Spot the Fake!

Using fake news to strengthen students’ information literacy skills

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What is “fake News”? - Talk to a neighbor

- How would you define it?
- Why is it a complicated topic?
- Should we teach it, at what levels, and why?
- Share out.
Fake news officially entered the English lexicon in 2017 when the Collins Dictionary declared the phrase its “word of the year.”

Defined as: “false, often sensational, information disseminated under the guise of news reporting” this phenomenon has been around for years.
Have you heard of these? Where? Turn and talk.

- The moon is occupied by bat-winged creatures that are half-mutant.
- A sea monster has been spotted off the coast of Massachusetts.
- Aliens have landed in New Jersey.
- The Apollo moon landing was a hoax.
Have you heard the news?

Dates of these stories:
● 1835. (Sun newspaper)
● 1937: Nantucket sea monster and 1817: Gloucester sea serpent
● 1937: (War of the Worlds)
● Moon landing hoax: ongoing

https://earthsky.org/space/apollo-and-the-moon-landing-hoax
Fake news sometimes is used as a catchall term. Let’s get more specific.

Can we define these terms? What are the differences?

**Misinformation**

**Disinformation**

**Hoax**

**Bias**

Share out.
Vocabulary: Definitions

Misinformation: false or misleading information, often intended to deceive

Disinformation: deliberately false or misleading information intended to influence public opinion or mask the truth

Hoax: an act, whether malicious or humorous, intended to deceive someone into believing something is true

Bias: inclination or preconceived judgment
Building 5th grade media literacy skills

Four to five lessons

Overall objectives:

- Students will be able to identify a reliable source when presented with two pieces of conflicting information.
- Students will be able to define media literacy terms such as misinformation, disinformation, fake news, hoax and bias.
- Students will be able to use the Newseum’s ESCAPE Junk News poster to help them evaluate sources.
Historical example:
Nantucket Sea Monster: picture book & video

Background and public domain photos

Discussion questions:
Misinformation, disinformation, hoax?
Just fun or was some harm done?
Ramifications?
Fifth grade lessons

Historical example:

The War of the Worlds: audio and picture book
1938 broadcast from the Newseum

Listened to part of the broadcast.
Question:
What did they think was happening?
Then, we read the book.

Discussion questions:
Misinformation, disinformation, hoax?
Just fun or was some harm done?
Ramifications?
Hands-on evaluation:

Current **New York Times article** on new observations on Mars; ESCAPE prompts from Newseum; sticky notes

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**5 WAYS TO EVALUATE INFORMATION**

<table>
<thead>
<tr>
<th>EVIDENCE</th>
<th>SOURCE</th>
<th>CONTEXT</th>
<th>SCAPe</th>
<th>PURPOSE</th>
<th>EXECUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DO THE FACTS HOLD UP?</strong></td>
<td><strong>WHO MADE THIS, AND CAN I TRUST THEM?</strong></td>
<td><strong>WHAT'S THE BIG PICTURE?</strong></td>
<td><strong>WHO IS THE INTENDED AUDIENCE?</strong></td>
<td><strong>WHY WAS THIS MADE?</strong></td>
<td><strong>HOW IS THIS INFORMATION PRESENTED?</strong></td>
</tr>
<tr>
<td>Look for information on an entity.</td>
<td>Check the author, editors, publishers.</td>
<td>Consider who has the best interest at heart.</td>
<td>Look for attempts to appeal to specific groups.</td>
<td>Look for claims in the material.</td>
<td>Consider how the story is made to affect the impact.</td>
</tr>
<tr>
<td>• Names • Numbers • Dates • Places • Documents</td>
<td>• Author • Editor • Publisher.</td>
<td>• Personal interest • Cultural bias • Political stance.</td>
<td>• Type of graphics • Use of language • Tone of voice.</td>
<td>• Theme • Subtext.</td>
<td>• Tone • Image choice.</td>
</tr>
</tbody>
</table>

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**GROUP DISCUSSION**

1. Why evaluate?
2. When to evaluate?

**PARTNER WORK**

1. Read the article. Mark it up:
2. What could be hidden in that article?
3. What could you question?
4. On your sticky note: How would you check it?

