

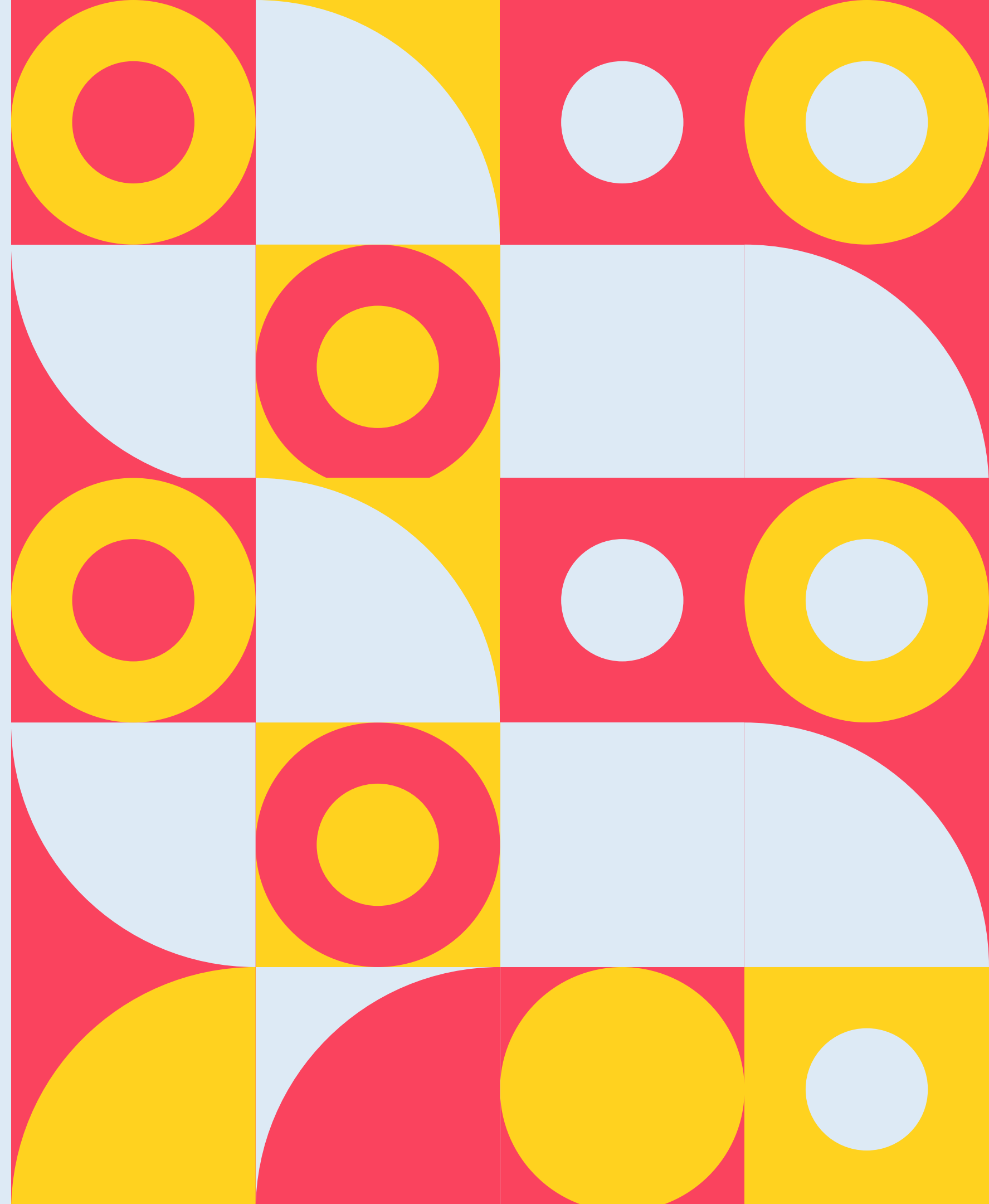
Media Mindfulness: Fact-checking Myths, Misinformation & Conspiracy Theories

