so the reviewers say. As online retailers increasingly depend on
reviews as a sales tool, an industry of fibbers and promoters has
sprung up to buy and sell raves for a pittance.
"For \$5, I will submit two great reviews for your business," offered
one entrepreneur on the help-for-hire site Fiverr, one of a multitude of
similar pitches. On another forum, Digital Point, a poster wrote, "I
will pay for positive feedback on TripAdvisor." A Craigslist post
proposed this: "If you have an active Yelp account and would like to
make very easy money please respond."

http://www.nytimes.com/2011/08/20/tec hnology/finding-fake-reviewsonline.html



ASK: how many use Wikipedia.? (Most studies say about 85% of students use it.)

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

Why is that important?



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.

Writing about it, he 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.



Wikipedia pages include 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



Notes to instructor: This animation of 75 slides plays automatically. It STOPS several times to highlight changes

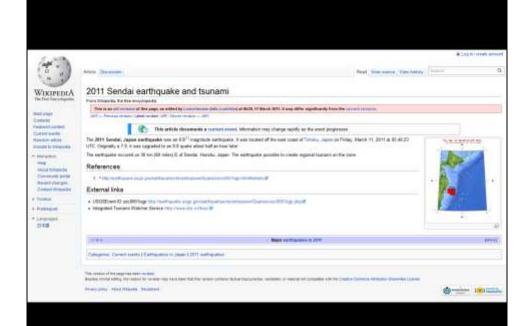
This Page has notes for all stops in order. You click to resume animation each time. Slide numbers are on this list for digital editor's convenience. You don't need to pay them any mind.

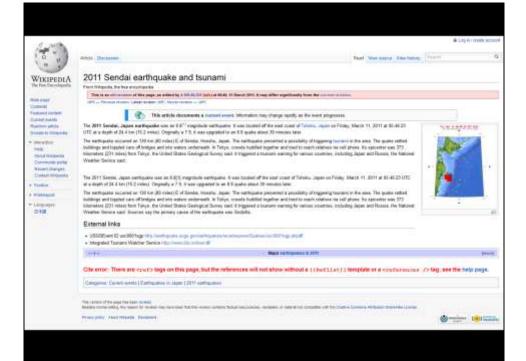
Let's look at a recent example. Here's the article created 06:18, 11 March 2011, <u>32 minutes</u> after the main quake in Sendai, Japan

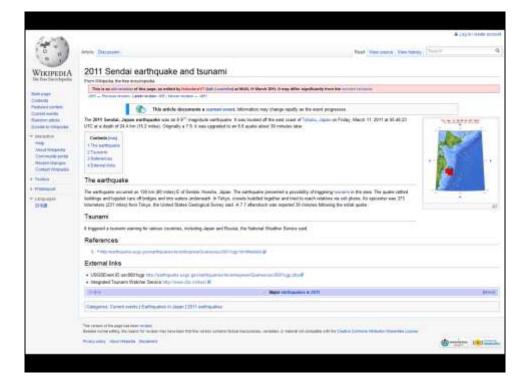
- •Slide 2 Article created 06:18, 11 March 2011, **32 minutes after** the main quake.
- •Slide 3Notice the CURRENT EVENT warning at the top of the page.
- •Slide 9 INFOBOX on right with casualties ("many injuries") and magnitude
- Slide 21 New map
- •Slide 22 Revert to old map
- Slide 25 Battle for map supremacy
- Slide 31 New pictures
- •Slide 36 Notice links to LIVE VIDEOS on the bottom. Also, in the next several slides, pictures are added and removed
- •Slide 41 Pics come back
- Slide 53 More information and references
- •Slide 54 VANDALISM!!
- Slide 56 Restored
- Slide 61 Bringing all the old pics back
- •Slide 71 Major lengthening of article, with many references
- •Slide 72 Here's what's in the article after 12 hours [1 of 4]
- •CLICK TO ADVANCE TO EACH OF THESE FOUR FINAL SLIDES



