



Fake News

Facts

Ellen Mahoney
Colorado ILL Conference
CSU
April 20, 2018

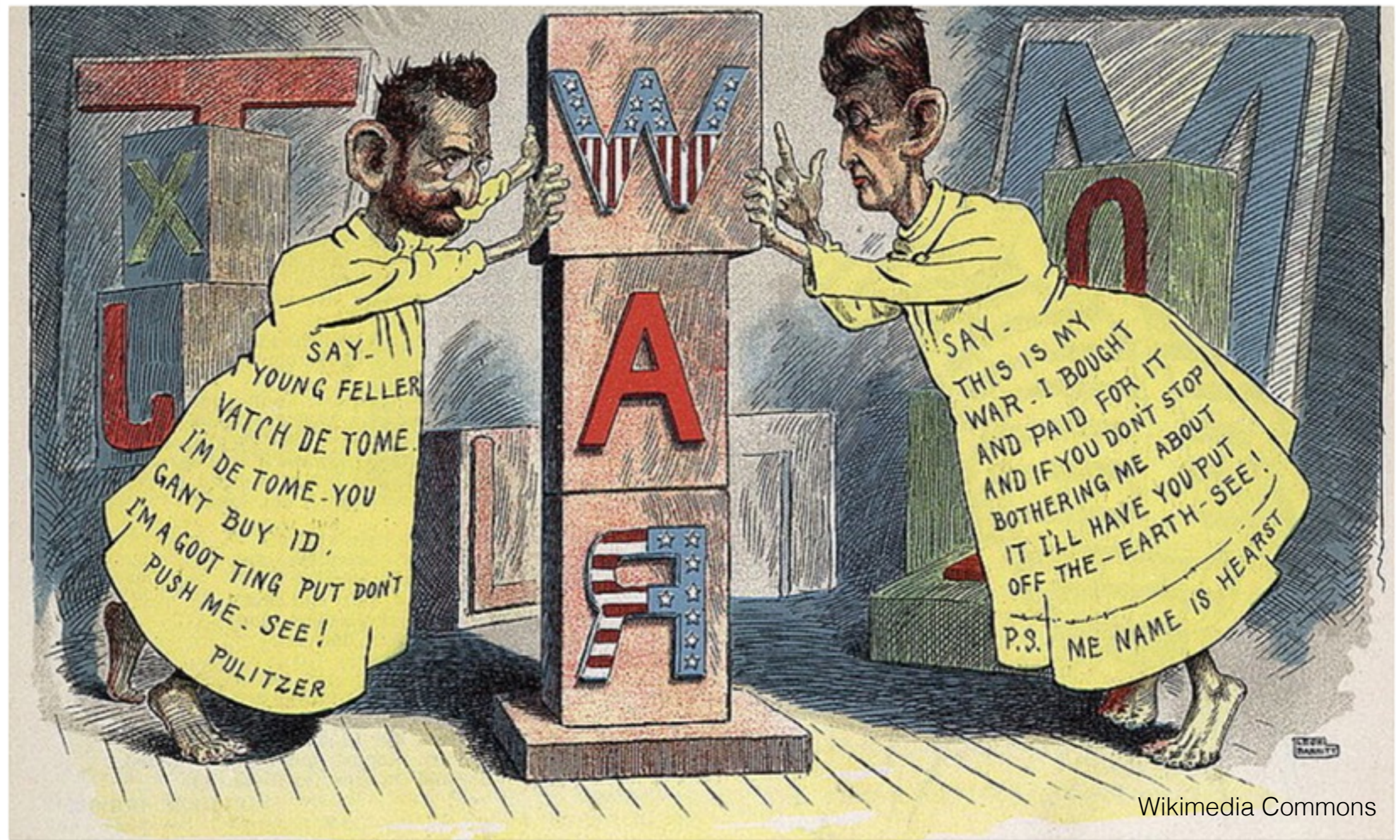
**Where exactly
are we heading?**





The Yellow Kid

Hogan's Alley newspaper comic strip character
created by Richard F. Outcault in 1895



Wikimedia Commons

Yellow Journalism

**1890s - Sensational print stories
grab attention**

Sensational Newspaper Headlines and the Spanish-American War



Joseph Pulitzer's
The New York World
1898



William R. Hearst's
The New York Journal
1898

Terrifying Radio “War of the Worlds” UFO Drama



**October 30,
1938**



Wikimedia Commons

Fall Business Wanted!
 Advertisements in Tomorrow's, Wednesday's, Thursday's and Friday's Globe. Read the ads in the Globe every day.