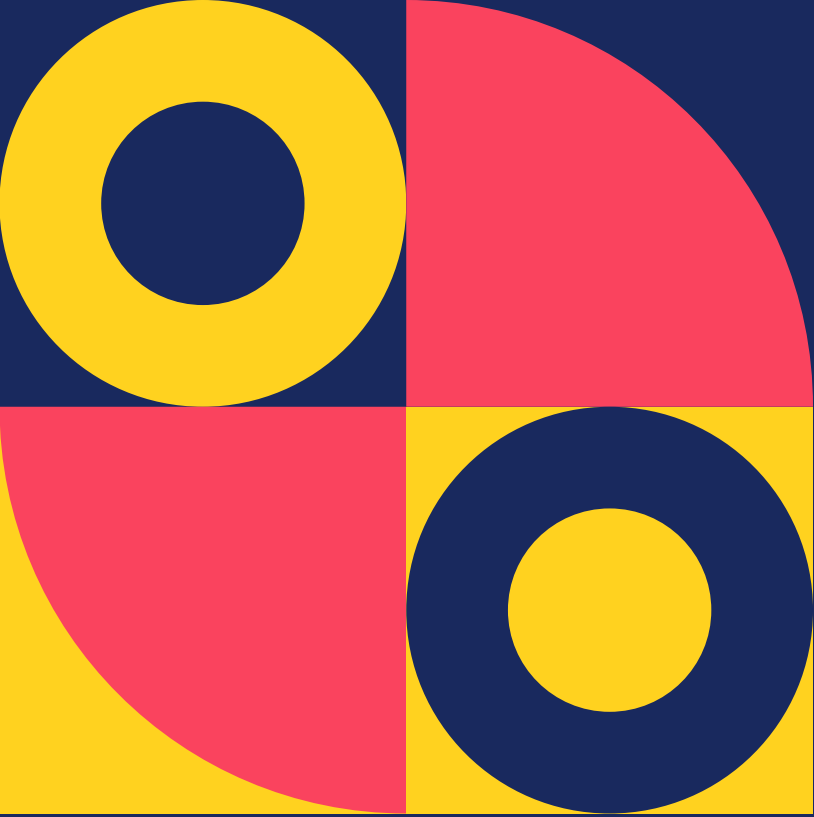


Share Back:

Un-mute or share in chat:

- **Media you applied five questions to last week.**
- **Misinformation you encountered and how you handled it.**