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

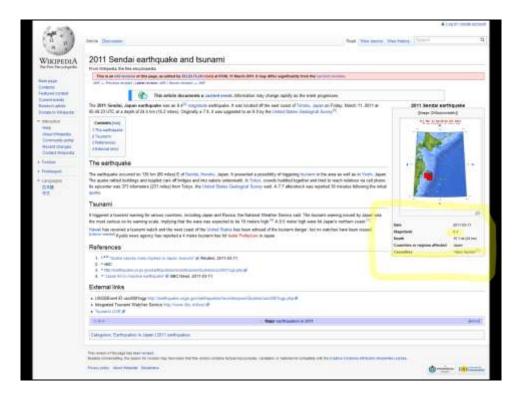






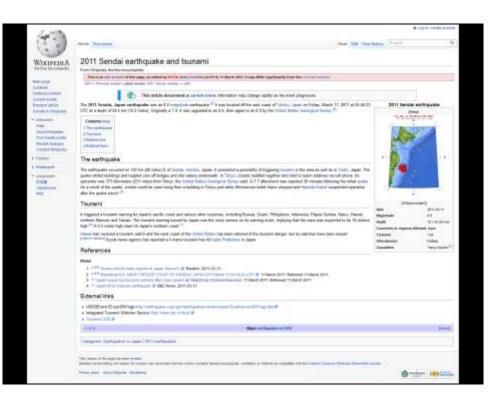






INFOBOX on right with casualties ("many injuries") and magnitude





















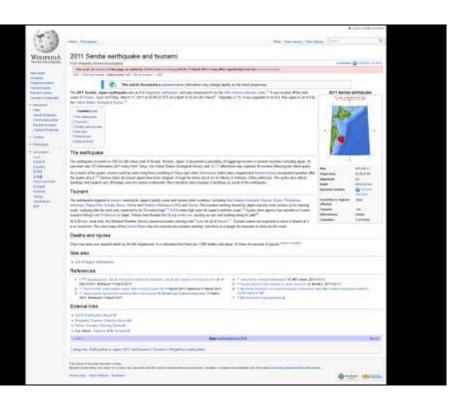




New map



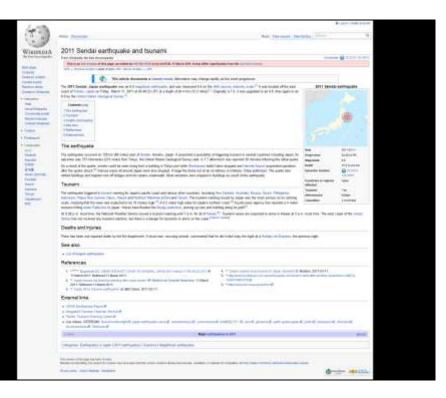
Revert to old map

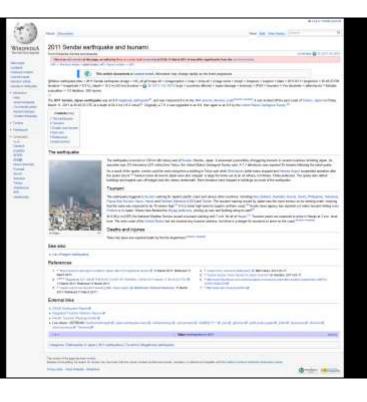


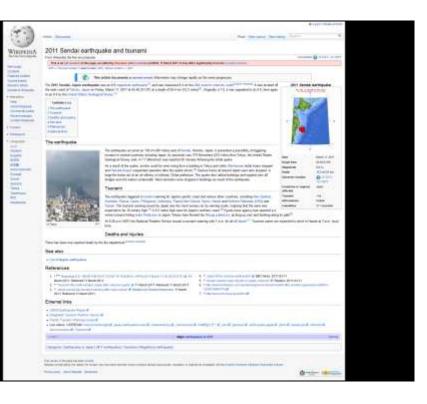




