

# True vs fake news

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HOW TO TELL THE DIFFERENCE

SOUTH SAN FRANCISCO PUBLIC LIBRARY

A solid orange horizontal bar at the bottom of the slide.

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Where does chocolate milk come from?

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What is “fake news”?



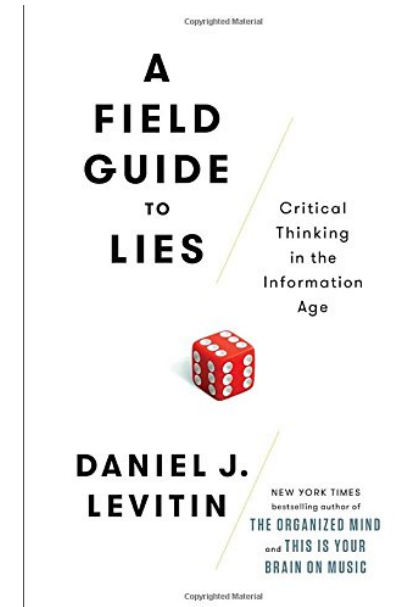
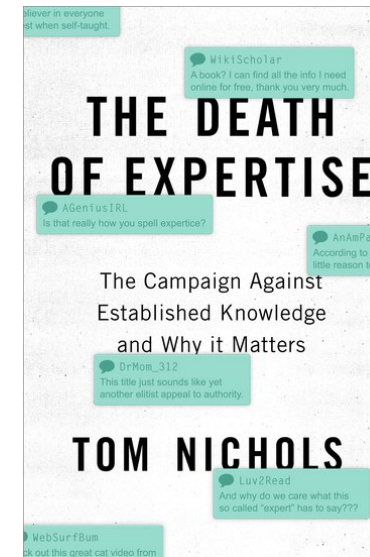
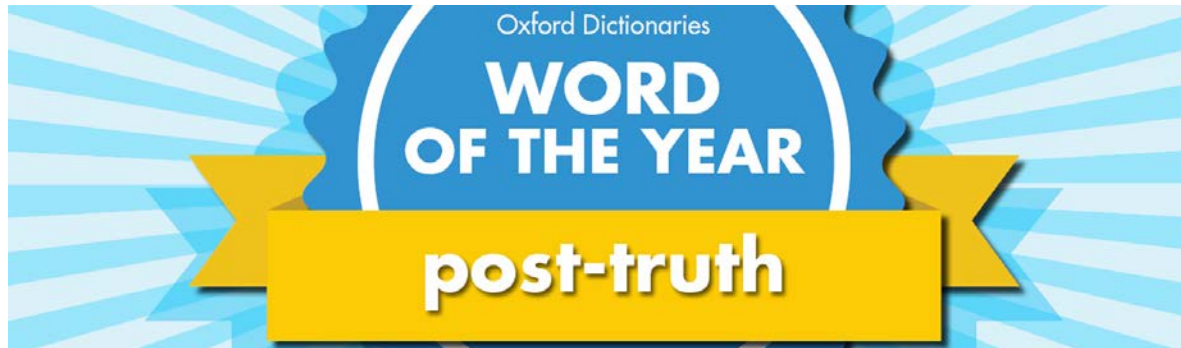
# What is “fake news”?

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“FAKE NEWS!” – President Donald Trump,  
61 times on Twitter, and counting

# What is “fake news”?

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# Types of misleading and false news

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1. Fake news
2. Misleading news
3. Highly partisan news
4. Clickbait
5. Satire



# Other types of misinformation

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1. Conspiracy Theories
2. Junk Science
3. State media