The Boston Daily Globe

EST. 1872

Want Advertisements
 To Buy, Sell, Hire or Rent see our advertisement in the Globe's Want Columns. Use the Daily Globe—Use the Sunday Globe.

BOSTON, MONDAY MORNING, OCTOBER 31, 1938—EIGHTEEN PAGES (2) TWO CENTS

RADIO PLAY TERRIFIES NATION

The Capital Parade

Lehman Expects Poletti Victory

By HOWARD ALDRIP and BERNARD BROWNE

WASHINGTON, Oct. 30.—In the excitement of the New York campaign, the morning of Herbert Lehman's press for raising again has captured general attention. His public address with the world's New York Democrats called only for Charles Poletti's nomination as Lieutenant Governor. But the general expectation is that Poletti will also be the nominee when the vote comes. The Daily News said the general expectation was for the general.

READY FOR HALLOWEEN



BILLY BOWWELL AND LEE GRIFFIN
 Watcher just grand of their "pumpkin" lantern.

3 FIRES SET IN SO. END HOTEL

52 Guests, Employees Held in Darkness as Police Hunt Incendiary

Fifty-two guests and all employees were held without permits behind the locked doors of Hotel Lorraine, South End, for two hours last night while police hunted through the rooms and halls of the downtown building for a smoking.

Three fires were set in different parts of the hotel and the main electric light line into the building was cut and all communication between 7:30 and 8:15 p. m. to effect the hotel was cut in darkness, with guests and hotel employees confined to groups in the lobby and first-floor reception room.

Emergency light service was in demand before midnight.

Fighting men.

Continued on Page 18

PATROL WAGON, AUTO CRASH



THE PERSONS WERE INJURED IN WILLOW ST., BRANTON.

Mars Invasion Thought Real

Hysteria Grips Folk Listening in Late

Many Fear World Coming to End

NEW YORK, Oct. 30. (P. M.)—Hysteria among radio listeners throughout the nation and without parallel restrictions from outside of the Metropolitan area resulted from a two-hour radio broadcast tonight describing a Martian and "terrifying" invasion of things that took place.

Partial and complete silence all over the country followed the broadcast.

Police, Youth Groups Plan Safer and Sane Halloween

FAIL TO CLAIM

POLICE, BRIDAL

Mystery Veils Fatal Injury

Library of Congress

Misinformation about a Popular Television Personality

Mr. Rogers A U.S. Navy Seal? A Sniper?



1968-2001



Misinformation through Social Media



“Pizzagate” 2016

Comet Pizza in Washington D.C.

The Whole Thing Can Make You Feel Tired...

Dog tired!