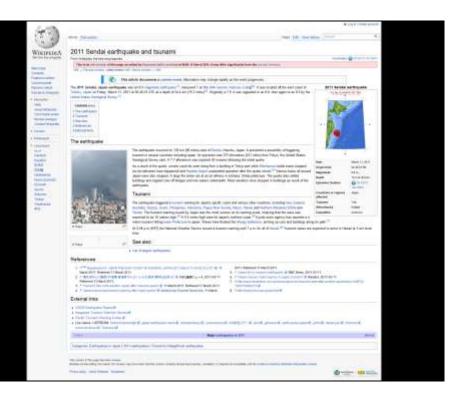
Battle for map supremacy

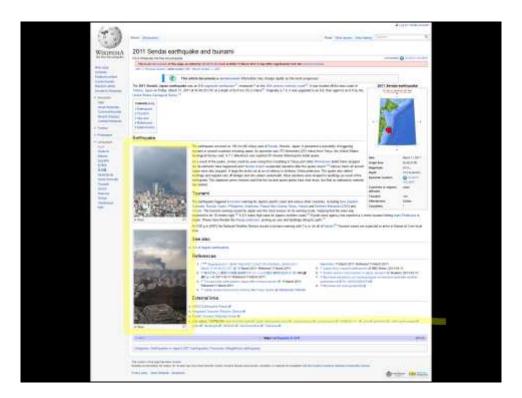






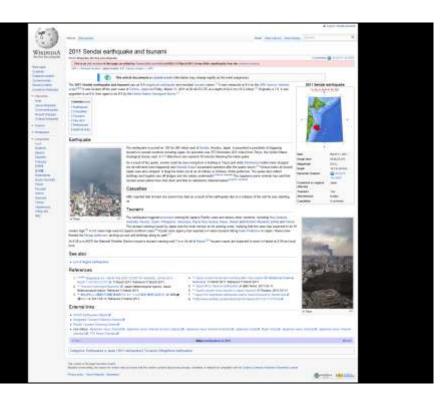




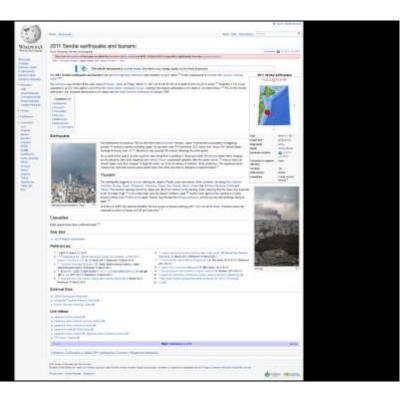


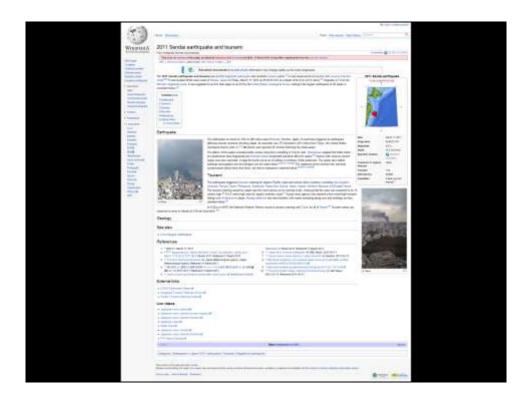
New pictures









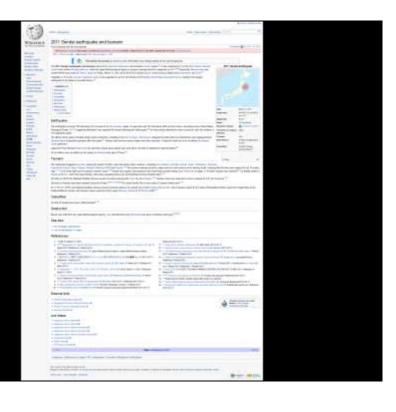


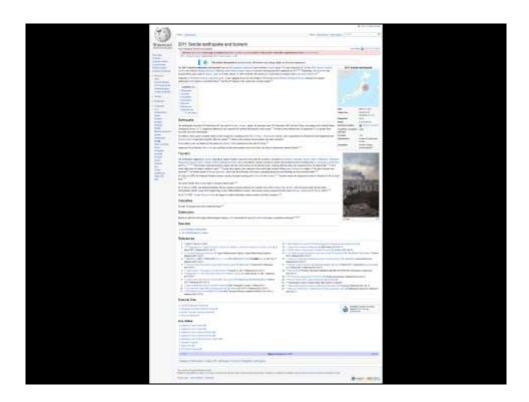
Notice links to LIVE VIDEOS on the bottom. Also, in the next several slides, pictures are added and removed.