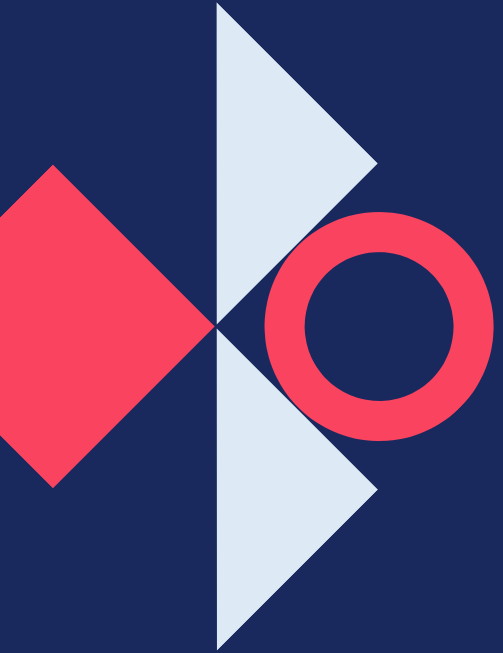


Today's Learning Goals

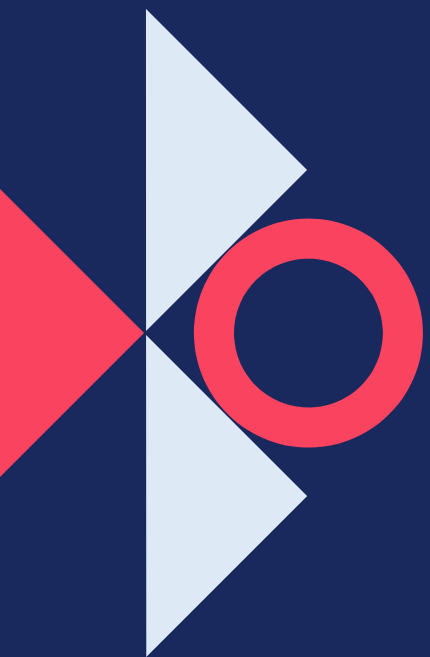
- Recognize how our biases play a role in the spread of misinformation.
- Apply fact-checking techniques to become more savvy information consumers.



Agenda



- **How our biases play a role in the spread of misinformation**
- **Tips for fact-checking**
- **Q&A and optional homework.**



A Few Definitions

Misinformation

Information that is inaccurate, misleading, or explicitly false.

Misperception

personal beliefs that are inconsistent with the best publicly available evidence, such as scientific or statistical evidence or the conclusions of experts.

Rumors

Unverified information statements that circulate among people



Misinformation and Emotions

What feelings do you typically associate with the spread of misinformation?



TED
Ed

How false news can spread - Noah Tavlin



Share

HOW FALSE NEWS SPREADS



Watch on  YouTube



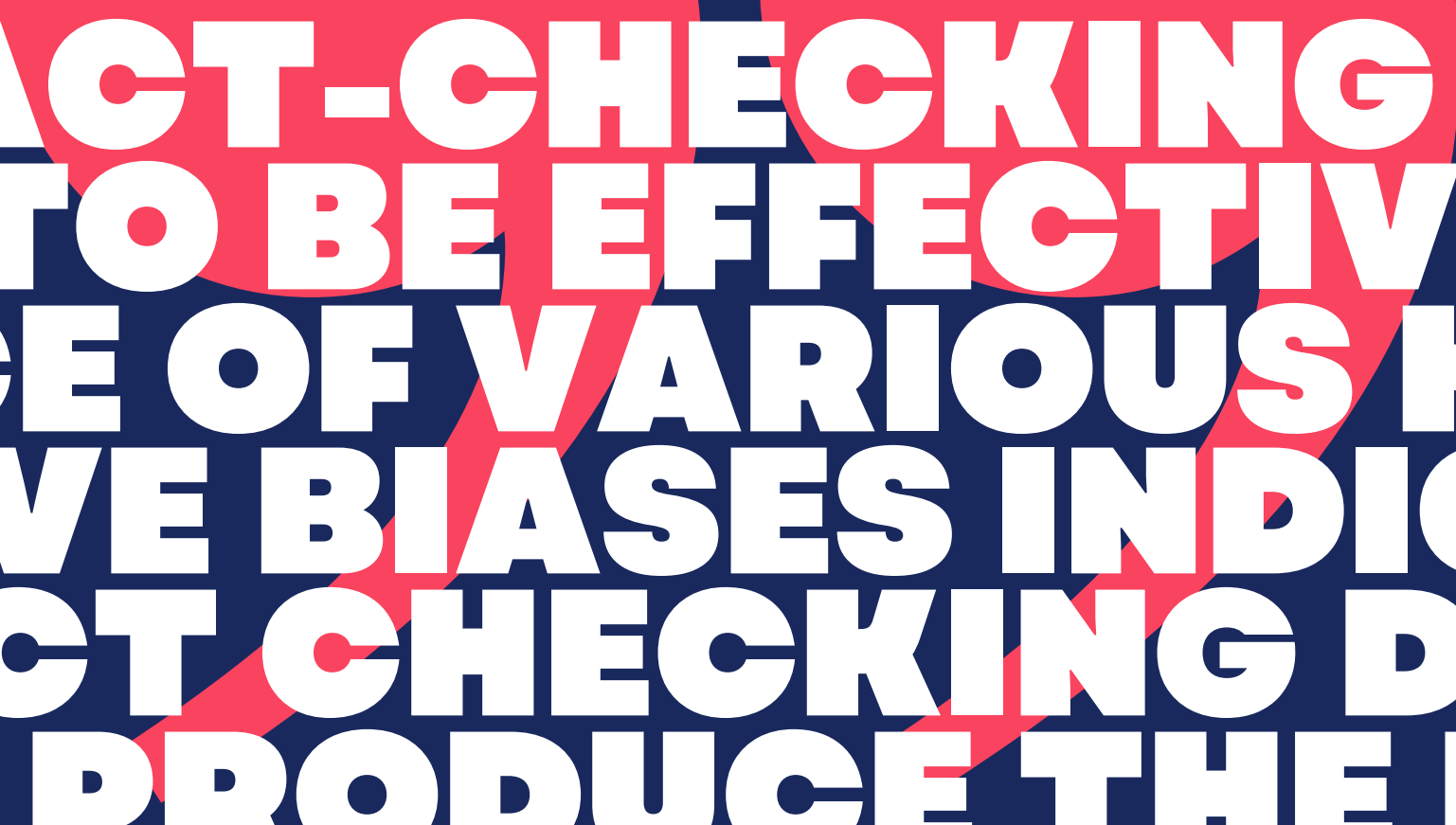
On Twitter (X) false information spreads faster than accurate

