

After this lecture, students will be able to:

1. Quantify, in days, their investment in News Literacy and place it in the context of changes in the world they observed this semester.
2. Explain three roles News Literacy prepares them to inhabit.
3. Articulate the key lessons of News Literacy
4. Prepare for the final exam: deconstruction of video and text news reports...in real time.

Monday, August 26, 2013...

Wildfires continue to rage near California's Yosemite National Park



Confident Syria David Cameron, U.S. State Action



Immigration bill generating little heat in town halls



What If Your Blackout Lasted 103 Days?

Wildfires continue to rage near California's Yosemite National Park



Confident Syria David Cameron, U.S. State Action



Immigration bill generating little heat in town halls



Passages



### Syrian Atrocities, Russian Diplomacy



### The Other Syrian Atrocity



### 103 Days

Obama signs bill to end partial shutdown, stave off debt ceiling crisis



### 103 Days of Yankee Fan Suffering



### As Gays Wed in New Jersey, Christie Ends Court Fight



Small thumbnail text at the bottom of the wedding photo.

### 103 Days



The small get it all: \$15bn Philippines typhoon more painful than Sandy for US

UN doubles Philippines typhoon death toll to over 4,400

### The Value of Art

**The New York Times** | **Art & Design**

At \$142.4 Million, *Triptych* Is the Most Expensive Artwork Ever Sold at an Auction

Small text at the bottom of the article snippet.

### Street Art, Valued and De-valued



*“Scientific Truth Is a Statement of Probability Proportional to the Evidence...And It Will Change, Even in 103 Days”*

DNA test proves Bigfoot is roaming Himalayas, says Oxford scientist

BY JAMES COPPING, THE SUN & TELEGRAPH OCTOBER 26, 2012

Voyager 1 becomes first human-made object to leave solar system



### 103 Days

19 Damage from worst-in-a-century Midwest storm system could cost \$1 billion



### 103 Long Days for Obama



In 103 Days, Weiner Disappears, DeBlasio Takes NYC Mayor's Race



### Christie Cries Foul



### Your Online Life, For Sale

Twitter's IPO means 1,600 new millionaires -- and more good news for Silicon Valley



### Big Business

**Guardian**  
 News, TV, World, Sports, Comment, Culture, Business, Science  
**Business** JP Morgan  
 JP Morgan Chase agrees record \$13bn settlement charges over toxic mortgages  
 Bank agrees to pay \$13 billion to settle mortgage-backed securities

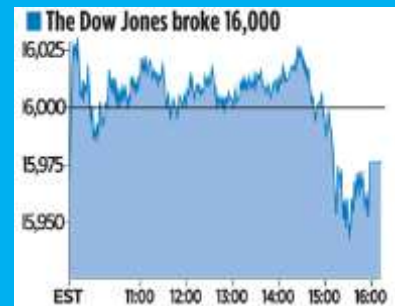
**Ohio Walmart Criticized For Holding Food Drive For Own Employees**



**US Regulators Approve Creation of World's Biggest Airline**  
 AA



**103 Days, 1,000 Points**  
 Context: Average Annual Gain is 9% since 1975





## TV News' Top Franchise Takes a Tumble



## Near-Misses On the Diplomatic Front



## 22 Killed in Action in Afghanistan This Semester Avg. ~Two Every Week



**10 SINCE AUGUST 26**

- Mohammed Karim al-Badrani, Al-Sharqiyah  
October 5, 2013, in Mosul, Iraq
- Nour al-Din Al-Hafiri, Freelance  
September 29, 2013, in Al-Bahariyah, Syria
- Édison Alberto Molina, Puerto Berrio Stereo  
September 11, 2013, in Puerto Berrio, Colombia
- Rajesh Verma, IBN 7  
September 7, 2013, in Muzaffarnagar, India
- Fernando Solijon, DxLS Love Radio  
August 29, 2013, in Iligan City, Philippines
- Ayub Khattak, Karak Times  
October 11, 2013, in Karak District, Pakistan
- Mohammed Chancem, Al-Sharqiyah  
October 5, 2013, in Mosul, Iraq
- Claude Verlon, Radio France Internationale  
November 1, 2013, in Kidal, Mali
- Ghislaine Dupont, Radio France Internationale  
November 1, 2013, in Kidal, Mali
- Mohamed Mohamad, Universal TV  
October 26, 2013, in Mogadishu, Somalia