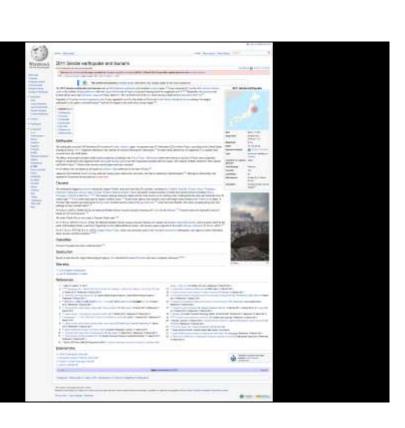


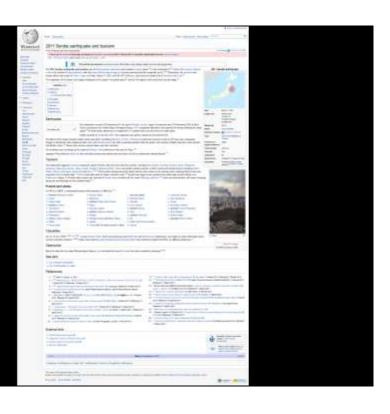


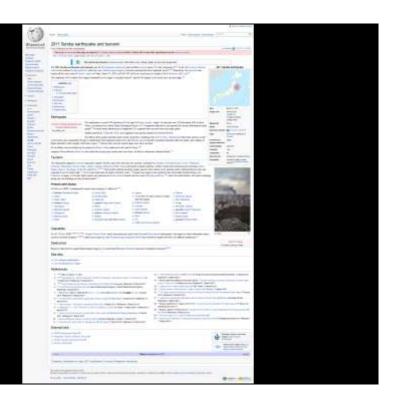


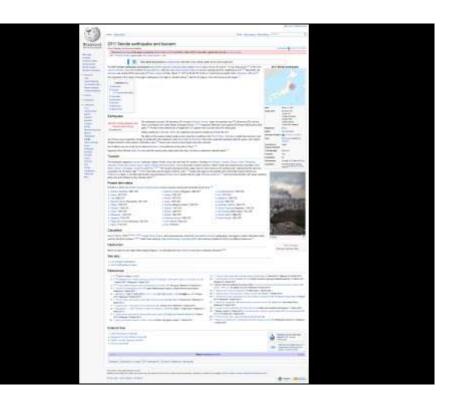


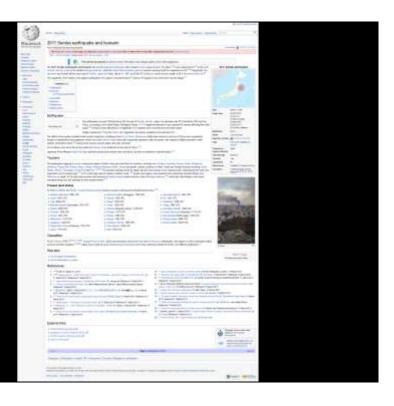
Pics come back

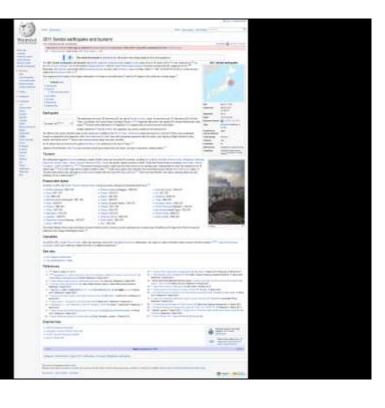


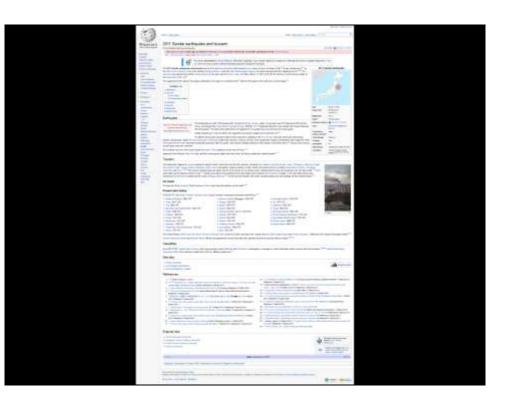