Hoaxes

Misinformation

Deceptions



Lies

More Lies

False facts



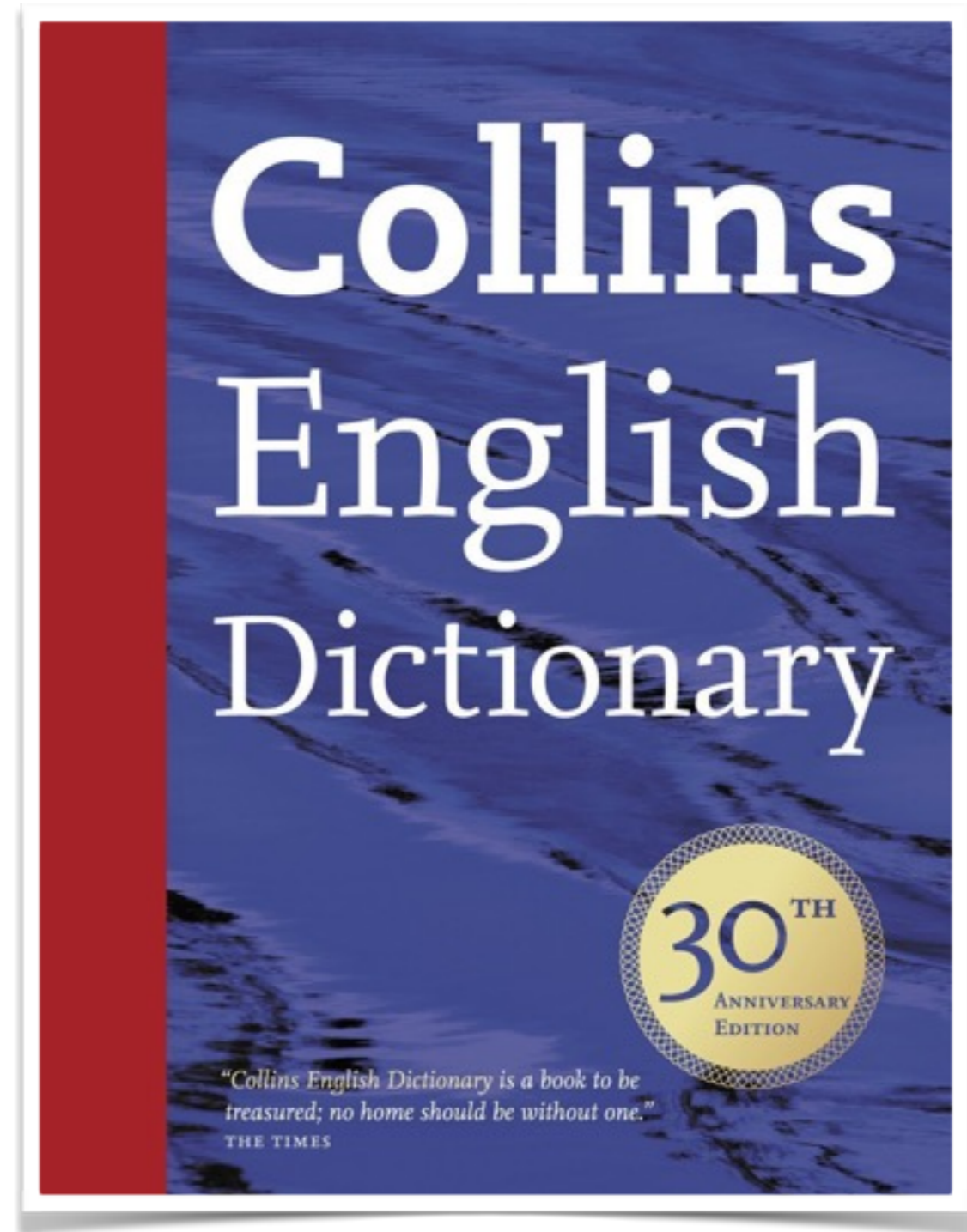
Spelling it out.

Definition: “Fake News”

**Collins’ English
Dictionary
Definition - 2017**

Noun

**“ false, often
sensational,
information
disseminated under
the guise of news
reporting.”**



University of Michigan Library

“At its core, we are defining ‘fake news’ as those news stories that are false: the story itself is fabricated, with no verifiable facts, sources or quotes.”





Matt Sebastian

Central News Editor

Daily Camera (Boulder) & Longmont Times-Call

“It's not easy to define because people misuse the term. As a journalist, I think ‘fake news’ is pretty simple: **Fictitious news coverage designed to intentionally mislead and misinform.** It's propaganda.”