**3 WAYS YOU COULD VERIFY THE INFO**

- **Read & Background Knowledge**
- **Who?**
- **When?**
- **Where?**
- **Why?**
- **What would you check?**
Hands-on evaluation:

Current New York Times article on new observations on Mars:

- Mark up the article using ESCAPE cues
- Three ways to check the info
Hands-on evaluation

Fifth Grade Lessons

Hands-on evaluation

Current New York Times article on new observations on Mars:

- Mark up the article using the ESCAPE technique
- Three ways to check the info

Hands-on evaluation

Sami's Tony

have other newspapers written about this.

Search up if those people actually work at N.Y. Times

Look up videos of pics of this happening.
learned about how to identify fake information and find the truth. I also know that people often spread rumors, and fast.

Julia 5L

learned that people sometimes have the purpose to spread rumors and purposely tell false information to create a buzz. I learned that these rumors are not true purpose and just to be safe to always check the sources.

Not to trust every source and double check with other sources and use background information to double check. I also,
Fifth grade takeaways: what we don’t yet understand

Kelsey

I don’t yet understand why people put out fake news/desinformation if they can get caught and have a bad reputation. Or why others trust to go to be true stuff.

Megan 5a

I don’t yet understand why people would want to spread fake news. I also understand why some don’t people believe fake news so easily.
Fifth grade takeaways: what is next for us

Megan 5a
what comes next for me is always checking the information that I find to make sure it is right so I am not spreading or believing fake news.

Kritina 5L
Now I will check a once I trust and try to find what part could be fake.

We make sure that we are on a trusted website.
My opinion on what we should do next is to use what we learned, pass on the skill, and keep practicing/improving. We can also learn more on evaluating our sources.
Fifth Grade Lessons: Evaluation

All About Explorers website comparisons
Two biographies, one true, one fake, on same explorer

Students corroborate information

Next step: Check a trusted database
Fifth grade lessons
In 2019 "fake News" Definition is cloudy
Trump's Twitter Feed from trumptwitterarchive.com

Never thought I'd say this but I think @johnrobertssfox and @GillianWTurner @FoxNews have even less understanding of the Wall negotiations than the folks at FAKE NEWS CNN & NBC! Look to final results! Don't know how my poll numbers are so good, especially up 15% with Hispanic? [Twitter for iPhone] [link]

Thank you to @RT. This is a very big deal in Europe. Fake News is the Enemy of the People! https://t.co/6V0bq6gPw4 [Twitter for iPhone] [link]

Jens Stoltenberg, NATO Secretary General, just stated that because of me NATO has been able to raise far more money than ever before from its members after many years of decline. It's called burden sharing. Also, more united. Dems & Fake News like to portray the opposite! [Twitter for iPhone] [link]

"As falls quickly at BuzzFeed and HuffPost!!" Headline, New York Post. Fake News and bad journalism have caused a big downturn. Sadly, many others will follow. The people want the Truth! [Twitter for iPhone] [link]

A third rate comedian who interviewed me many years ago for just a short period of time has been playing his biggest con of all on Fake News CNN. Michael D'Antonio, a broken down hack who knows nothing about me, goes on night after night talking up Trump stories. Disgraceful! [Twitter for iPhone] [link]

Back home where they belong, no more Rockies or Mi's being fired over Japan or anywhere else and, most importantly, no Nuclear Testing. This is more than has ever been accomplished with North Korea, and the Fake News knows it. I expect another good meeting soon, much potential! [Twitter for iPhone] [link]

The Fake News Media loves saying "so little happened at my first summit with Kim Jong Un." Wrong! After 40 years of doing nothing with North Korea but being taken to the cleaners, & with a major war ready to start, in a short 15 months, relationships built, hostages freed, and so much more... [Twitter for iPhone] [link]

The reason Sarah Sanders does not go to the "podium" much anymore is that the press covers her so rudely & inaccurately, in particular certain members of the press. I told her not to bother, the word gets out anyway! Most will never cover us fairly & hence, the term, Fake News! [Twitter for iPhone] [link]

Last time I went to Davos, the Fake News said I should not go there. This year, because of the Shutdown, I decided not to go, and the Fake News said I should be there. The fact is that the people understand the media better than the media understands them! [Twitter for iPhone] [link]

Nick Sandmann and the students of Covington have become symbols of Fake News and how evil it can be. They have captivated the attention of the world, and I know they will see it for the good - maybe even to bring people together. It started off unpleasant, but can end in a dream! [Twitter for iPhone] [link]

Fake News is truly the ENEMY OF THE PEOPLE! [Twitter for iPhone] [link]

RT @CarmineZozora: By the time their fake news campaigns are fully exposed they've already moved on to their next fake news campaign. A g. [Twitter for iPhone] [link]

RT @ChatbyCC: The BuzzFeed bombshell bombed. It blew up in their face and the rest of the fake news are casualties too. [Twitter for iPhone] [link]
Turn and Talk

How have you noticed the term “fake news” being used over the last year?