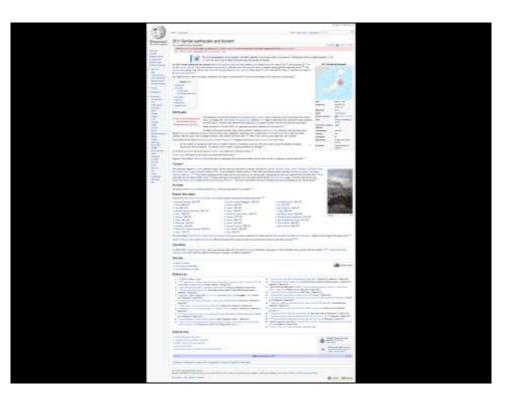


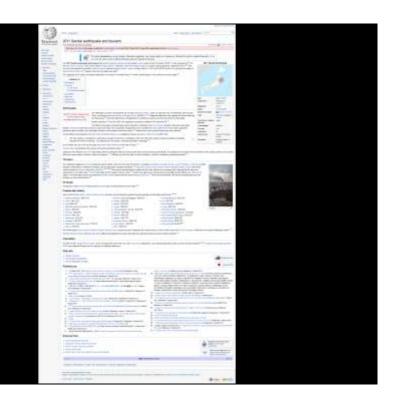




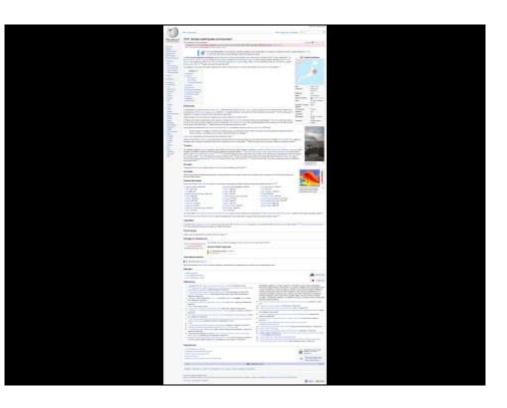










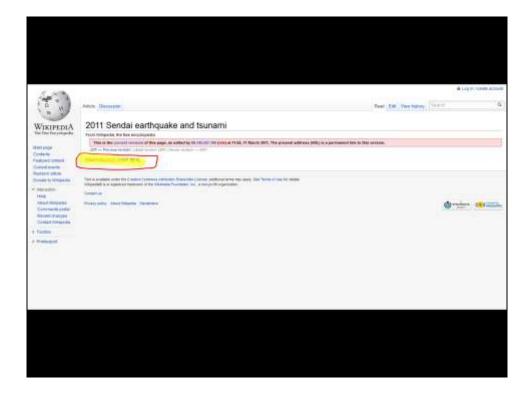




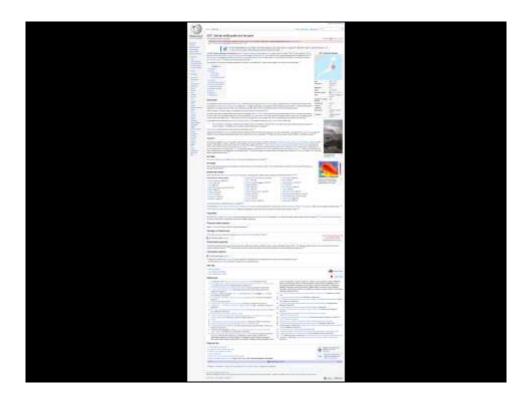
More information and references



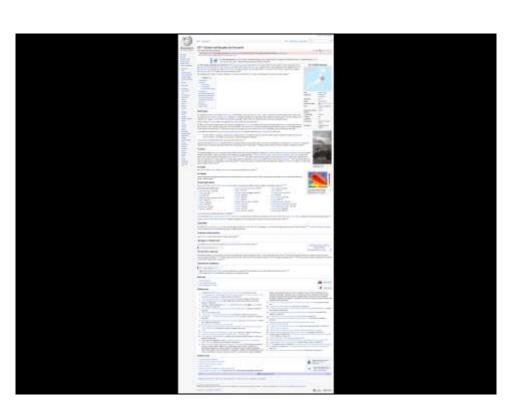
VANDALISM!!