Fake news



# The Burrard Street Journal

Breaking News

## NATIONAL REPORT

AMERICA'S #1 INDEPENDENT NEWS SOURCE

# LIBERTY WRITERS



next-gen  
cybersecurity for all

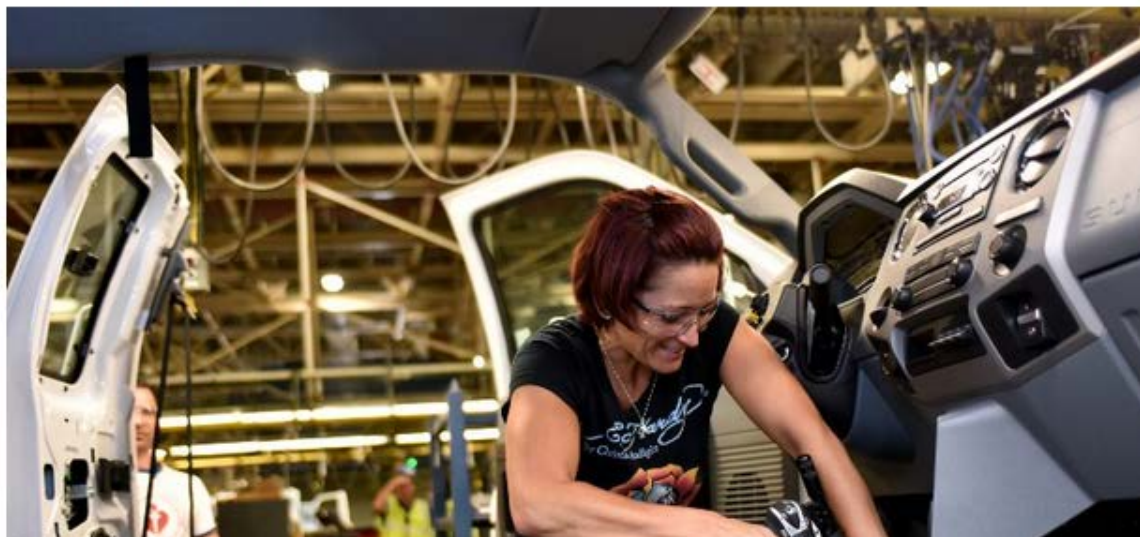
LEARN MORE >>

Wheels

# Ford shifts truck production from Mexico to Ohio

by Chris Isidore @CNNMoney

🕒 August 17, 2015: 5:12 PM ET



## VIRAL LIBERTY

VIRAL LIBERTY

ELDER PATRIOT

KENNETH SCHORTGEN JR

ROMNEY WORDSWORTH

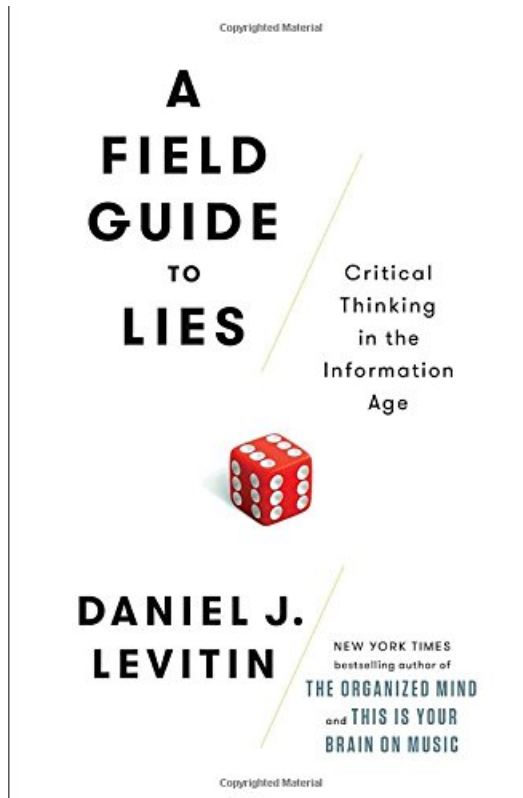
## TRUMP WINS THE PRESIDENCY & FORD Shifts TRUCK PRODUCTION FROM MEXICO TO OHIO!

**VIA** | Ford's heavy duty pickup trucks which used to be built in Mexico started rolling off an assembly line in Ohio this week.

That's good news for the 1,000 Ford workers in Ohio, who might have otherwise been out of work.

It's also good publicity for Ford (**F**), which has been under fire for investing so much in Mexico. In April, the automaker said it would invest \$2.5 billion in transmission plants in the Mexican states of Chihuahua and Guanajuato, creating about 3,800 jobs there.

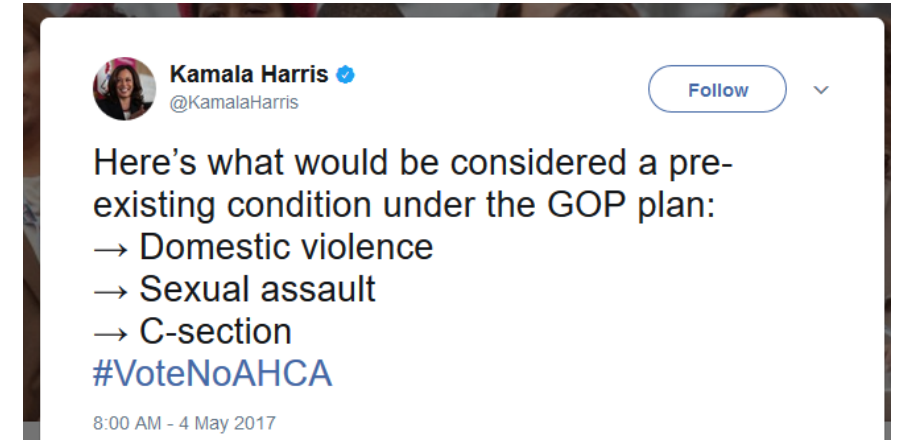
# Misleading news



# Highly partisan news

The Heartland Institute has mailed books and DVDs claiming there is no scientific consensus on climate change to more than 300,000 teachers.

Now four senators are warning that it's false information.





# Clickbait

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## **9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact**

(wealth distribution)

## **Some Strange Things Are Happening To Astronauts Returning To Earth**

(perspective gained from looking back at Earth)

Satire

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**Bodybuilder  
Can't Believe  
He Forgot To  
Develop Right  
Arm**



# Pranks

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## Hillary Clinton Found Dead?

A distasteful prank article spreads misinformation about the former Secretary of State.



# Conspiracy Theories



Fact Check

## Clinton Body Bags

Decades-old political rumor claims Bill Clinton quietly did away with several dozen people who possessed incriminating evidence about him.



**Jason Ross** ✓

@jasonjross

Follow



Anthony Weiner is living proof the Clintons don't murder people.

9:26 AM - 19 May 2017

# Who makes “fake news”?

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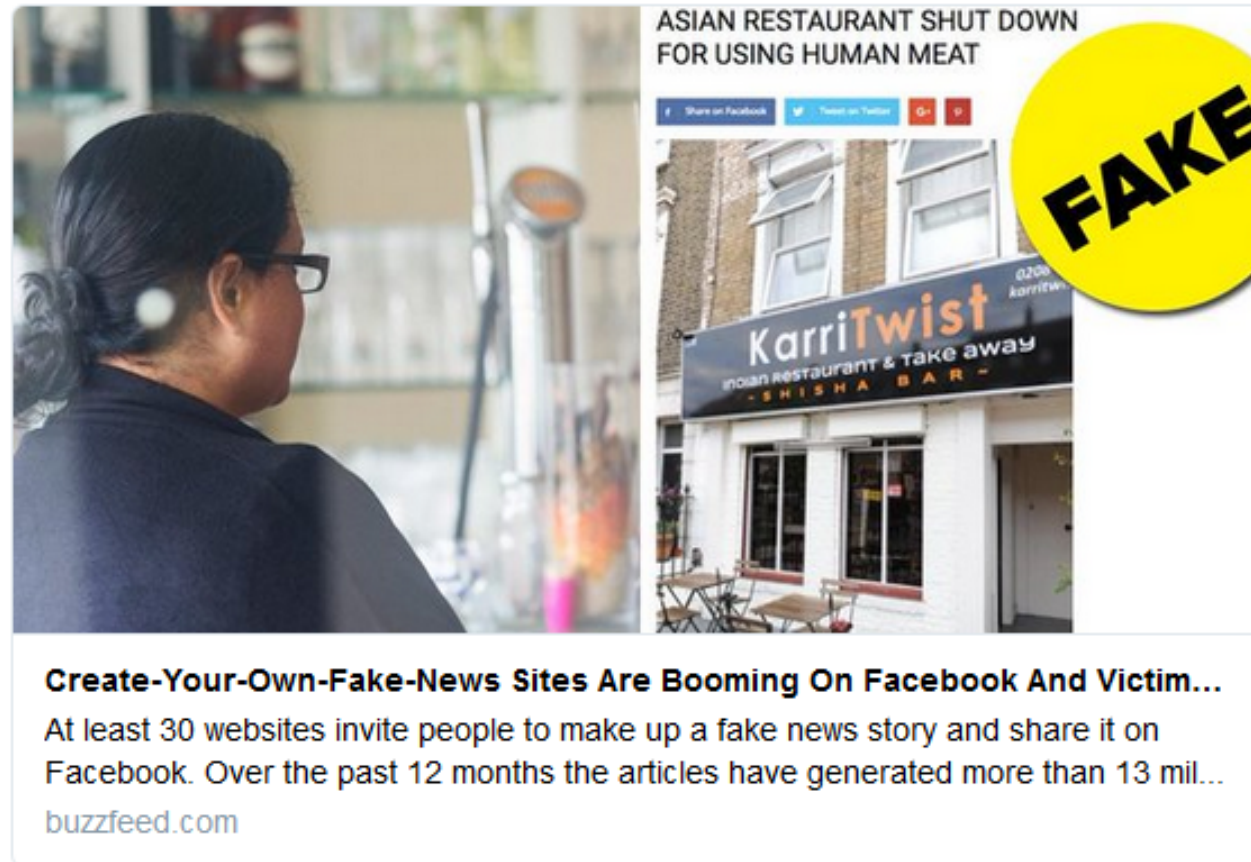
**Craig Silverman** ✓