2018 MIT study found humans, not bots, responsible for spread of misinformation, (Dizikes)

Knowledge
Neglect



INVESTIGATING
BIASES



WHILE FACT-CHECKING IS KNOWN TO BE EFFECTIVE... THE PRESENCE OF VARIOUS HUMAN COGNITIVE BIASES INDICATES THAT FACT CHECKING DOES NOT ALWAYS PRODUCE THE DESIRED EFFECT.

Park, S., et. al (2021). [The presence of unexpected biases in online fact-checking](#). HKS Misinformation Review.



Halo Effect

Dunning-Kruger Effect

Why **FIT IN**
when you
were born to

STAND OUT?



Imposter
Syndrome

Overconfidence Effect

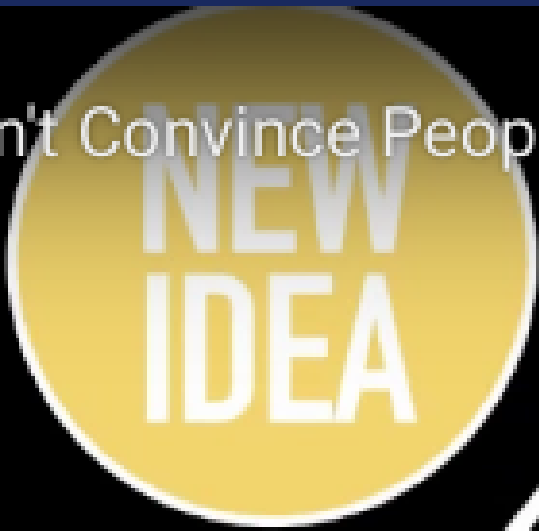


A hand holding a green marker is writing on a whiteboard. The whiteboard is covered with various colorful sticky notes (pink, yellow, blue, green, orange) and hand-drawn diagrams. One prominent sticky note is light blue with the word "Like!" and a thumbs-up icon. Other notes contain diagrams of boxes and lines, and some have the word "Plan" written on them. The background is slightly blurred, showing a person's arm in an orange sleeve and a red object on the right.

STRATEGIES FOR FACT- CHECKING



Why Facts Don't Convince People (and what you can do about it)