**Claude Verlon**

Radio France Internationale  
November 1, 2013, in Kidal, Mali



**Ghislaine Dupont**

Radio France Internationale  
November 1, 2013, in Kidal, Mali



**Mohamed Mohamud**

Universal TV  
October 26, 2013, in Mogadishu, Somalia



**Ayub Khattak**

*Karak Times*  
October 11, 2013, in Karak District,  
Pakistan



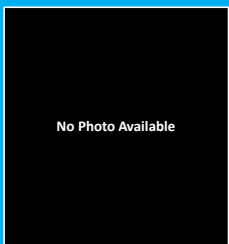
Mohammed  
Ghanem

Al-Sharqiyah  
October 5, 2013, in Mosul, Iraq



Mohammed Karim  
al-Badrani

Al-Sharqiyah  
October 5, 2013, in Mosul, Iraq



Nour al-Din Al-Hafiri

Freelance  
September 29, 2013, in Al-Bahariyah, Syria



Édison Alberto Molina

Puerto Berrío Stereo  
September 11, 2013, in Puerto Berrío, Colombia





Rajesh Verma

IBN 7  
September 7, 2013, in  
Muzaffarnagar, India



Fernando Solijon

DxLS Love Radio  
August 29, 2013, in Iligan City, Philippines



**Another 30 local and international journalists are currently missing in Syria, with several cases not being publicized at the request of family members and news outlets...**



## Your Evaluations Help Us Improve the Course

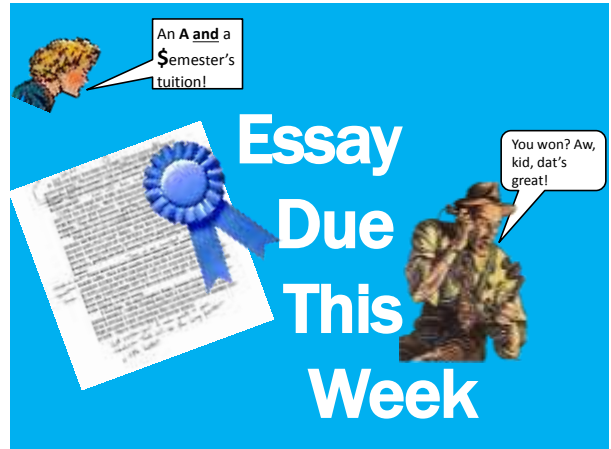
Online evaluation site will soon open

Responses are completely anonymous (It's an off-site contractor)

Instructors and lecturers only see data after all grades are released.

Past student evaluations have led to:

- Changes in course textbooks
- Changes in assignments
- Changes in faculty (both retention and release)



## This is Cheating



**And Easy to Spot**

## News Literacy Final

Monday, December 16

**8:00 a.m.**

**FREY LECTURE HALL**

## Prepare for...

✓3 Video deconstructions  
(Approximately 1 hour)

✓1 Print deconstruction  
(Remaining time)

You are permitted to bring one standard notebook size page of study notes (front and back)

## Best Way to Prepare for Final: Spend Three Hours On This Interactive Class



<http://www.newsu.org/courses/watching-tv-news-how-be-smarter-viewer-0>

## Sanitiser.wmv

Did the reporter open the freezer? Explain.

Evaluate these sources.  
Explain your rating.



Drunk Youtuber

What can you conclude  
about the magnitude of  
the hand sanitizer  
problem? Explain