@CraigSilverman

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There are 30 websites in 6 languages that enable anyone to create & spread their own fake news story on Facebook:





HOME

NEWS

## Coca-Cola Recalls Dasani Water After Clear Parasite Worm Was Found In Bottles Across U.S.



Coca-Cola Recalls Dasani Water After Clear Parasite Worm Was Found

POSTED BY: NOWSNEWS



Home » News » BREAKING: "Tens of thousands" of fraudulent Clinton votes found in Ohio warehouse

NEWS POLITICS

## BREAKING: "Tens of thousands" of fraudulent Clinton votes found in Ohio warehouse

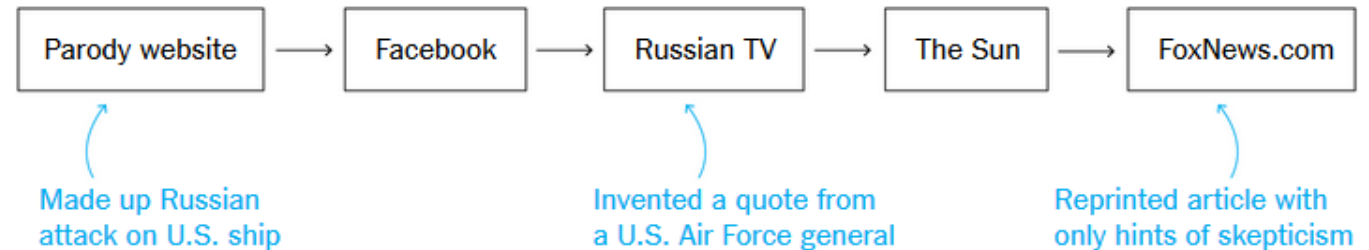
By *admin1* - September 30, 2016 46021 0

