#### After this lecture, students will be able to:

- 1. Explain the crisis of authenticity caused by the anonymity of social and digital media
- 1. Understand the particular challenges news consumers face when searching social and digital media for *actionable* information.
- 1. Use specific examples to illustrate the difference between reliable and unreliable information found on social media
- 2. Articulate the particular danger cognitive dissonance poses to news consumers seeking actionable information on social media

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

Perils of The Most Promising Ideas of This Age:

Disintermediation Moore's Law Crowd-sourcing

Or...

What Happens When EVERYONE Wields The Power of Information?

#### The Promise and the Peril: Reliable Information on Digital Social Media

#instacane

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Image: Active of Antiperson

#### The Promise and the Peril: Reliable Information on Digital Social Media



#### The Promise and the Peril: Reliable Information on Digital Social Media



The Promise and The Peril: Reliable Information on Digital Social Media



#### The Promise and The Peril Reliable Information on Digital Social Media







#### The Promise and the Peril: Reliable Information on Digital Social Media







## The Crisis of Authenticity on The Web



# Mark Twain's Reservations about Facebook™ and the Web



'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."





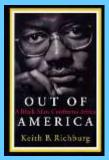


# Countdown To Test #2

Held in Recitation AFTER Lecture 12 Emphasizes Lectures 7-12, ...but requires some use of concepts from Test 1. Same format: 10 questions, 100 points possible.



#### Extra Credit Event #3 May 1: The Power of Social Media in China



# **Keith Richburg**

Veteran bureau chief for The Washington Post: 20 years in Beijing, Paris, Hong Kong, lakarta, Nairobi and Manila and New York.

SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open a

# The End is Near

This is a good time to review the syllabus to be sure you understand how final grades are determined. For instance: How is homework weighted?



## **News Matters!**

Which Matters Made News on Your Homepage TODAY?

And

What Course Concepts Were on DisplayThis Week?

#### **Context: 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

rce: Harris Polls

# What's Changing? Information Overload



# Did the characteristics of reliable information change when news moved online?

Verification

ndependence

Accountability

#### **Disintermediation Delivers Directly**

Showing results for papers between any Dependentiation of the match between any



MartinLutherKing.org

## How Do We Know What to Trust?



#### MartinLutherKing.org



## How Do We Know What to Trust?



**Key Lesson** 

# Rank ≠ Reliability



# Ø the ONION

Kim Jong-Un Named The Onion's Sexiest Man Alive For 2012 [UPDATE]



# What <u>Is</u> The Wisdom of Like-Minded Crowds?

Eli Pariser "The Filter



Social Media as Petri Dish

# The Wisdom of Crowds The Power of Crowd-Sourcing



Crowdsourcing is...the voluntary undertaking of a task...in which the crowd should participate bringing their work, money, knowlodge and/or

experience...The user will receive ... social recognition, self-esteem, or the development of individual skills, while the crowdsourcer will obtain and utilize to their advantage that what the user has beaucht to the user fas

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# Wikipedia Hacks Aren't Always so Obvious



John Seigenthaler's Wikipedia War

# Now What? Verify Before You Trust











Translation: "If I'm the new Pope, children will love me more than Santa Claus."







# facebook



#### Pope Benedict Comes Out as Gay dallycurrant.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





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



# 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

# Evaluating Web Pages: vla

- 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

# Evaluating Web Pages: vla



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.

# Evaluating Web Pages: viA

 "About Us" easily found, and with robust information about funding, ownership, contact numbers for corrections, etc.



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Can You Identify Who Is Responsible For the Site?

# Who Runs the Site?

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# QUICK QUIZI

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

.com	.edu
.museum	.xxx
.net	.travel
.gov	.name
.info	.mil
.org	.uk
.us	.se

# Shortcuts: Is It a Hoax?



# Which of the following domains have restrictions placed on them?

.com	.edu
.museum	XXX.
.net	.travel
.gov	.name
.info	.mil
.org	.uk
.US	.se





#### Promising Ideas of This Age:

Disintermediation Moore's Law Crowd-sourcing

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## Speed Kills...Errors



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#### The Web Empowers Watchdogs



#### Advantages: Information is Harder to Control



News Can Disseminate Quickly on Social Networking Sites Like Twitter

## On the Web, You Contribute News