Section	Number	Points	Grade
Section 1: History of the Internet	1	10	A
Section 2: The Internet and Society	2	10	A
Section 3: The Internet and the Future	3	10	A
Section 4: The Internet and the Environment	4	10	A
Section 5: The Internet and the Economy	5	10	A
Section 6: The Internet and the Culture	6	10	A
Section 7: The Internet and the Politics	7	10	A
Section 8: The Internet and the Law	8	10	A
Section 9: The Internet and the Education	9	10	A
Section 10: The Internet and the Health	10	10	A
Section 11: The Internet and the Transportation	11	10	A
Section 12: The Internet and the Energy	12	10	A
Section 13: The Internet and the Space	13	10	A
Section 14: The Internet and the Environment	14	10	A
Section 15: The Internet and the Future	15	10	A
Section 16: The Internet and the Culture	16	10	A
Section 17: The Internet and the Politics	17	10	A
Section 18: The Internet and the Law	18	10	A
Section 19: The Internet and the Education	19	10	A
Section 20: The Internet and the Health	20	10	A
Section 21: The Internet and the Transportation	21	10	A
Section 22: The Internet and the Energy	22	10	A
Section 23: The Internet and the Space	23	10	A
Section 24: The Internet and the Environment	24	10	A
Section 25: The Internet and the Future	25	10	A
Section 26: The Internet and the Culture	26	10	A
Section 27: The Internet and the Politics	27	10	A
Section 28: The Internet and the Law	28	10	A
Section 29: The Internet and the Education	29	10	A
Section 30: The Internet and the Health	30	10	A
Section 31: The Internet and the Transportation	31	10	A
Section 32: The Internet and the Energy	32	10	A
Section 33: The Internet and the Space	33	10	A
Section 34: The Internet and the Environment	34	10	A
Section 35: The Internet and the Future	35	10	A
Section 36: The Internet and the Culture	36	10	A
Section 37: The Internet and the Politics	37	10	A
Section 38: The Internet and the Law	38	10	A
Section 39: The Internet and the Education	39	10	A
Section 40: The Internet and the Health	40	10	A
Section 41: The Internet and the Transportation	41	10	A
Section 42: The Internet and the Energy	42	10	A
Section 43: The Internet and the Space	43	10	A
Section 44: The Internet and the Environment	44	10	A
Section 45: The Internet and the Future	45	10	A
Section 46: The Internet and the Culture	46	10	A
Section 47: The Internet and the Politics	47	10	A
Section 48: The Internet and the Law	48	10	A
Section 49: The Internet and the Education	49	10	A
Section 50: The Internet and the Health	50	10	A

## From Gutenberg and Zuckerberg, to Deconstruction In 103 Days

1% of your life, so far

N★L | **The Center For NEWS LITERACY**

The Key Lessons of News Literacy

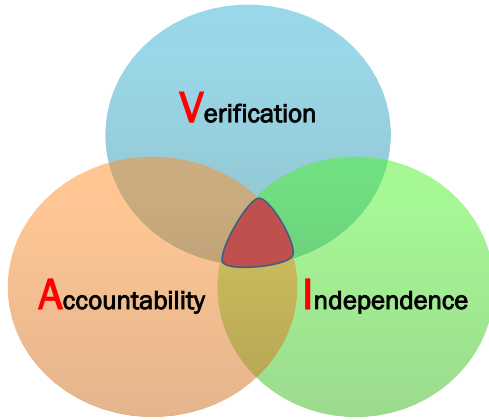
6. On the Internet, rank and popularity do not necessarily mean reliability.

N★L | **The Center For NEWS LITERACY**

The Key Lessons of News Literacy

11. Be an aggressive news consumer - In the digital age, it is hard work.

12. Make time for the news.



**N★L** | The Center For NEWS LITERACY

The Key Lessons of News Literacy

1. Always know what information neighborhood you're in.

## With So Much Video, How Do You Know What Is Opinion and What is Reporting?



### Language Clues

## Journalism, Opinion Journalism and Mere Assertion: What's Reliable and What Is Not

"Everyone is entitled to their own opinions, but they are not entitled to their own facts."



Daniel Patrick Moynihan (deceased)  
U.S. Senator from New York

## N★L | The Center For NEWS LITERACY

### The Key Lessons of News Literacy

2. In the news neighborhood, differentiate news from opinion.

## Truth is Provisional



Newsday,  
Sept. 15, 2009

Newsday, Sept. 16, 2009



Newsday, Sept. 18, 2009



Newsday, Sept. 17, 2009

### The Hofstra Rape Case

## N★L | The Center For NEWS LITERACY

### The Key Lessons of News Literacy

3. Follow a story over time.

## Judging the Reliability of Sources

**I**ndependent Sources Are **B**etter Than Self-Interested Sources

**M**ultiple Sources Are **B**etter Than Single Sources

Sources Who **V**erify Are **B**etter Than Sources Who Assert

**A**uthoritative/**I**nformed Sources Are **B**etter Than Uninformed Sources

**N**amed Sources Are **B**etter Than Unnamed Sources

(Mnemonic Device: **I'M VAIN**)



## N★L The Center For NEWS LITERACY

### The Key Lessons of News Literacy

4. Evaluate sources, evaluate sources, evaluate sources.

## Seeking Truth

### Natural Hierarchy of Direct Evidence

- Video, Photographs, Recordings
- Documents, Records, the Paper Trail
- Journalist Eyewitness Account
- Observer Eyewitness Account

Which candidate got higher grades at Yale?