Eric Larsen

News Director- The Coloradoan

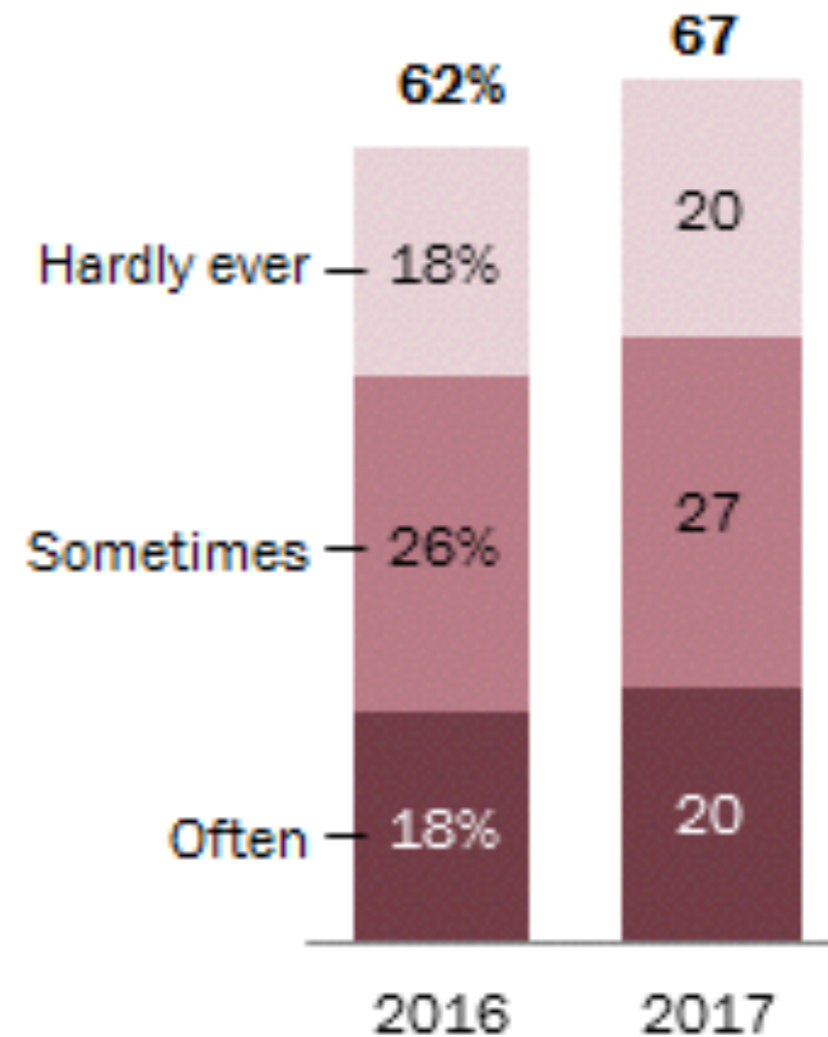
“Personally, I don't believe the term “fake news” is useful. **Information presented is either news -- delivered in fair, accurate, balanced and objective fashion -- or it is something else.** That could be something that introduces bias, opinion, propaganda, marketing or a flat-out falsehood or a series of falsehoods.”

According to the Pew Research Center

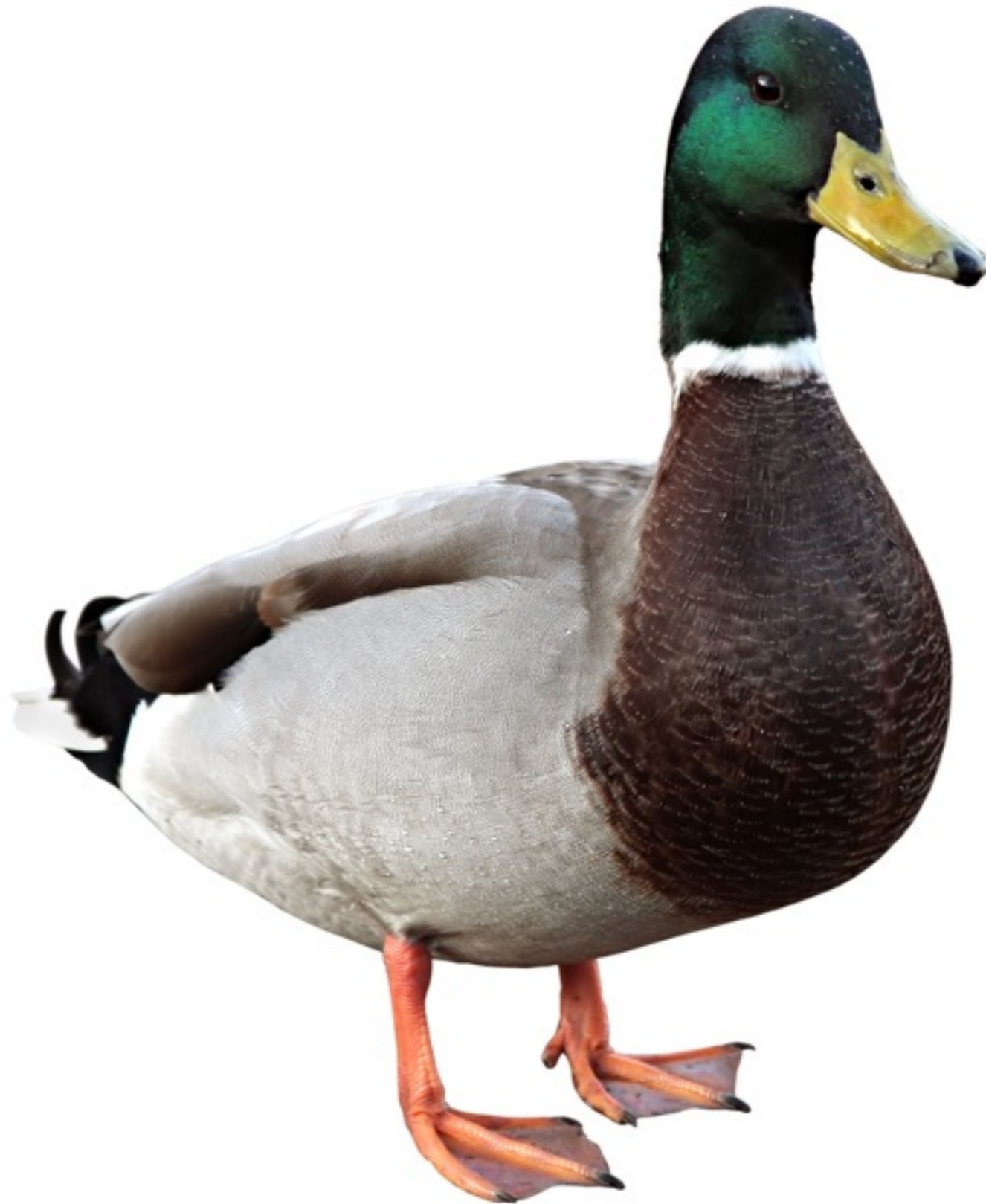
**“In 2017, two-thirds
of U.S. adults get
news from social
media.”**