SHARE



## How Russian Propaganda Spread From a Parody Website to Fox News

By NEIL MacFARQUHAR and ANDREW ROSSBACK JUNE 7, 2017

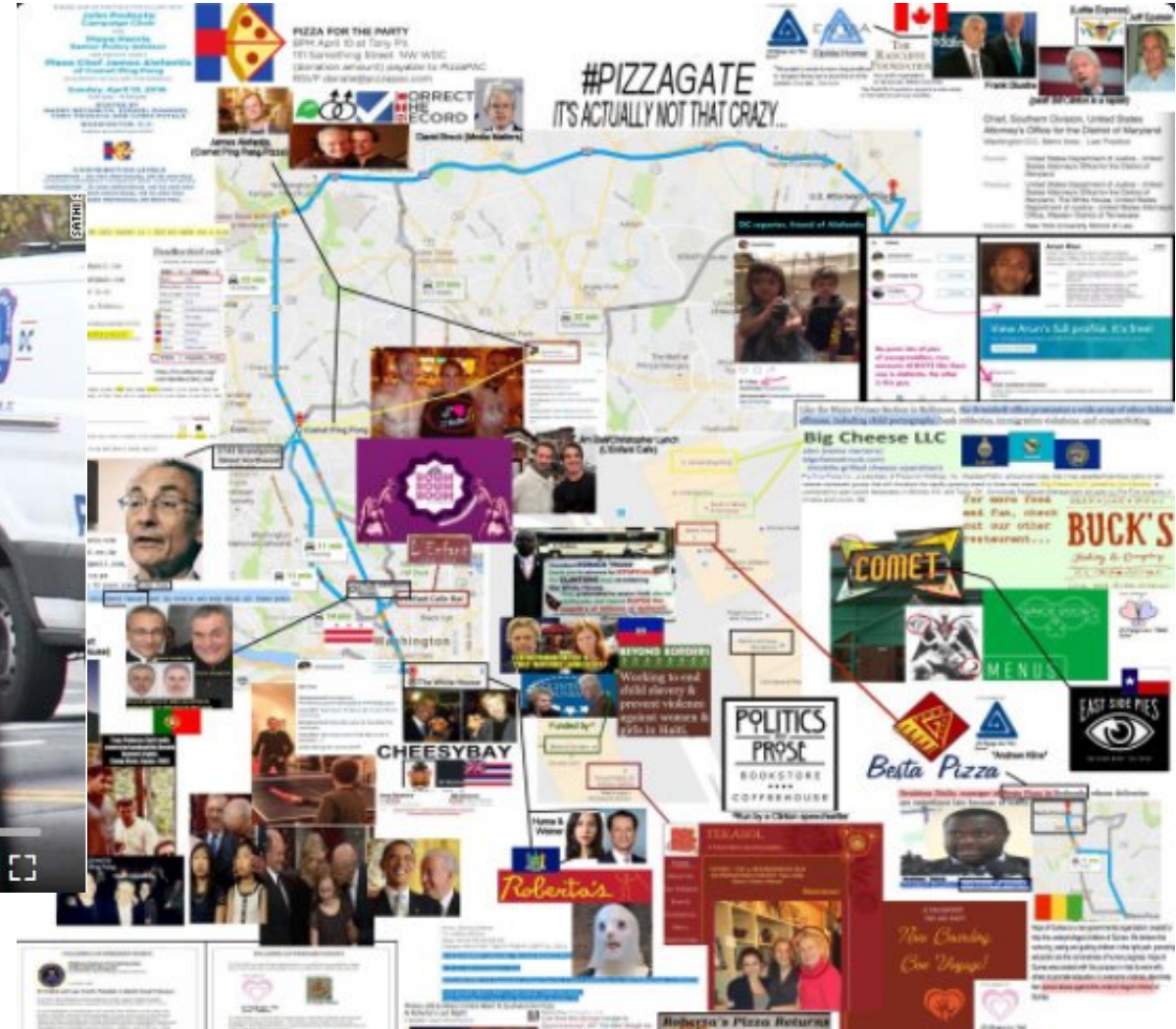
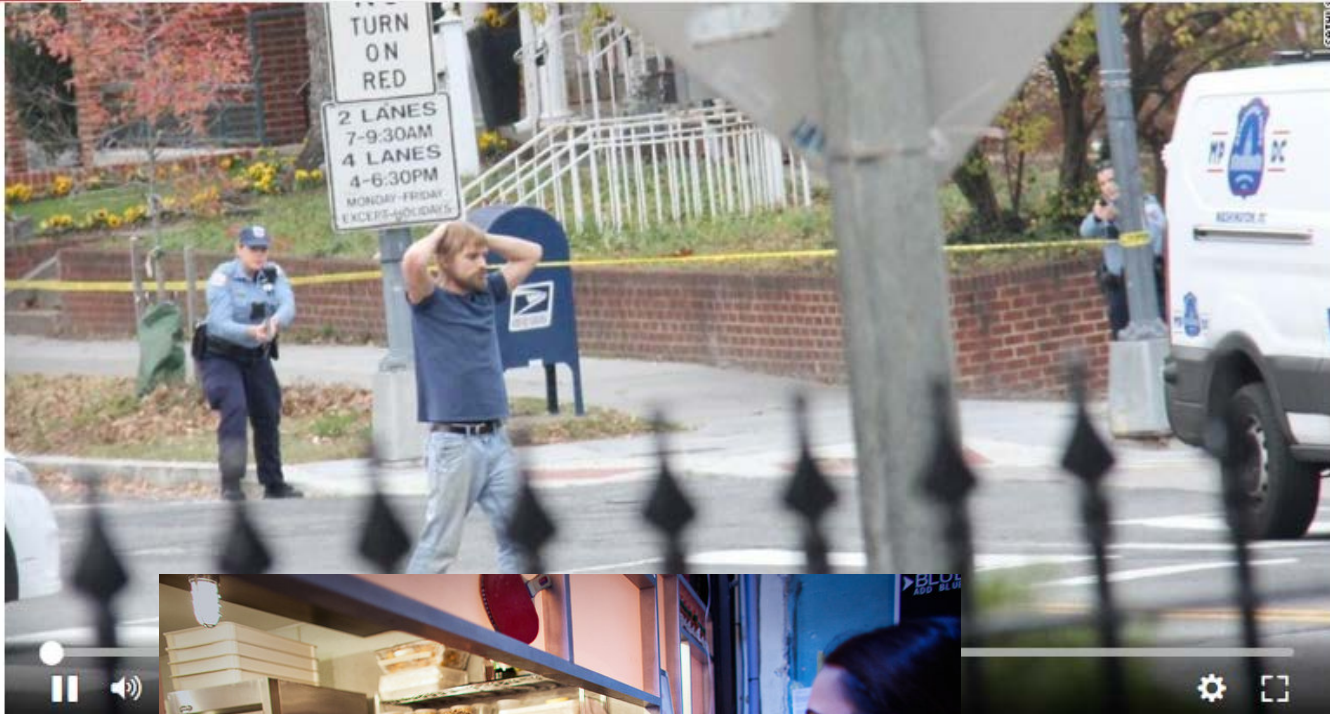


## Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

# Impacts of Fake News



## Conspiracy Theorist Alex Jones Apologizes For Promoting 'Pizzagate'

March 26, 2017 - 4:49 AM ET

WE PETITION THE OBAMA ADMINISTRATION TO:

## Alaska back to Russia.

Groups Siberian russians crossed the Isthmus (now the Bering Strait) 16-10 thousand years ago.



## Julian Assange special: Do Wikileaks have the email that will put Hillary Clinton in prison? (E376)

Published time: 6 Aug, 2016 10:45

Edited time: 8 Aug, 2016 08:41

## Vast majority of media coverage on Trump's first month in office 'hostile' – study

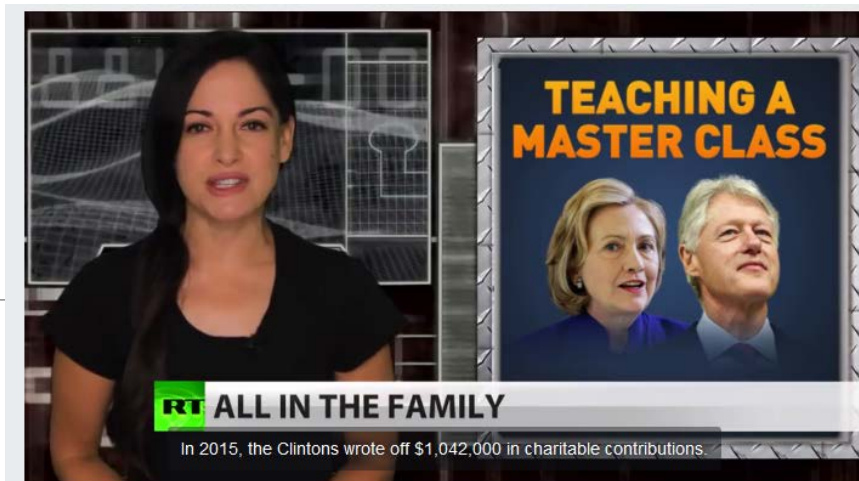
Published time: 3 Mar, 2017 03:49

## 'If you're MSM and telling lies, we're watching you' – investigative group on CNN sting videos

Published time: 29 Jun, 2017 09:47

Edited time: 29 Jun, 2017 09:50

[Get sho](#)



RT America with The Resident

August 17, 2016

Like Page

How 100% of the Clintons' 2015 'charity' went to...themselves

10M Views



Russian Embassy, UK

@RussianEmbassy

Follow

#WikiLeaks informer Seth Rich murdered in US but MSM was so busy accusing Russian hackers to take notice.