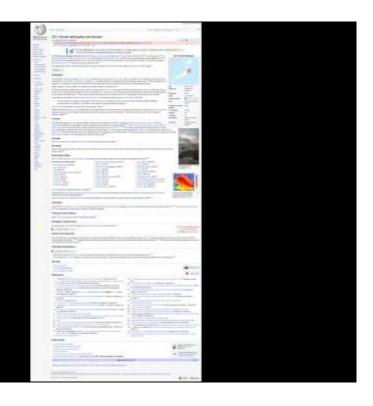


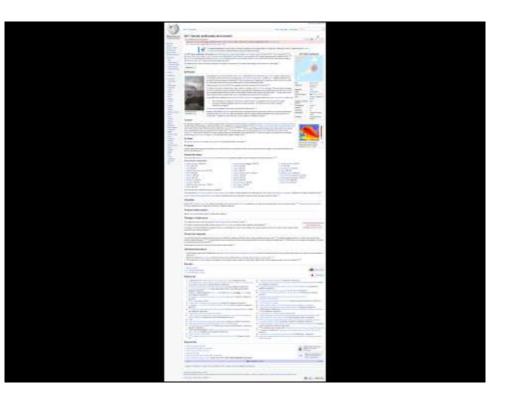
VANDALISM!!



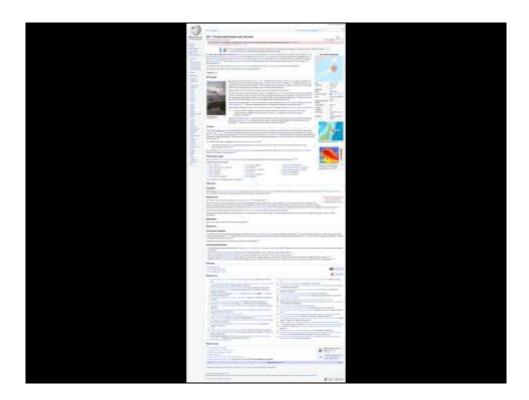
Restored











Bringing all the old pics back





















Major lengthening of article and many references



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)

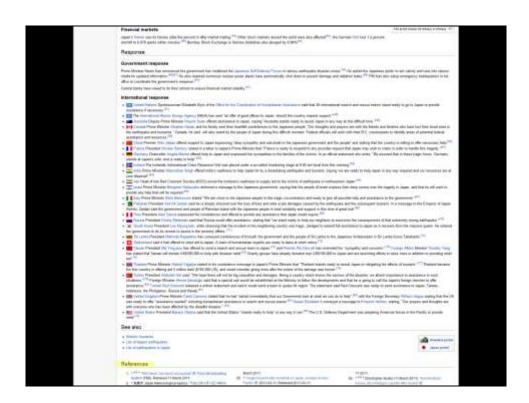
CLICK TO ADVANCE TO NEXT SLIDE

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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.



(Students were assigned to go to the RYT site and check it out. It looks slick, but it's a fake: Broken links, no contact information, and some really crazy hoaxes about nanotechnologies etc.)

ASK: Has anyone been treated at this hospital?

Anyone have a family member who works here?

So... what did you find on this site?
Any observations?
(And so on. Try to get the skeptics to talk about what tipped them off)

http://www.rythospital.com/2008/



Pt.2 of previous slide – look more deeply into the site.



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.



ASK: How do you know it's fake? (weak sourcing, suspicious verification, fails the "Smell Test")

A British tabloid ran it in 1999 and it has resurfaced multiple times since then: A BBC website, Canadian and U.S.

Newspaper sites as well as on Human Resources websites. In 2009, it showed up on a website in Finland. Millions of people have seen the story, even though a British journalist debunked it in 2001.... Why won't the story die?

The Turklebaum Lessons:

- •Even a story that doesn't pass the Smell Test can go viral because a Turklebaum reinforces our preconceptions that corporate workplaces are dehumanizing and co-workers are uncaring and self-absorbed.
- •Although it is a powerful tool for dissemination of knowledge and reliable information, the Web also has great power to spread disinformation.

The key principles of News Literacy, embodied in the Deconstruction Process, apply across all platforms. But, just as television does, the Web poses special challenges for news consumers searching for reliable information.

That is the thrust of today's lecture.

ASK: Do you think this could really happen? Really?



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.

Reviewing this Lecture:

- What are the advantages and disadvantages of sourcing your information from the Web?
- 2. How do you identify reliable information on the Web?

Each point comes up on a click

Questions Today:

- 1. What are the advantages and disadvantages of sourcing your information from the Web?
- 2. How do you identify reliable information on the Web?

