

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



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



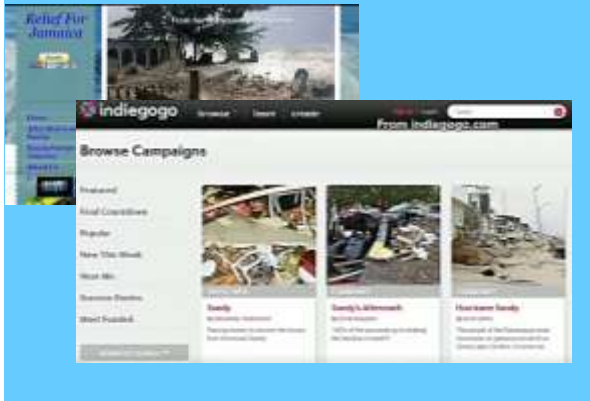
The Promise and The Peril Reliable Information on Digital Social Media



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



The Crisis of Authenticity on The Web



The Crisis of Authenticity on The Web



The Crisis of Authenticity on The Web



Mark Twain's Reservations about Facebook™ and the Web



"Facebook™ found truth as far as it could go on earth and gave it wings; but untruth was also abroad, and it was supplied with a double pair of wings."



Authenticity Crisis:

Social Media's Embrace of Anonymity
Sometimes Make Disintermediation, Technology and Crowds
Enemies of The Truth

@Mud1waters
SADNC-AUDIENCE the noise suppression company being investigated by DOJ on rumored fraud charges Pull heart to follow

January 20, 2013 4:24 pm via web Reply Retweet Favorite

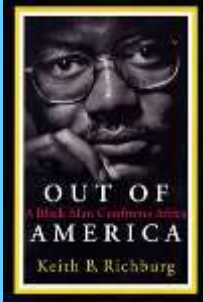


Countdown To Test #2

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



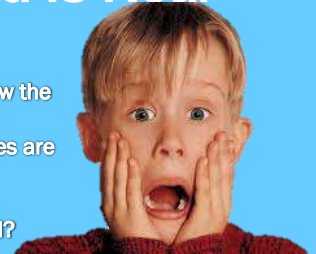
Keith Richburg

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

SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open at 7:45

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 Display This 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*

Source: Harris Polls

How Do We Know What to Trust?

Join MLK Discussion Forum
Hosted by Stormfront

Join MLK Discussion Forum
Hosted by Stormfront

How Do We Know What to Trust?

Stormfront.org

Key Lesson

Rank ≠ Reliability

The Crisis of Authenticity on The Twitter

Comfortably Smug

I am sincere, humble and
kIRDqgFR
of unconditional apology.
in a series of irresponsible and inaccurate
of social media as an excuse, I take full
them they may have caused.
for Wright, effective immediately. Wright
who will be an outstanding advocate for the people of the 12th Congressional District. It is my sincere
hope that the voters of New York will see him based on his merits alone, and rest my actions of the last
24 hours.

Again, I offer my sincere apologies.

30 Oct 12

Reply Retweet Favorites

the ONION
America's Best News Source

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

NEWS - Updated - 03:02:48-45 - Nov 14, 2012

What Is The Wisdom of Like-Minded Crowds?

Eli Pariser
"The Filter Bubble"

Social Media as Petri Dish

The Wisdom of Crowds

The Power of Crowd-Sourcing

WIKIPEDIA
The Free Encyclopedia

"Crowdsourcing is...the voluntary undertaking of a task...in which the crowd should participate bringing their work, money, knowledge 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 brought to the venture."

Watch for tags, warnings, and captions . . .

- This article does not cite any references or sources. Please help improve this article by adding citations to reliable sources. Unassourced material may be challenged and removed.
- The neutrality of this article is disputed. Please help improve this article by removing the bias and adding references to reliable sources. (January 2008)
- This article documents a current event. Information may change rapidly as the event progresses.
- This article's factual accuracy is disputed. Please see the reference section on this page. (January 2008)
- This article is about a person who has recently died. Some information, such as the particulars 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. Unassourced material may be challenged and removed.

. . . which can help you spot problems in articles.




Wikipedia Hacks Aren't Always so Obvious




John Seigenthaler's Wikipedia War

Now What? Verify Before You Trust



Information Forensics: Check

- ✓ Bio
- ✓ Numbers (tweets, followers, retweets)
- ✓ Language
- ✓ Location
- ✓ Evidence (i.e. photos)
- ✓ Timing

Tweet to verify:
will they tweet back evidence?