7:13 AM - 19 May 2017

6,876 Retweets 8,076 Likes



# Solutions

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Fact checking websites and lists

Internet company policies

Nutritional label for information

Government agency

Education



Google

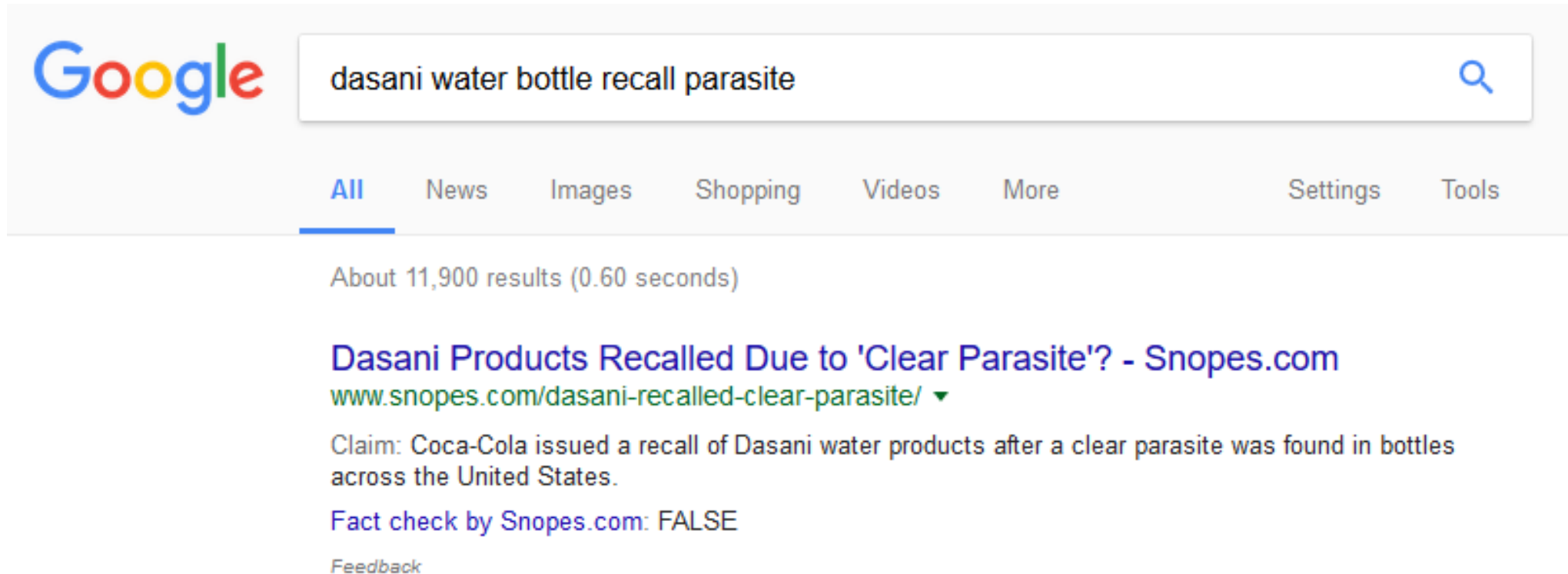


New policies

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# Technology solutions

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The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "dasani water bottle recall parasite". A magnifying glass icon is on the right side of the search bar. Below the search bar is a horizontal menu with tabs: "All" (which is underlined), "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". Below the menu, the search results are displayed. The first result is titled "Dasani Products Recalled Due to 'Clear Parasite'? - Snopes.com" in blue text. Below the title is the URL "www.snopes.com/dasani-recalled-clear-parasite/" in green text, followed by a small downward arrow. Below the URL is a paragraph of text: "Claim: Coca-Cola issued a recall of Dasani water products after a clear parasite was found in bottles across the United States." Below this paragraph is another line of text: "Fact check by Snopes.com: FALSE". At the bottom of the result is a link labeled "Feedback" in a smaller, lighter font.

Google

dasani water bottle recall parasite

All News Images Shopping Videos More Settings Tools

About 11,900 results (0.60 seconds)

**Dasani Products Recalled Due to 'Clear Parasite'? - Snopes.com**  
[www.snopes.com/dasani-recalled-clear-parasite/](http://www.snopes.com/dasani-recalled-clear-parasite/) ▼

Claim: Coca-Cola issued a recall of Dasani water products after a clear parasite was found in bottles across the United States.

Fact check by Snopes.com: FALSE

[Feedback](#)

# Technology solutions

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- ☐ It goes against my views  
Examples: makes fun of my personal values, religion or politics
- ☐ It advocates violence or harm to a person or animal  
Examples: graphic injury, terrorism, or animal abuse
- ☒ It's a false news story  
Examples: purposefully fake or deceitful news, a hoax disproved by a reputable source
- ☐ See more options

Back

Continue



ClickHole  @ClickHole · 28 Nov 2016

Fighting Back: Facebook Is Mailing Air Horns To All Of Its Users To Blow Whenever They See Fake News [clickhl.co/wm5bUB1](https://clickhl.co/wm5bUB1)



 39  1.0K  1.8K 



**AI-B**

@AL2TheB

 Follow

Replying to [@ClickHole](#)

So who decides if news is fake? Suckinberg?  
No thanks. If I cant tell if something is fake or not  
its my fault for being an idiot

RETWEETS  
**72**

LIKES  
**92**



# Technology solutions

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## Fake News Alert

offered by Brian Feldman

★★★★★ (140)

[Productivity](#)

15,728 users



Professionally curated lists of online sources, available free for public use.