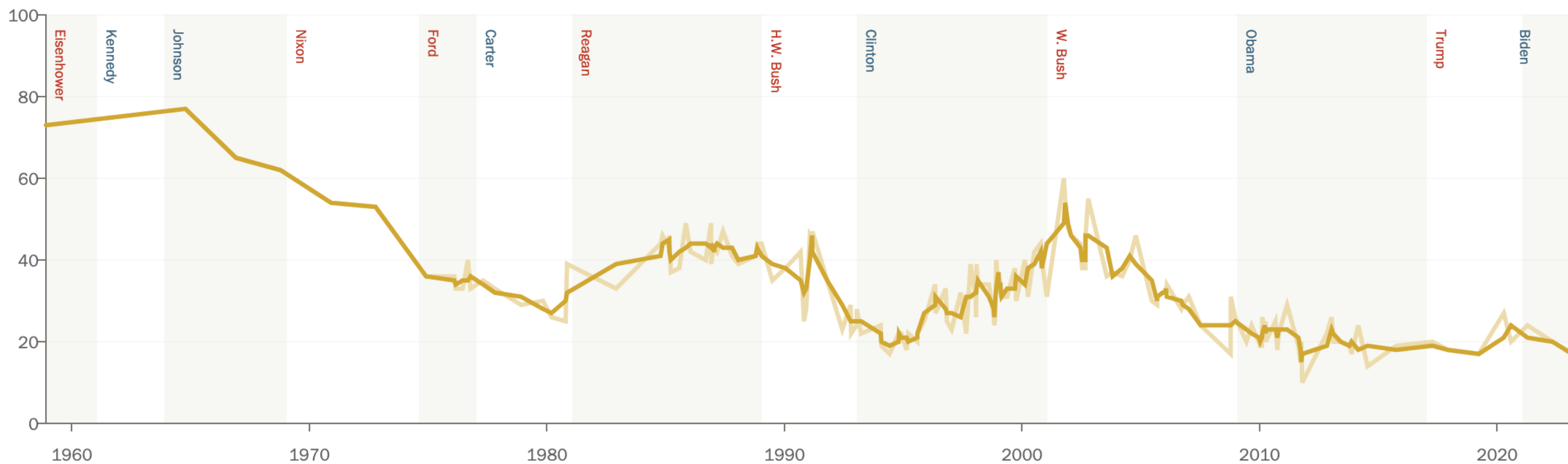
Watch on  YouTube

**Why do you we believe what
you believe?**

Public trust in government near historic lows

% who say they trust the government to do what is right just about always/most of the time