Source: http://www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/pi_17-08-23_socialmediaupdate_0-01/

*% of U.S. adults who get news from
social media sites ...*



If it looks like a...



Four Red Flags

- **1. Gossipy Entertainment**
- **2. Humor, Satire, Parody**
- **3. Covert Online Advertising**
- **4. Misinformation and Media Manipulation**



“Fake News” as...

1. Gossipy Entertainment





Tabloid “News”



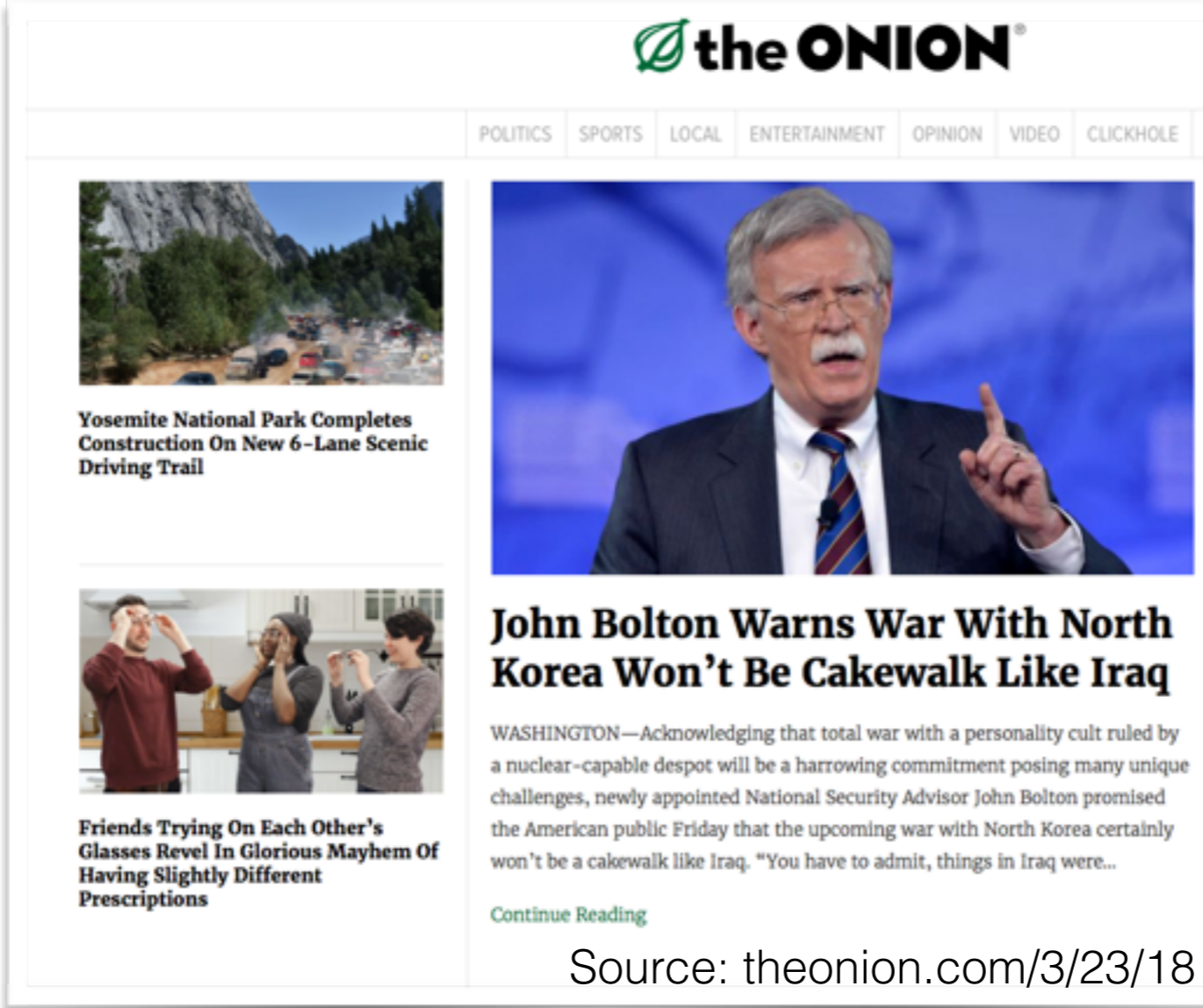
“Fake News” as...