"Does anyone in America doubt that Kerry has a higher IQ than Bush? I'm sure the candidates' SATs and college transcripts would put Kerry far ahead."

Howell Green  
 • Former Executive Editor of the New York Times  
 "The 'Dumb' Factor"  
 Washington Post, August 27, 2004



ELISA TODAY

6/10/2005

In fact, Bush's were a tad higher. His four-year average was 77; Kerry's 76. Both were C students. Kerry graduated from Yale in 1966; Bush in 1968.

Item in his U.S. Navy officer training school application. During the campaign, Kerry refused to waive privacy restrictions for the full file, but gave the Navy permission to release the documents last month, the Globe reported.

The transcript showed that he got four Ds in his freshman year. Bush received one D in his four years, in astronomy. At the time, Yale considered grades between 70 and 79 a C and 60 to 69 a D.

## N★L The Center For NEWS LITERACY

### The Key Lessons of News Literacy

5. Always ask: Did the reporter open the freezer?

## MartinLutherKing.org Top-Ranked By Google Since 1995

About 74,900,000 results



**N★L** | The Center For  
**NEWS LITERACY**

### The Key Lessons of News Literacy

6. On the Internet, rank and popularity do not necessarily mean reliability.

Citizen News Consumer

THE WALL STREET JOURNAL. | **MARKETS**

### How to Ignore the Yes-Man in Your Head

"We're all mentally lazy," says psychologist Scott Lilienfeld of Emory University in Atlanta. "It's simply easier to focus our attention on data that supports our hypothesis, rather than to seek out evidence that might disprove it."

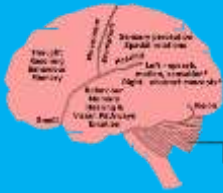
**N★L** | The Center For  
**NEWS LITERACY**

### The Key Lessons of News Literacy

7. Chose multiple news brands that you trust.

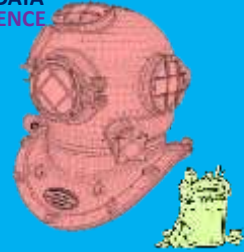
## This Is Your Brain

FACTS DATA  
EVIDENCE



## This Is Your Brain

FACTS  
DATA  
EVIDENCE



On Cognitive Dissonance

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The Key Lessons of News Literacy

8. Be open to information that challenges your own biases and assumptions.

## Is Phone-ography a Crime?



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## The Key Lessons of News Literacy

10. Remember: In the digital age, we are all publishers as well as consumers.



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## The Key Lessons of News Literacy

11. Be an aggressive news consumer - In the digital age, it is hard work.

## The Future of News



Your Opportunities and Responsibilities

## Three Roles in Your Future

1. Citizen News Consumer
2. Publisher Producer
3. Watchdog

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### From Ben to Brin



Entrepreneurs Shape the News

### A Turning Point: Mass Circulation Newspapers Emerge



1830: Benjamin Day Introduces the *New York Sun* – First 'Penny Press' Paper

## The Old Business Model is Disrupted



Craigslist, and the resulting loss of ad revenue, kills the old business model.

## Advertisers Have More Choice and More Control



- Advertisers have direct access to consumers
- Ad dollars migrate from mass audience to target audience

## Who Will Pay for Newsrooms?

Options Already Being Tested:

- The Consumer
- Non-Profits
- The Government

## What Would You Pay?



Boulder, Colorado



Correspondent's Salary



Dumping Ground in Wei Yu, Southern China



Tacoma, Washington



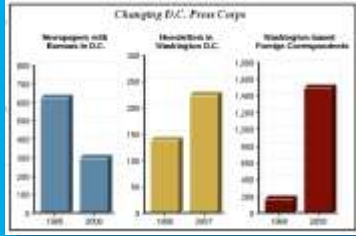
A Helicopter Flight Around Hong Kong

Total 60 Minutes Expenditure for Reporting on this Piece:

Up to \$100,000



### What's at Stake: Who Will Open The Freezer?



600 Newspapers with a D.C. Bureau in 1985  
Today, there are less than half that amount

### Will Watchdog Journalism Survive?



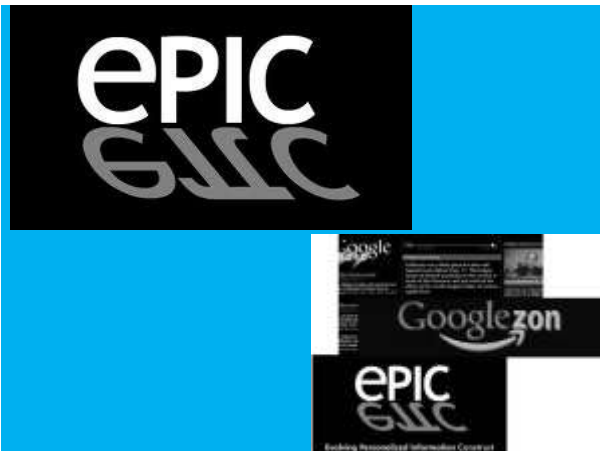
ProPublica funds its investigative journalism with donations.  
The Atlantic Gives Advertisers "Native Content"

### Will News Producers Balance Profit and Public Service?

Profit



Public Service



epic2015.mov

### For Many, Mobile Means More News

News users who said that since getting their tablet they...



Based on weekly tablet news (N=510) users. Icons from the *Icon Project*. Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group.

## In The Future, Who Will Report the News?



- Bloggers? Journalists? Citizen Journalists?

## iReport/Egypt/Syria



Citizens committing acts of journalism

## Your Power As a Consumer



## Your Intellectual and Commercial Choices Will Make a Difference

- Which news organizations will survive and thrive?
- Will the country make decisions based on reliable information, or misinformation?

## What if You Demand Verification?



### Code of Ethics

Society of News-Literate Citizens

1. Ask: Did the Reporter Open the Freezer?
2. Follow The Story

## Three Roles in Your Future

1. Citizen News Consumer
2. Publisher /Producer
3. Watchdog

## In the Digital Age...

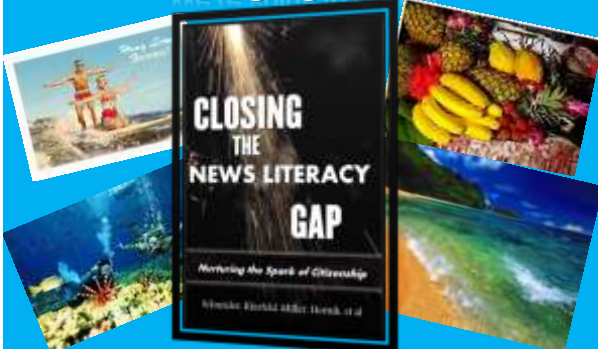


We are all producers, publishers and  
broadcasters...

## Now That You Know, Will You Uphold These Standards?

- **V**erification
- **I**ndependence
- **A**ccountability

Thank You (in advance!)  
We're going to Hawaii



## Copyright, simplified

If it is copyright protected © ...

**No Permission needed to:**

- ✓ read a book
- ✓ see a movie
- ✓ watch the Red Sox at Fenway Park
- ✓ borrow a book from a library

**Fair Use\***

- commentary
- parody
- limited educational use

**Theft of Intellectual property:**

- > copy the work (i.e. music and movies)
- > distribute the work (i.e. music and movies)
- > make derivative works from the work (such as making a movie from a book)

-Erik J. Heels

MIT Engineer  
Patent and Trademark Lawyer

## You Can't Slow The News Cycle



### But You Can Slow Down

By Asking Yourself:

- ✓ What Do I Know?
- ✓ How Do I Know This?
- ✓ What Don't I Know Yet?



## Three Roles in Your Future

1. Citizen News Consumer
2. Publisher Producer
3. Watchdog

## Keeping Journalists Honest Your Voice Can Be Amplified

Posted by Dwight Rousu

Review 4.7 Reviews



What do you think?

Customer Satisfaction

3/5/13

Submit Feedback (4,038 characters)



If you see something, say something

**IF YOU SEE  
SOMETHING,  
SAY  
SOMETHING.**



hus endeth the Lesson...