How might this change the learning goals you set for students?
Breaking down “fake news”
CHARACTERISTICS OF “FAKE NEWS”

- Propaganda
- Clickbait
- Sponsored Content
- Satire/Hoax
- Error
- Partisan
- Conspiracy theory
- Pseudoscience
- Misinformation
- Bogus
- Fauxtography
- Deepfakes
- Cloaking
- Sensational Headlines
- Twisted statistics

PROPAGANDA TECHNIQUES

- Emotional words
- Name-calling
- Plain-folks appeal
- Transfer
- Glittering generalities
- Testimonial
- Faulty reasoning
- Fear
- Bandwagon
- Whataboutism

BIAS TECHNIQUES

- Omission
- Placement
- Photos
- Statistics
- Loaded Words
- Word choice/Connotation
- Selection of Source
- Labeling
- By spin
- Confirmation bias
BROAD TYPES OF MIS/DISINFORMATION

7 Types of Mis- and Disinformation

- **False Connection**
  When headlines, visuals or captions don’t support the content

- **False Context**
  When genuine content is shared with false contextual information

- **Manipulated Content**
  When genuine information or imagery is manipulated to deceive

- **Satire or Parody**
  No intention to cause harm but has potential to fool

- **Misleading Content**
  Misleading use of information to frame an issue or individual

- **Imposter Content**
  When genuine sources are impersonated

- **Fabricated Content**
  New content, that is 100% false, designed to deceive and do harm

https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79
How would you label the “fauxtographs”?
Fauxtography - "Manipulated to deceive"

From Snopes
“Both of these photographs are real. However, the bottom photograph only includes players and coaches, while the top photograph features players, coaches, and staff members.”

-from Snopes “2017: The Year in Fauxtography”
Did the Army Football Team Kneel in Protest During the National Anthem?
A photograph purportedly showing the Army Black Knights team kneeling in protest actually shows the Navy football team kneeling in prayer.

DAN EVON
PUBLISHED 2 OCTOBER 2017

- from Snopes “2017: The Year in Fauxtography”
Pseudoscience published in USA Today

- [Google Image Search](#)
- [Reverse image search- Common Sense Media Video](#)
Pseudoscience fauxtography published in USA Today

This Picture Shows the Birth of a Tornado - PetaPixel
https://petapixel.com/2018/09/05/this-picture-shows-the-birth-of-a-tornado/
800 × 534 - Sep 5, 2018 - Storm chasing photographer Jason Weingart shot a series of time-lapse photos of a tornado forming in Kansas back in 2016. Afterward, he ...

FACT CHECK: Is This a Picture of an 'Intense Supercell with a Mass of ...
https://www.snopes.com › Fact Check › Fauxtography
799 × 533 - Sep 4, 2018 - A photograph shows multiple tornadoes touching down in Kansas. ... least 12 tornadoes and at times had two and even three tornadoes on the ...

Bad Weather? No Problem. This Guy Has Perfected the Art of Chasing ...
https://www.photographytalk.com/.../8810-bad-weather-no-problem-this-guy-has-per...
1000 × 667 - The shot - which is Jason's favorite tornado photo he's taken - shows he and his wife Savannah in ... Timelapse of tornadogenesis near Dodge City, Kansas.
"What is a deep fake?" from CNN Business
Bias, filter bubble & the spread of “fake news”
The spread of questionable information

- Filter Bubbles - Where do you get your news?
- Identifying bias and understanding Confirmation Bias
- Importance of Fact checking
- Social Media/Media - Power of clicks & shares
- Global Connection (from Russian engineers to massacre of Rohingya in Myanmar)
WHERE DO YOU GET YOUR NEWS?