2. Humor, Satire, Parody



“The Onion”

Tagline: “America’s Finest News Source”



The screenshot shows the homepage of The Onion website. At the top is the logo "the ONION" with a green onion icon. Below the logo is a navigation bar with links for POLITICS, SPORTS, LOCAL, ENTERTAINMENT, OPINION, VIDEO, and CLICKHOLE. The main content area features three article teasers. The first is a photo of a road construction site with the headline "Yosemite National Park Completes Construction On New 6-Lane Scenic Driving Trail". The second is a photo of three people in a kitchen trying on each other's glasses with the headline "Friends Trying On Each Other's Glasses Revel In Glorious Mayhem Of Having Slightly Different Prescriptions". The third is a photo of John Bolton speaking with the headline "John Bolton Warns War With North Korea Won't Be Cakewalk Like Iraq". Below the Bolton headline is a short paragraph of text and a "Continue Reading" link. At the bottom right of the screenshot, the source is cited as "Source: theonion.com/3/23/18".

the ONION

POLITICS SPORTS LOCAL ENTERTAINMENT OPINION VIDEO CLICKHOLE

Yosemite National Park Completes Construction On New 6-Lane Scenic Driving Trail

Friends Trying On Each Other's Glasses Revel In Glorious Mayhem Of Having Slightly Different Prescriptions

John Bolton Warns War With North Korea Won't Be Cakewalk Like Iraq

WASHINGTON—Acknowledging that total war with a personality cult ruled by a nuclear-capable despot will be a harrowing commitment posing many unique challenges, newly appointed National Security Advisor John Bolton promised the American public Friday that the upcoming war with North Korea certainly won't be a cakewalk like Iraq. "You have to admit, things in Iraq were...

[Continue Reading](#)

Source: theonion.com/3/23/18

News Satire



“Fake News” as...

3. Covert Advertising





Online Clickbait

**Marketing goods and services
through online slideshow ads**



“Fake news” websites can make money when people visit the sites and click on them. It’s a “clicks for cash**” formula.**

Monetary Incentives



Social Media Influencers

Marketing goods and services through social media “stars”



Television Ads as Video News Releases

Marketing goods and services
through “fake” TV news packages



“Fake News” as...