● Moving average ● Individual polls

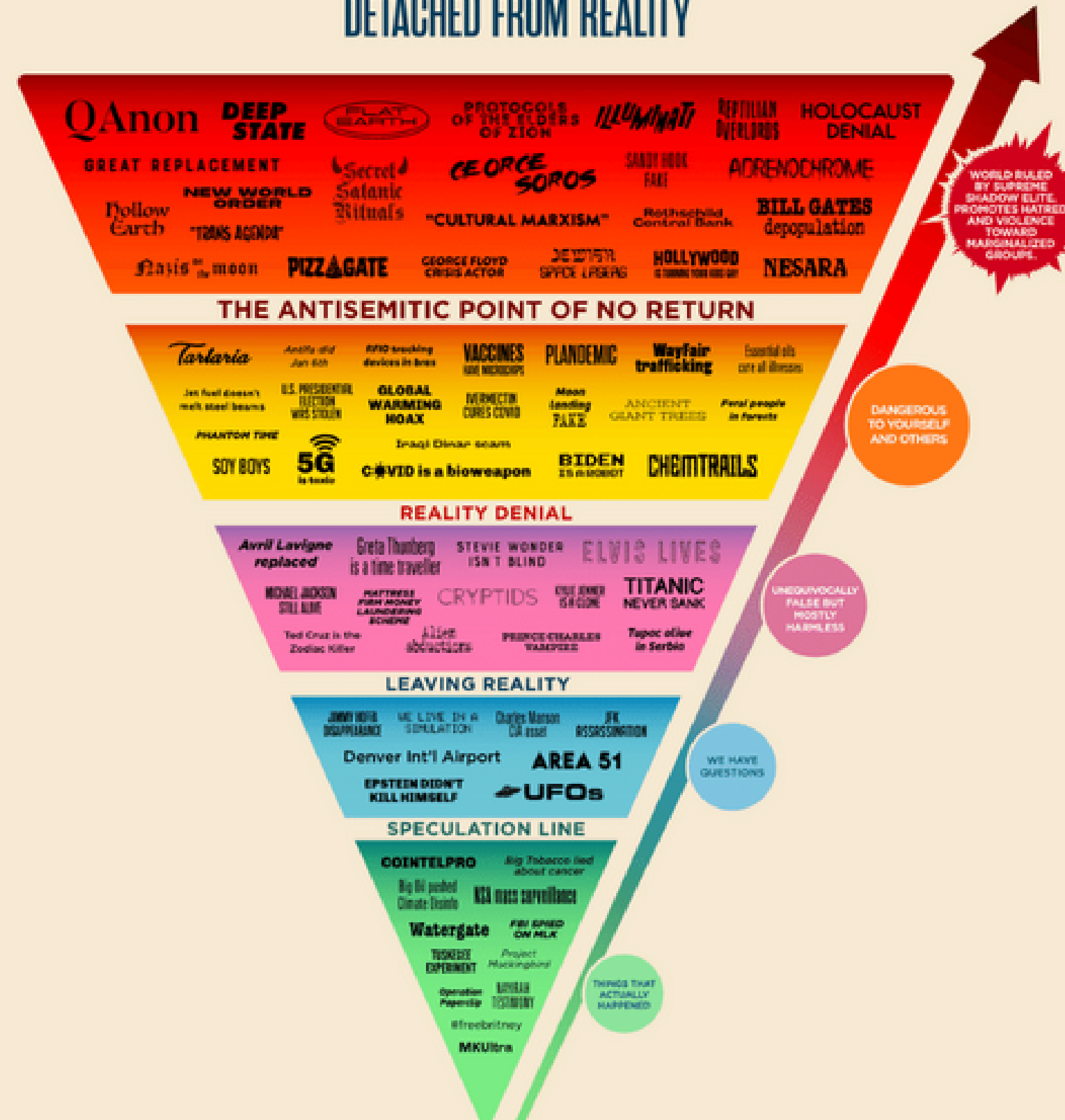


CONSPIRACY THEORIES

- 1. They create a sense of belonging.**
- 2. In group/out group**
- 3. Feels good to hate a clear villain**

THE CONSPIRACY CHART 2021

DETACHED FROM REALITY



This chart is interactive. Click on any conspiracy to learn more about it.

WORLD RULED BY SUPREME SHADOW ELITE, PROMOTES HATRED AND VIOLENCE TOWARDS MARGINALIZED GROUPS.

DANGEROUS TO YOURSELF AND OTHERS

UNEQUIVOCALLY FALSE BUT MOSTLY HARMLESS

WE HAVE QUESTIONS

THINGS THAT ACTUALLY HAPPENED

GROUNDED IN REALITY

Questions to ask:

- What is the claim?
- What is the evidence source for the claim?
- What is the chain of reasoning that links the evidence back to the claim?





**INTERROGATE
INFORMATION
INSTEAD OF
CONSUMING IT.**

Richard Hornik, The Center for News Literacy

**VERY INTELLIGENT PEOPLE WERE
BAMBOOZLED BY THE RUSES THAT
ARE PART OF THE TOOLKIT OF
DIGITAL DECEPTION TODAY.**

Sam Wineburg, Stanford History Education Group



SIFT

STOP

INVESTIGATE

FIND BETTER COVERAGE

TRACE CLAIMS TO ORIGINAL

CONTEXT

TENNESSEE | LOOKOUT



Community



Chevron's Stephanie Alvarez a pioneer for women in the oil field

SHARE    

March 13, 2024 • By Staff Report

In honor of International Women's Day on March 8, [NewsWest9](#) featured one

TRENDING NOW

[SEE MORE](#)



COMMUNITY
New 'Food FARMacy' to support Midland Health patients with serious illness



COMMUNITY
UTPB alum Mark Lopez named Texas Campus Administrator of the Year



COMMUNITY
Kansas to celebrate 50 years of classic rock in Midland



COMMUNITY
Odessa firefighter honored for saving baby's life



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A FEW TIPS:

Read widely across the spectrum



Look at respected publications on multiple sides



**Where is there agreement?
Disagreement?**



Where has thinking evolved?