Each point comes up on a click

The Big Lessons

You have the power to slow down the rush of information

Don't Let The Speed of Information Drive the Pace of Your Critical Thinking

Rank and popularity do not guarantee reliability

Remember VIA!

By applying the principles of news literacy.

Assignments:

Due in Recitation:

The Email Assignment (Read instructions on Blackboard. Watch for an email from us)

<u>Due at the Next Lecture</u> TV Deconstruction and Quiz on News U

> Due at your final Recitation: The Essay

End of lecture



http://www.ibtimes.com/articles/253368/20111121/california-supreme-court-stephen-glass.htm



UPDATED 11/16/11

This slide: Top sites overall.

Next slide: Top NEWS sites, with comparison to overall rankings.

BBC is the top news site in the world



http://www.alexa.com/topsites/category/Top/News UPDATED 11/16/11

BBC, THE TOP NEWS site in the world is...44th in overall rankings. (Yahoo and Google produce no news) That's not just humbling. It has cost news organizations a lot of money. News isn't in the top 10, 20, 30 or 40 destinations on the Web...which means they don't command the advertising dollars they did when they were unchallenged. But, what does it mean to say that Americans get their news "online"? Getting news online can come from the internet sites of traditional news outlets, such as www.nytimes.com or www.cnn.com, but increasingly people (especially those under 30) are turning to social news websites such as www.digg.com and www.reddit.com:

<u>The main distinguishing feature of these social news websites is that they replace</u> the traditional role of a news editor with the collective judgment of readers themselves.

The second feature of social news websites is that readers submit stories to be featured on the site. These news stories typically originate from *primary* news outlets, like CNN or the Times, and are then reposted on the social news site. The editorial judgment, which used to be performed by one (or a few) individuals, is thus distributed throughout the users and becomes an emergent property of the collective.

Social news websites rely on "collaborative filtering" of content. In the examples mentioned above, the users determine what news stories are popular. A second approach to "collaborative filtering" is having users judge the reliability and accuracy of a news story.

Newstrust (<u>www.newstrust.net</u>) relies on users to rate news stor<u>ies based on typi</u>cal journalistic values, such as fairness, context, and the weight of evidence provided in a story. Based on the cumulative ratings of individual users, higher-rated news stories are featured more prominently on the site.

A third type of social news is a website that relies completely on user-generated content. There are many examples of this: collaborative journalism, akin to Wikipedia for news (www.wikinews.org); "crowdsourced" news sites like NowPublic (www.nowpublic.com); and other websites for citizen journalism such as IndyMedia (www.indymedia.us).



And now, while we're thinking about Independence and Accountability on the Web...

A quick lesson about domain names. Don't assume a .org is a charitable or nonprofit, or that a .net is a hive of dogooders.

Here are the facts











RSS FEEDS: Customization...Web feeds benefit publishers by letting them syndicate content automatically. RSS benefits readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. This breaks the traditional news product into individual pieces attractive for different reasons to hundreds if not thousands of audiences.



Convenience & speed -

In the last five years, most of the Web's traffic has moved to mobile applications that can run on a smart phone or iPad. Even Amazon's Kindle has a web browser and email. Now news is not only 24-7, it's 360 degrees and three dimensions. Almost anywhere you are, you can pick up the latest news.



Irony of this age: (A lot of the "Information" of this age is data about where you are, who you know and what you look at and buy. When you search out news on the web, you are tracked, just as you are when you shop on the web.

At the same time, these technologies allow anonymous persons to reach a large audience, triggering what social scientists call the Disinhibition Effect...Nice people say horrible things when they think they are anonymous AND speaking to a crowd.) So...people's opinions online tend toward the nasty, Counterfeit Opinion Journalism has developed a uniquely nasty and personal style and that has had an effect on real fact-based Opinion Journalism, in which it has become more acceptable to make personal attacks and use vituperative language.



(Animation: Click for each bullet point)

And it's not all bad.

What follows is a series of Positive elements of life on the Web.

Information flows quickly, (AND its reliability can be tested quickly)

Many outlets do not charge a fee

Mobile devices mean its accessible almost anywhere

Because the cost of production has dropped, the web is way more democratic, with a much broader variety of outlets than was previously possible.