Sign in to contribute site classifications



Sign in with GitHub



Sign in with Twitter

## B.S. 💩 Detector

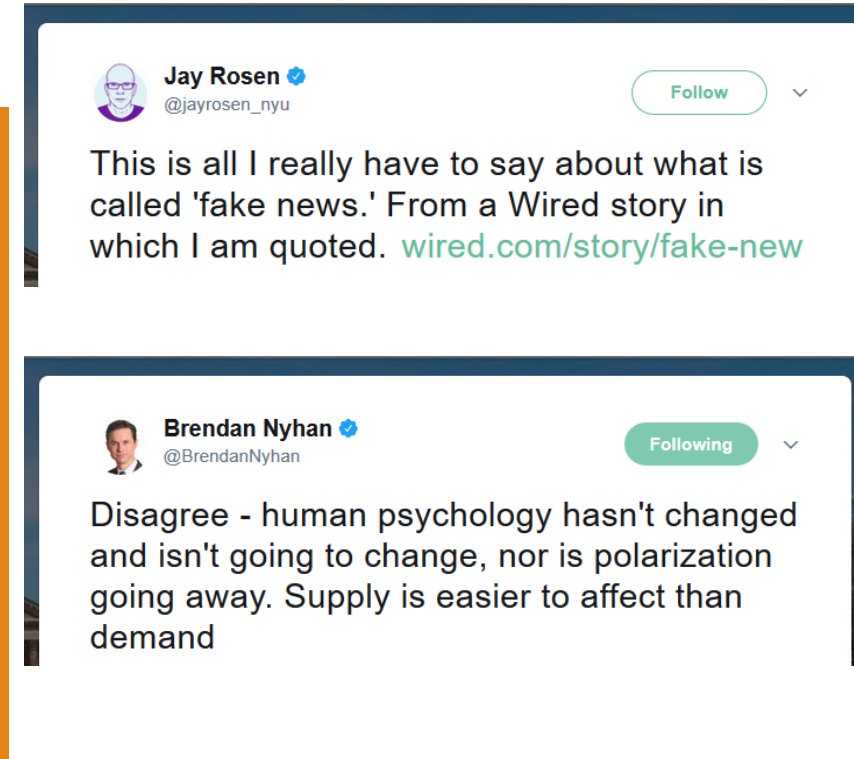
A browser extension that alerts users to unreliable news sources.



@drjuliashaw

He also cautions anyone pondering the hard-to-define problem of fake news to think more broadly about it. "Almost all the attention goes to the supply of fake news. How to reduce it, identify it, choke it off, label it," says Rosen. "There is almost no interest in the demand for fake news."

Algorithms will be helpful, but real progress on understanding or controlling the fake news phenomenon is ultimately about humans not machines.



Education?

# Nutritional label?

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Intelligence Hearing On Russian Meddling In The  
2016 Presidential Election (part 1)

# Know before you share

---

1. Be aware of your own biases
2. Use fact-checking websites
3. Check the publication title
4. Investigate the website address, or URL
5. Check for an author or reporter – is there one?
6. Home page aesthetics
7. Read the About Us page`
8. Writing style and quality
9. Are there “clickbait” headlines?
10. Look for primary sources
11. Identify the source of the information
12. Check for additional sources
13. Trace the quote, especially if in a meme
14. Go to the original source – if you can find it
15. Check a list of unreliable websites
16. Accountability in way of corrections, retractions, dismissals

Sources: CNN, Dr. Melissa Zemdars, FactCheck.org , New York Times

# Cognitive Bias

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Your own

Others you know

Employees

Your social media account

Conspiracy Theorists

Media

Politicians

Internet Companies

State media

Establishment / Deep state



Follow

Spicer on 'covfefe' tweet: "The president and a small group of people know exactly what he meant."



David Mack

@davidmackau

Follow

Holy crap. This exchange between Chris Wallace and Trump's lawyer is absolutely incredible.



11:55 AM - 18 Jun 2017



**NBC Nightly News** ✓  
@NBCNightlyNews

Pres. Trump has used Twitter to share news report on London incident.

We aren't relaying president's retweet, as the info is unconfirmed.

6/3/17, 4:21 PM

208 3.8K 8.3K



**Voto Latino** ✓  
@votolatino

Follow

Public Broadcasting Service (PBS) airs creepy paid propaganda.



**PBS Runs A Three-Hour Series Glorifying The DeVos Education Agenda**

Funded by conservative foundations devoted to privatization, this program is the definition of paid propaganda.

[huffingtonpost.com](http://huffingtonpost.com)



**JohnCornyn** ✓ @JohnCornyn · 7m  
Fake news

**Brian Schatz** ✓ @brianschatz

No hearings, no women, no Democrats involved. No expert testimony, no listening to healthcare providers. This is legislative malpractice.

45 10 28

# Opinion

The Opinion Pages | OP-ED CONTRIBUTOR

## What to Ask About Russian Hacking

By LOUISE MENSCH | MARCH 17, 2017

 **Glenn Greenwald** ✓  
@ggreenwald

Following

Congrats again to @KeithOlbermann, @donnabrazile, @tribelaw, @JoyAnnReid & all others who elevated these frauds to credible source status

 **Jon Swaine** ✓  
@jonswaine

Follow

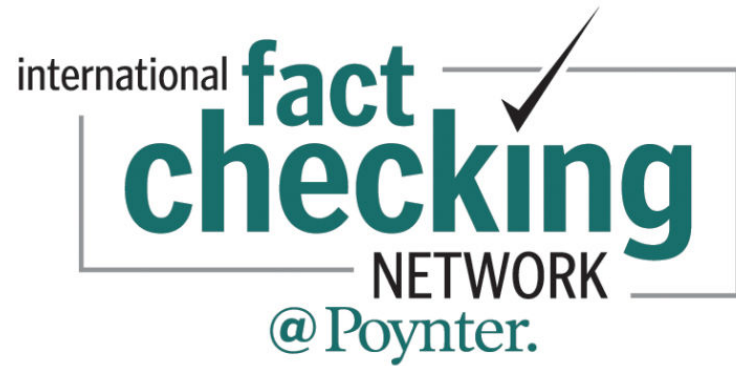
A Markey aide says that the Senator was referring to reports on Louise Mensch's blog and Palmer Report (seriously)

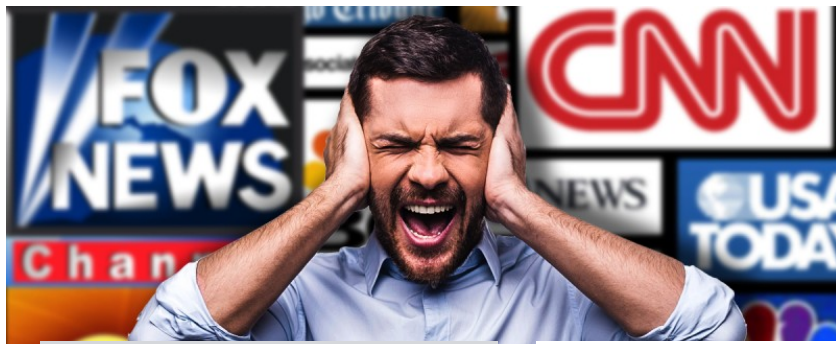
**Matt Ford** ✓ @fordm

Markey's claim at ~1:45ish is the first I've heard of a grand jury being empaneled in New York. [twitter.com/senmarkey/stat...](https://twitter.com/senmarkey/status/833333333333333333)

# Fact-Checking Organizations

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#### FULL LIST OF FAKE NEWS OUTLETS

- The New York Times
- The Washington Post
- CNN
- NBC News
- MSNBC
- CBS News
- ABC News
- Salon.com
- The Huffington Post
- Rolling Stone
- BBC News
- Sky News
- Financial Times
- Politico
- New York Daily News
- L.A. Times



Donald J. Trump  
@realDonaldTrump

Follow

The [#AmazonWashingtonPost](#), sometimes referred to as the guardian of Amazon not paying internet taxes (which they should) is FAKE NEWS!