4. **Misinformation and Media Manipulation**

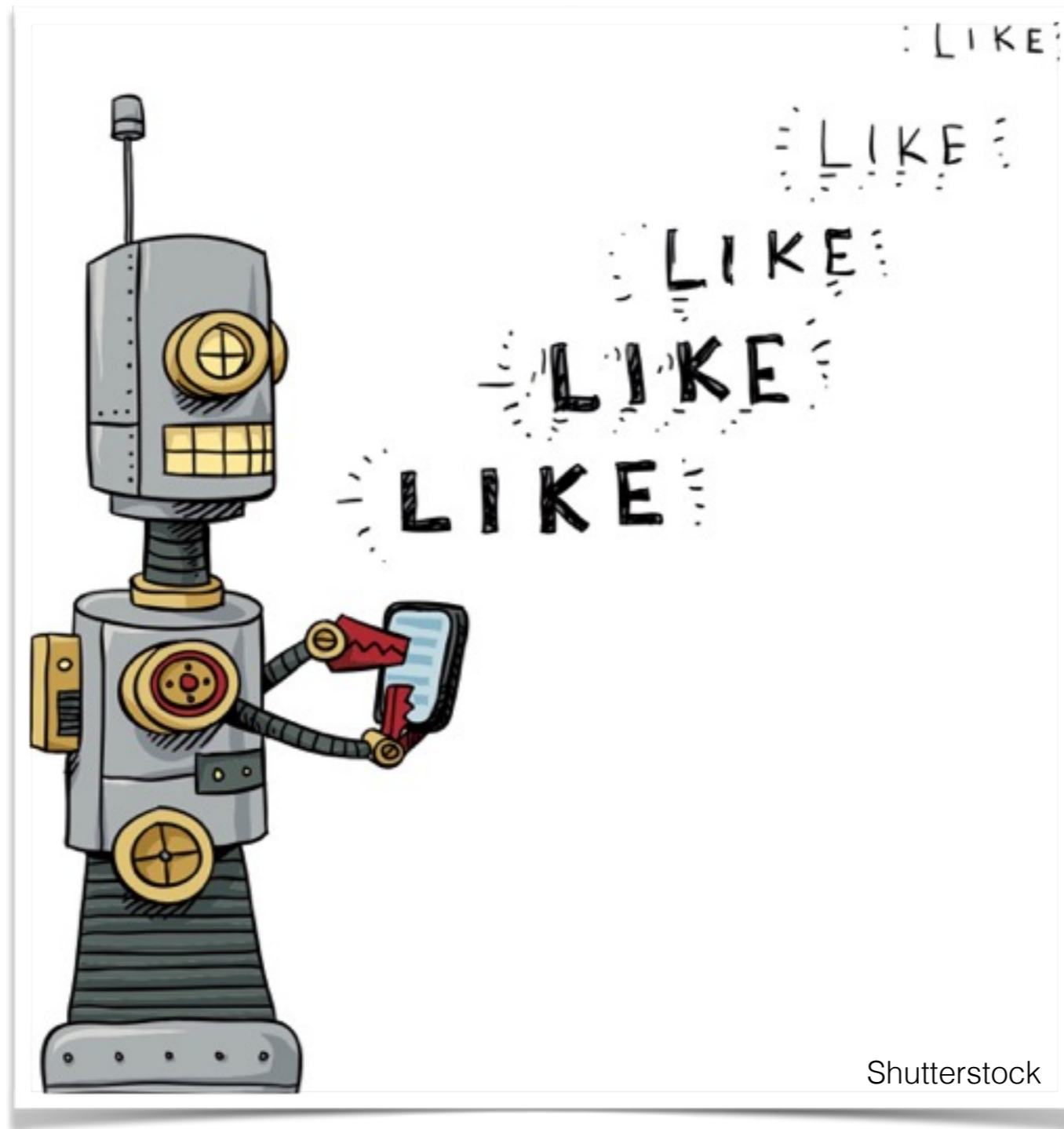




Shutterstock

News Propaganda

Print - Broadcast - Online



**Huh?
What's That?**

Fake News Bots



“Pizzagate” Conspiracy Theory

What happened?



Helpful Ideas



“How to Spot Fake News”



Source: FlackCheck - [factcheck.org](https://www.factcheck.org) 2018
FactCheck.org is “A Project of The Annenberg Public Policy Center”
<https://www.youtube.com/watch?v=AkwWcHekMdo>