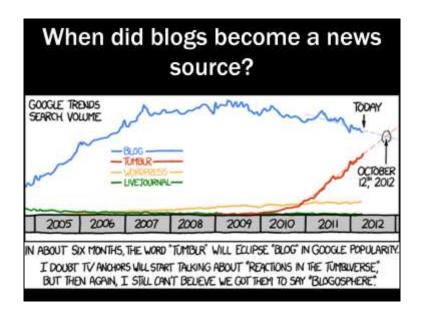
Information is available more globally than ever before.

With all those outlets, competition is fierce. That means flawed information is quickly outed.

Unlike a newspaper, which gets tossed, news on the web can be searched and found long after its publication date.

New technologies allow for new ways of displaying news, plus the explosion of social media has made news the heart of many Facebook, Twitter, Text and qq conversations.

The ability to run audio, video, still photos and text makes News on the Web a much richer experience

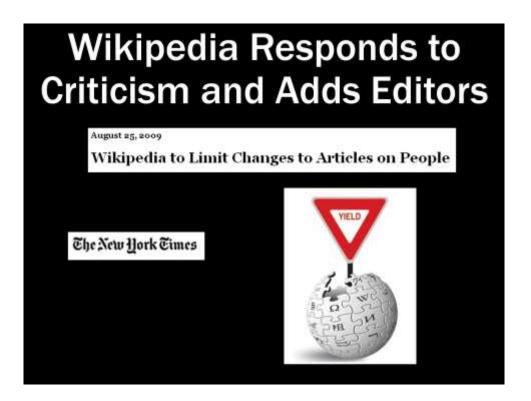


http://xkcd.com/1043/

Blogs are opinion journals. What gives them the "right" to be a news source? Why did they become so popular? Why do we want people to tell us how to feel?

We've always looked to the opinions of people we admire. That's nothing new. We've had commentary on society since ideas were chiseled into stone. The web just made it a lot easier to spread your views and increase your audience. There's only one difference between Mancow's radio show 15 years ago and Rush Limbaugh's blog today. Reach. Radio only

reaches certain markets, but anyone on the planet with an internet connection can read what Rush has to say.



Wikipedia no longer permits unregistered users to create new bios of people.

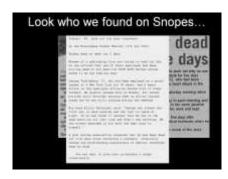
But unregistered users are permitted to post additions or changes.

(BACKGROUND: (August 2007, the website WiklScanner began to trace the sources of changes made to Wikipedia by anonymous editors without Wikipedia accounts. The program revealed that many such edits were made by corporations or government agencies changing the content of articles related to them, their personnel or their work.

In practice, the Wikipedia is defended from attack by users checking pages and edits, computer programs ('bots') that are carefully designed to try to detect attacks and fix them automatically (or semi-automatically), filters that warn users making undesirable edits, blocks on the creation of links to particular websites, blocks on edits from particular accounts, IP addresses or address ranges.

For heavily attacked pages, particular articles can be *semi-protected* so that only well established accounts can edit them,or for particularly contentious cases, locked so that only administrators are able to make changes. Such locking is applied sparingly, usually for only short periods of time while attacks

continue.)



(Animation: Automatically goes from Weekly World News to Birmingham Mercury to a readable plain text transcript.)

Here's the story.

If no one said "Fake" at the beginning of lecture, you can do the reveal here. ASK: How do you know it's fake? (weak sourcing, suspicious verification, fails the "Smell Test")

A British tabloid ran it in 1999 and it has resurfaced multiple times since then: A BBC website, Canadian and U.S. Newspaper sites as well as on Human Resources websites. In 2009, it showed up on a website in Finland. Millions of people have seen the story, even though a British journalist debunked it in 2001.... Why won't the story die?

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If you're ready to tell me this kind of thing really happened this year (2011), it did not.

A Los Angeles County auditor, Rebecca Wells, 51, <u>did</u> die at work and <u>was</u> found by a security guard.

But her death does not reflect on heartless coworkers.

First, she did not die in her own office. She was across town from her base, in another county office, borrowing an empty cubicle in a row of empty cubicles with no one in adjoining cubicles. She had a meeting with a fellow auditor, who told police that Wells said she planned to work until about 6:30 p.m. Wells called a family member to say she'd be at work until 6:30 p.m. and family called police the next day when they learned she had not gone home. http://articles.nydailynews.com/2011-02-

15/news/28619614_1_worker-medical-examiners-cubicle