Use Media Bias/Fact Check to check bias and reflect on confirmation bias.
Social Media: desire to share "fake news"

- Social Media Sharing by Hank Green, SciShow Psych
- Understanding Confirmation bias video from Facing History
Echo Chamber Effect

Wall Street Journal’s Blue Feed, Red Feed lets you compare Facebook feeds
Is it true?

Some tools, sources and strategies.
Four Moves and a Habit

Mike Caulfield, Director of Blended and Networked Learning, Washington State University

“When you feel strong emotion – happiness, anger, pride, vindication – and that emotion pushes you to share a ‘fact’ with others, STOP.”

1. Check for previous work
   - Fact Check (Snopes.com)
   - Wikipedia (follow footnotes)

2. Go upstream to the source
   - Find ORIGINAL SOURCE and evaluate it
   - Watch for sponsored content!
   - Important for image checking!

3. Read laterally
   - What do OTHER sites/resources say about the source?

4. Circle back
   - Rinse, and repeat!
Fact checkers to use with your students

Fact vs. Fiction

- FactCheck
- Snopes
- Politifact
- Media Bias/Fact Check

Image courtesy of the Complete Guide to Fact Checking
From "The 'Fake News' Problem" by Kesley Bogan

ALWAYS GET THE “F.A.C.T.”S

**F**act Finders
- Check a Fact Finder website!
  - Double check the info on a fact-checker (like snopes.com or politifact.com)
  - Search google for article title + "fact check"

**A**uthority
- Research the Authority!
  - Look up publisher, author & website.
  - Are they listed? Who are they?
  - Are they reliable & trustworthy?
  - Run their names through google, wikipedia, or mediabiasfactcheck.com
  - Read their "about us" page to learn their purpose.

**C**heck Details!
- Look for Red Flags like:
  - Headlines that are over the top or have lots of!!!
  - Unbelievable or too shocking photos (reverse image search them!)
  - All caps, all bold letters
  - Use of really emotional or shocking words
  - Outdated information, lots of popup ads, misspellings

**T**ry Again if needed!
- If source checks out, no 2nd try needed.
- If source did not check out, look for a new source.
- If not yet sure source is good, try evaluating again.

**F.A.C.T.** Method developed by Kesley Bogan 2018

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Fact vs. Opinion

- **Factitious** - Choose an easy, medium or hard and decide whether news articles are real or fake!

- Pew Research offers a quiz, "How well can you tell factual from opinion statements?"
“Trolls” amplify the message and fit people into their narrative:

- British press coverage of Meghan Markle then trolls amplified - [CNN story](#)
- “Russia created a playbook for spreading disinformation on social media. Now the rest of the world is following it.” (from “Russia’s Playbook for Social Media Disinformation Has Gone Global” NYTimes, Jan. 31, 2019)
- Russia is banning soldiers from using smart phones, tablets to reduce risk of being influenced by social media [NPR Story](#)
- BBC’s “Fake News” Video Library
Global Impact: Suppressing Free Press & Free Speech

From FreedomHouse.org


“Fake News.” BBC Trending. Video, January 22, 2018


“Russia’s Playbook for Social Media Disinformation Has Gone Global” NYTimes, Jan. 31, 2019.


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• Student accounts
• Teacher dashboard
Fake News Resources
News and Media Literacy Collection
Lesson Plan for grades 6-12

Fake News and Biography | Edgar Allen Poe: Buried Alive
Lesson Plan for grades 6-12

The Lowdown | Fake News
Media Literacy Collections grades 2-5

RUFF RUFFMAN: Texting and You!

RUFF RUFFMAN: Privacy and You! Bonus Scene

RUFF RUFFMAN: Searching and You!
Video Clip for grades 6-12

Trump’s Speech Through a Media Literacy Lens | PBS NewsHour
Interactive Lesson for grades 6 plus

Why Is Fake News So Effective?
Interactive Lesson for grades 9-12

Imperialism and the Spanish-American War
Trump’s Speech Through a Media Literacy Lens | PBS NewsHour
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- Primary sources: posters, artifacts, documents
- The International Museum of World War II
- Learn history thru lives of ordinary citizens
- Media Literacy
Media Company or Tech company?.

Fake news on Facebook
Coming Summer 2019
#ChasingTheMoonPBS
Coming Soon! Molly of Denali

- Animated series featuring Alaska Native lead character
- Premieres July 2021
- Ages 4-8
- Podcast coming in May
- Interact with informational text
Thank you!

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