6:06 AM - 28 Jun 2017

12,449 Retweets 48,382 Likes



30K 12K 48K

#### Snopes Fact Checker Accused Of Fraud For Prostitute Embezzlement Scheme



The Alex Jones Channel

Subscribe 2M

+ Add to Share ... More



Alex Jones  
@RealAlexJones

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.@POTUS is the target of coup d'état being undertaken by the Deep State & government-controlled MSM -  
[infowars.com/deep-state-mai](http://infowars.com/deep-state-mai) ... #usa

#### Mainstream Media IS Fake News!

Dec 9, 2016



LISTEN



Donald J. Trump  
@realDonaldTrump

Follow

I heard poorly rated [@Morning\\_Joe](#) speaks badly of me (don't watch anymore). Then how come low I.Q. Crazy Mika, along with Psycho Joe, came..

5:52 AM - 29 Jun 2017



Donald J. Trump  
@realDonaldTrump

Follow

...to Mar-a-Lago 3 nights in a row around New Year's Eve, and insisted on joining me. She was bleeding badly from a face-lift. I said no!

5:58 AM - 29 Jun 2017

# Investigate the website address, or URL

---

abcnews.com.co

Website title

domain

# Home page aesthetics

gotnews.com

## FEATURED STORY

NEWS



### BREAKING: First Lady Melania Trump @FLOTUS Reads GotNews—And So Should You

JUN 11, 2017 by GOTNEWS 8

Not only do we know President Donald Trump reads GotNews—we now know his wife, First Lady Melania Trump, may have first put the award-winning news site on his radar. In May, the blog Politico editorialized that someone

triggered a seizure.

In February, the president was spotted with a printed copy of a GotNews article in the Oval Office. The article, which claimed to pinpoint a source of leaks from within the West Wing, was shown to him by his wife, according to one person with knowledge of the encounter — first reported by Politico — who did not know how the first lady had come across it.

## TRENDING NOW

**BREAKING: @RandPaul Fled After #Alexandria Gunman Shot @SteveScalise** 29

**BUSTED: @BreitbartNews And @TownHallcom Censor @AnnCoulter To Cover Up Anti-Trump Hate Crimes** 20

**BREAKING: Deep State Pays @theIRC \$116 Million in 2017 To Fight @WhiteHouse's America-First Travel Ban** 10

**BREAKING: Anti-@realDonaldTrump Republican Club At An All-Time Low** 10

**BREAKING: Early GotNews Reporting**



## About The Onion

*The Onion* is the world's leading news publication, offering highly acclaimed, universally revered coverage of breaking national, international, and local news events. Rising from its humble beginnings as a print newspaper in 1765, *The Onion* now enjoys a daily readership of 4.3 trillion and has grown into the single most powerful and influential organization in human history.

In addition to maintaining a towering standard of excellence to which the rest of the industry aspires, *The Onion* supports more than 350,000 full- and part-time journalism jobs in its numerous news bureaus and manual labor camps stationed around the world, and members of its editorial board have served with distinction in an advisory capacity for such nations as China, Syria, Somalia, and the former Soviet Union. On top of its journalistic pursuits, *The Onion* also owns and operates the majority of the world's transoceanic shipping lanes, stands on the nation's leading edge on matters of deforestation and strip mining, and proudly conducts tests on millions of animals daily.

# Source Analysis

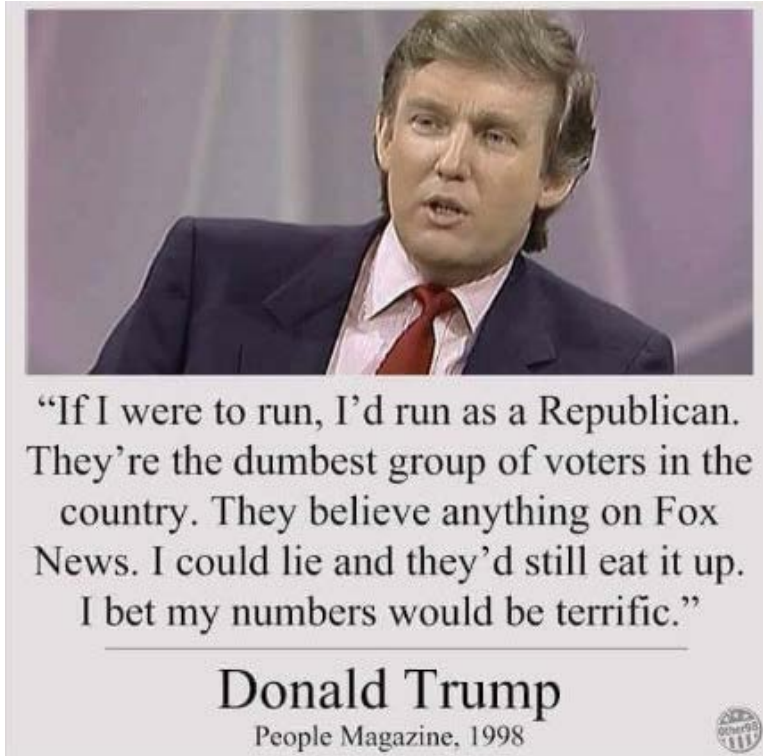
Quoted sources

Primary sources

Anonymous or official statements

Other media outlets





Beware internet quotes

# Accountability

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- Editorial guidelines
- Ownership
- Funding sources
- Ombudsperson
- Corrections Policy and Practices
- Mission statement
- Ethics code
- Conflicts of interest disclosure

## 3 CNN staffers resign over retracted Scaramucci-Russia story

By **HADAS GOLD** | 06/26/2017 06:46 PM EDT | Updated 06/27/2017 09:25 PM EDT

Three CNN staffers have resigned following the publication and subsequent retraction of a story linking a Trump transition team member to the Russia-related investigations.