Patrick Meier, PhD



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





Evaluating Web Pages: **V_{IA}**

- 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



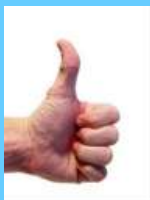
Evaluating Web Pages: **v_{IA}**

- 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: **v_{IA}**

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: **v_{IA}**

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



Look at the 'About Us' Page



As a progressive group, FAIR believes that structural reform

What's FAIR?

FAIR is a national media reform group that has achieved and documented victories of media law and regulation since 1998. We work to implement the First Amendment for all citizens by advocating the common interests of the public and by countering media capture that

Through our coalition with both activists and lawmakers, we continue to explore strategies with agencies at every angle across the country, providing comprehensive strategies to help combat the most troubling practices, such as lobbying, censorship. We also encourage the public to contact their elected officials, to become media reform allies that pressure government officials.

FAIR publishes Policy, the premier online magazine of media criticism, and produces the award-winning program of radio programs. We also have a blog that provides critical analysis on media. In addition, we have a growing network through which we disseminate our work to the public to help disseminate our work. In addition, we have a growing network through which we disseminate our work to the public to help disseminate our work.

Can You Identify Who Is Responsible For the Site?

Who Runs the Site?

```

W
REGISTRAR:
Stony Brook University School of Journalism
10000 UNIVERSITY BLVD
STONY BROOK, NY 11794-0001
WWW: WWW.FAIR.ORG

REGISTRAR CONTACT:
Domain Name: FAIR.ORG
Created on: 09-04-02
Expires on: 09-04-11
Last updated on: 09-04-11

ADMINISTRATIVE CONTACT:
Name: WILLIAM LUDWIG BAUER
Email: WILLIAM.LUDWIG@STONYBROOK.EDU
Address: STONY BROOK UNIVERSITY SCHOOL OF JOURNALISM
10000 UNIVERSITY BLVD
STONY BROOK, NY 11794-0001
United States
+1.516.632.1100 Fax --

TECHNICAL CONTACT:
Name: WILLIAM LUDWIG BAUER
Email: WILLIAM.LUDWIG@STONYBROOK.EDU
Address: STONY BROOK UNIVERSITY SCHOOL OF JOURNALISM
10000 UNIVERSITY BLVD
STONY BROOK, NY 11794-0001
United States
+1.516.632.1100 Fax --

DOMAIN STATUS IS LISTED AS:
NOT REGISTERED
WWW: WWW.FAIR.ORG
    
```

Look at the WHOIS information on

QUICK QUIZ!

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

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

Which of the following domains have restrictions placed on them?

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

Shortcuts: Is It a Hoax?



Check Snopes

PolitiFact.com
 Political Fact Checker

Provision about Public's Tax Provision on The ObamaCare

- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.
- ObamaCare** **True**
 ObamaCare's provision about public's tax provision is accurate.

FACTCHECK.ORG
 A PROJECT OF THE ANNBERG PUBLIC POLICY CENTER

Viral Spiral
 Don't get lost in misinformation.

ASK FACTCHECK
Q: Will the Obamas do away with the White House Christmas tree?
A: No. This zombie rumor first appeared in 2009 and was proved false. It is still false today.
 Read the full question and answer
 View the Ask FactCheck archives

The Fall TV Season's Senate Ali-Vain
 With Senate Republicans' 60th and 61st Congresses, the Senate's fall TV season is under way. The Senate's fall TV season is under way. The Senate's fall TV season is under way.

Promising Ideas of This Age:

Disintermediation
 Moore's Law
 Crowd-sourcing



Speed Kills...Errors

<http://www.regrettheerror.com/>

The Best of Both Worlds?

Venerable British Museum Enlists in the Wikipedia Revolution
 By TOM COHEN
 Published: June 4, 2010
 The New York Times



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



The Web Empowers Watchdogs

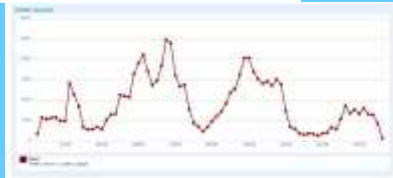


<http://www.psdisasters.com>

Advantages: Information is Harder to Control

Mashable

The Twittersverse Responds to Protests in Egypt
[STATS]



News Can Disseminate Quickly
on Social Networking Sites Like Twitter

On the Web, You Contribute News

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



The Consequence of Increased User
Power is...

You
Have More
Responsibility



“With great power comes great
responsibility.”

-Uncle Ben Parker

The Big Lessons





hus endeth the Lesson...