What is the prevailing school of thought?

Reverse Image Searching

Reverse Image Search Capabilities Comparison Table (as of August, 2019)








	 Elements Identified	 Faces	 Structures	 Places	 Digital/ Logos	 Alternate Sizes	 Flipped or Altered
Google	1	Neutral	Great	Great	Great	Good	Neutral
Yandex	2+	Great	Great	Great	Good	Good	Good
Bing	3+	Good	Good	Good	Good	Neutral	Great
TinEye	1	Neutral	Neutral	Neutral	Great	Great	Good

Chart credit: Domaintools.com



Vanderbilt University

@VanderbiltU



All tuition and fees will be waved for the 2024-2025 school year!

1:25 PM · Mar 4, 2024

5.6K Retweets 212 Quote Tweets 20.3K Likes



- [Wayback Machine](#)
- [Politwoops](#)
- [Whois](#)



Canada The Ferryman's Toll 🇺🇸

@ferryman4747 · Follow



Don't trick or treat with the unvaccinated.

MENU ▾

CBCNEWS

Health

Health Canada recommends creating "vaccinated trick or treat groups" this Halloween



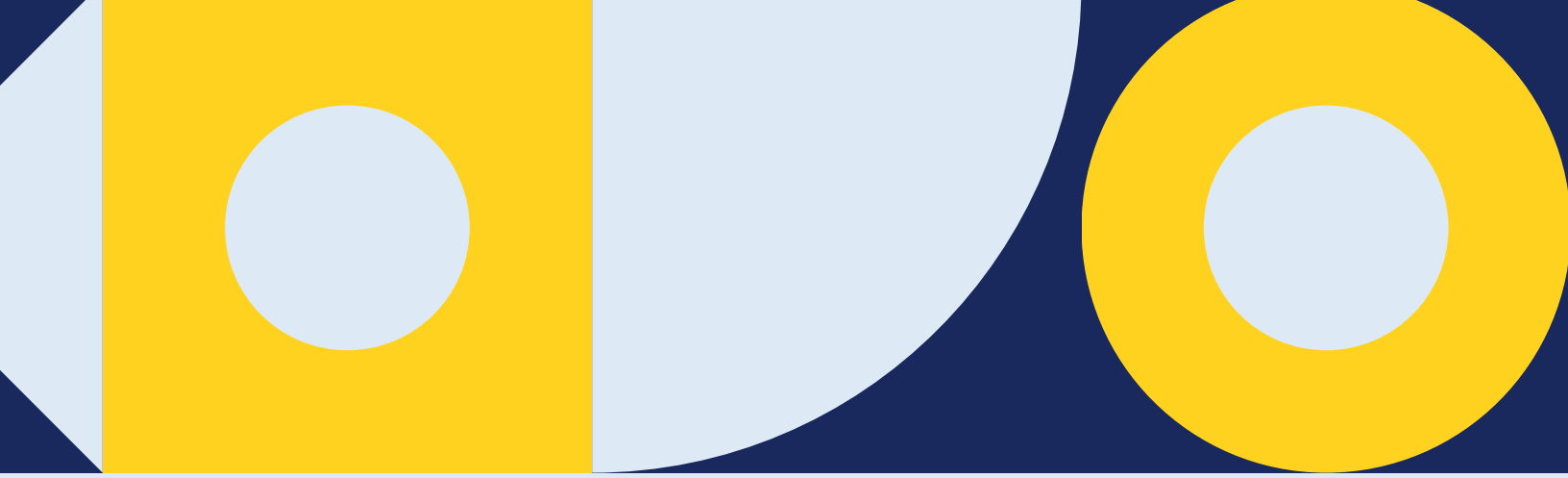
Health Canada is advising parents to check the vaccination status of their children's trick or treat friends to ensure their safety