***Correction:** February 23, 1997, Sunday An article on page 34 of The Times Magazine today, about people who dislike President Clinton and suspect that he is guilty of or has knowledge of various crimes, misstates the age of Hugh H. Sprunt, who published a report about the death of Vincent Foster. He is 47, not 57. The article also refers incorrectly to Mr. Sprunt's career right after he attended Stanford. He worked for the National Ocean Survey, a branch of the National Oceanic and Atmospheric Administration, and was not in the Navy.*

# Does Paul Horner appear in the article?

## Donald Trump Protester Speaks Out: “I Was Paid \$3,500 To Protest Trump’s Rally”

““I was given \$3,500 to protest Donald Trump’s rally in Fountain Hills,” said 38-year-old Paul Horner - abcnews.com.co



**Eric Trump** ✓  
@EricTrump



Follow

Finally the truth comes out! #CrookedHillary



**Donald Trump Protester Speaks Out: "I Was Paid \$3,500 To ...**  
PHOENIX A.Z. (AP) — For months now, rumors have circulated the Internet that individuals were being paid to protest at rallies held by presidential hopeful Donald Trump. Today a man from T...  
[abcnews.com.co](http://abcnews.com.co)

RETWEETS  
**767**

LIKES  
**999**



7:18 PM - 12 Oct 2016



**Kellyanne Conway** ✓  
@KellyannePolls

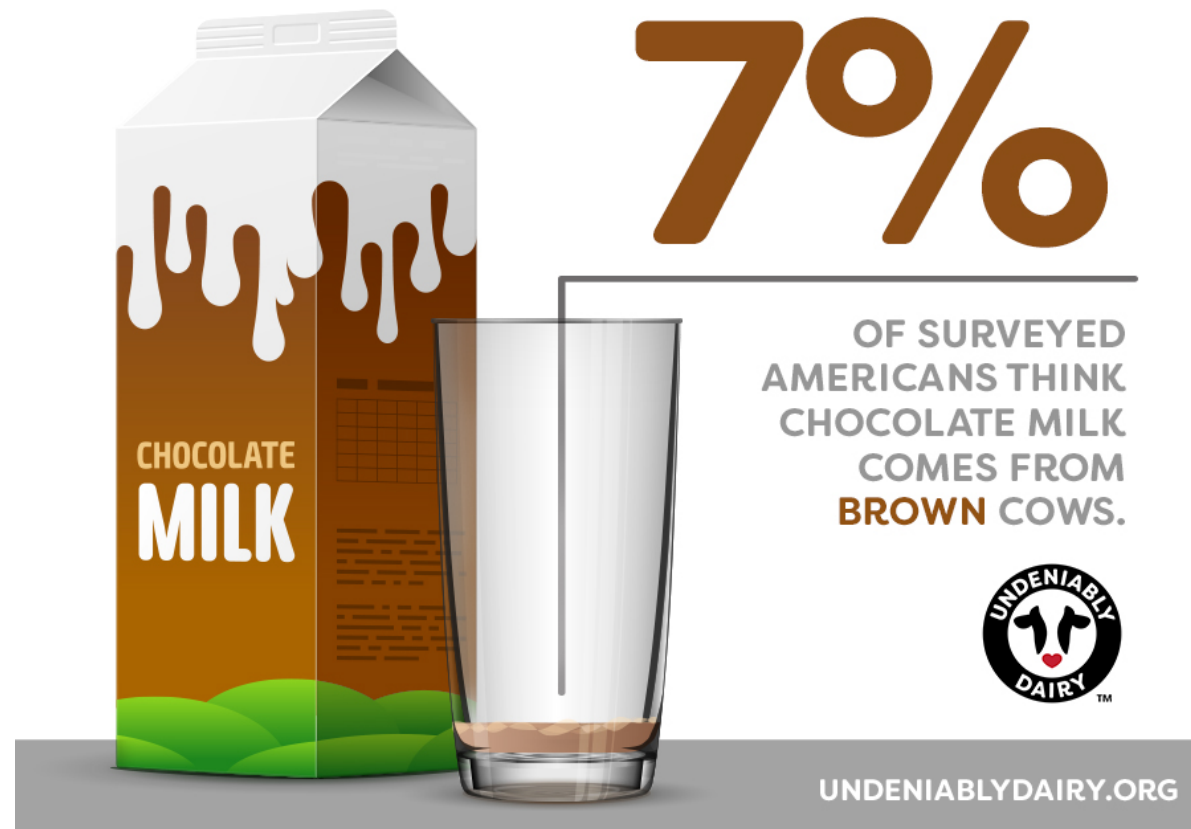
Deplorable! Donald Trump  
Protester Speaks Out: “I Was Paid  
\$3,500 To Protest Trump’s Rally”  
[abcnews.com.co/donald-trump-p...](http://abcnews.com.co/donald-trump-p...) via @ABC News

4:23pm · 12 Oct 2016 · Twitter Web Client



# Brown Cows?

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# Brown Cows?

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Where do brown cows come from?

A. Brown cows

B. Black and white cows

C. I don't know

---

What techniques do you use for  
consuming news?

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Questions?



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Let's test our knowledge with case studies



### **Eating fried potatoes linked to higher risk of death, study says**

People who eat fried potatoes two or more times a week double their risk of an early death compared to those who don't, a new study found.

[cnn.com](https://www.cnn.com)



## United States presidential election, 2016

@usaelections

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### United States presidential election, 2016

November 23 at 4:10am · 🌐

OH MY GOD! Trump To Release Secret Document That Will Destroy Obama!



OH MY GOD! Trump To Release Secret Document That Will Destroy Obama!

OH MY GOD! Trump To Release Secret Document That Will Destroy Obama! Do you remember back when Obama administration helped adopt the Joint...

DEPARTED.CO

Media/News Company

Always Open



Search for posts on this Page



Invite friends to like this Page

The United States presidential election of 2016, scheduled for Tuesday, November 8, 2016, will be the 58th quadrennial U.S. presidential election.



158,359 people like this

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VISITOR POSTS