Nicole Ireland - CBC News

Posted: October 09, 2022

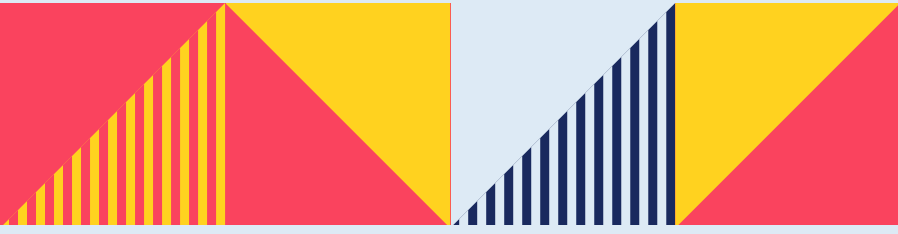
**"If your mother says she loves
you, check it out."**



Ask Yourself

- What's missing?
- Who's benefiting?
- Who's getting hurt?





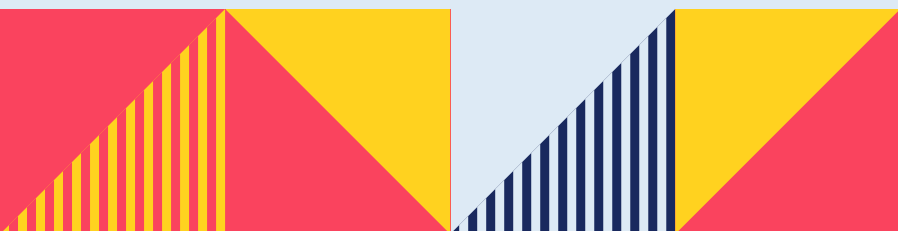
OPTIONAL Homework



Continue to keep a media mindfulness journal. Note changes to your media consumption habits, awareness of misinformation, privacy practices, etc.

Things you might consider:

- How often are you running across questionable claims?
- Are there certain types of new stories you keep coming across?
- Do you notice any habits or emotions that cause you to engage with news in different ways?



OPTIONAL Homework



Fact check a claim you run across on social media, a website, or even the local news. Come prepared on April 1 to talk about the following:

- What claim did you check and why?
- What methods did you use to fact check?
- What did you discover?



Questions?

References

Aguiar, A. 2023, October 5. *An illustrated guide to 'pink slime' journalism*. The Poynter Insitute. <https://www.poynter.org/fact-checking/media-literacy/2023/pink-slime-journalism-local-news-deserts/>

Dawson, R. (Host) 2022, Sept 21 Cindy Otis on the disinformation landscape (No. 34) [Audio podcast episode] In *Thriving on Overload*. <https://open.spotify.com/show/1H3cEvtG4q56HVbOmo50WN>

Dizikes, P. 2018, March 8. *Study: On Twitter, false information spreads faster than true stories*. <https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>

Feelings and Facts. Courageous Rhode Island. <https://www.courageousri.com/feelings-and-facts>

Nabi, R. L., & Myrick, J. G. (Eds.). (2023). *Emotions in the digital world : Exploring affective experience and expression in online interactions*. Oxford University Press, Incorporated.

Park, S., et al. 2021, January 27. *The presence of unexpected biases in online fact-checking*. <https://misinforeview.hks.harvard.edu/article/the-presence-of-unexpected-biases-in-online-fact-checking/>

Resources

Retroreport Conspiracy Theory Documentary:

<https://retroreport.org/video/conspiracy-theories-and-fake-news-from-jfk-to-pizzagate/#rr-education-section>

Wayback Machine: <https://web.archive.org/>

Politiwoops: <https://projects.propublica.org/politwoops/>

Whois: <https://www.whois.com/>

Resources shared during class

For fact checking:

- <https://mediabiasfactcheck.com>
- <https://www.snopes.com>
- <https://callingbullshit.org/tools.html>
- <http://snopes.com>
- <https://www.factcheck.org/>
- <https://adfontesmedia.com/>

All sides media bias chart:

- <https://www.allsides.com/media-bias/media-bias-chart>