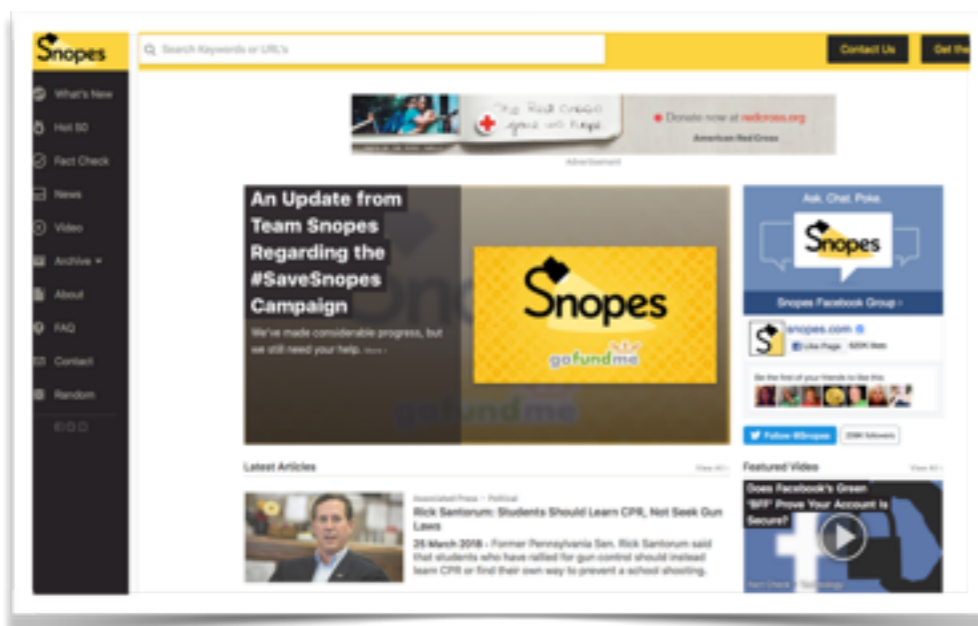
Use Fact Checking Websites



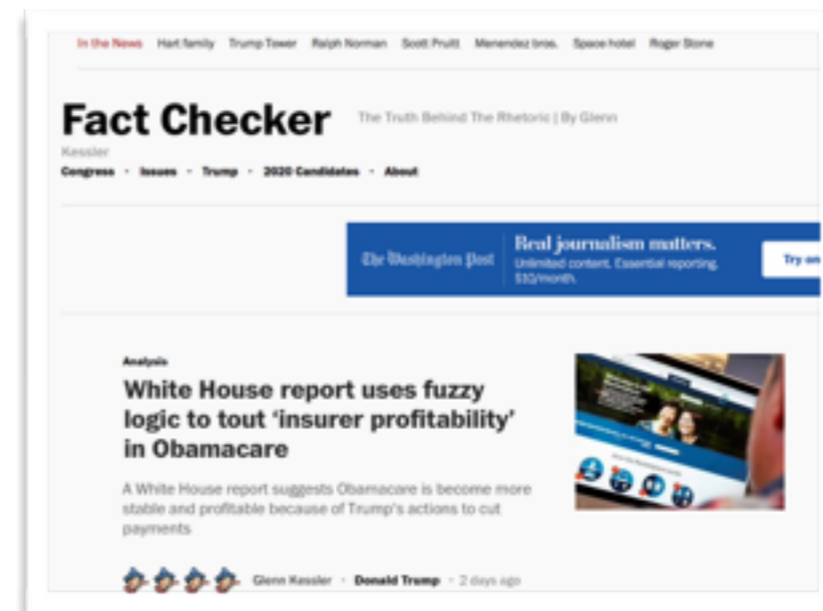
FactCheck.org



PolitiFact.com



Snopes.com



WashingtonPost.com



Angie Holan

Editor -PolitiFact

PolitiFact Mission Statement

“To give citizens the information they need to govern themselves in a democracy.”

Our latest fact-checks



DOUG JONES

"States that have implemented waiting periods have seen significant decreases in suicides."

— *PolitiFact National* on Saturday, March 24th, 2018



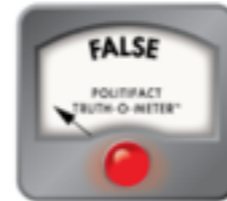
Study shows link



ANDREW CUOMO

"The only housing authority in the state that we have actually given money to is NYCHA."

— *PolitiFact New York* on Friday, March 23rd, 2018



Other funds available too



CYNTHIA NIXON

"Since taking office, Andrew Cuomo has given massive tax breaks to corporations and the super rich."

— *PolitiFact New York* on Friday, March 23rd, 2018





How to find and flag bogus fake news websites

- **FactCheck.Org** - “Websites that Post Fake and Satirical Stories” by Sydney Schaedel, 2017
- **PolitiFact.com** - “PolitiFact’s guide to fake news websites and what they peddle” by Joshua Gillin, 2017
- **CBSNEWS.com** - “Don’t get fooled by these fake news sites.”

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.

IFLA

International Federation of Library Associations and Institutions



From the IFLA

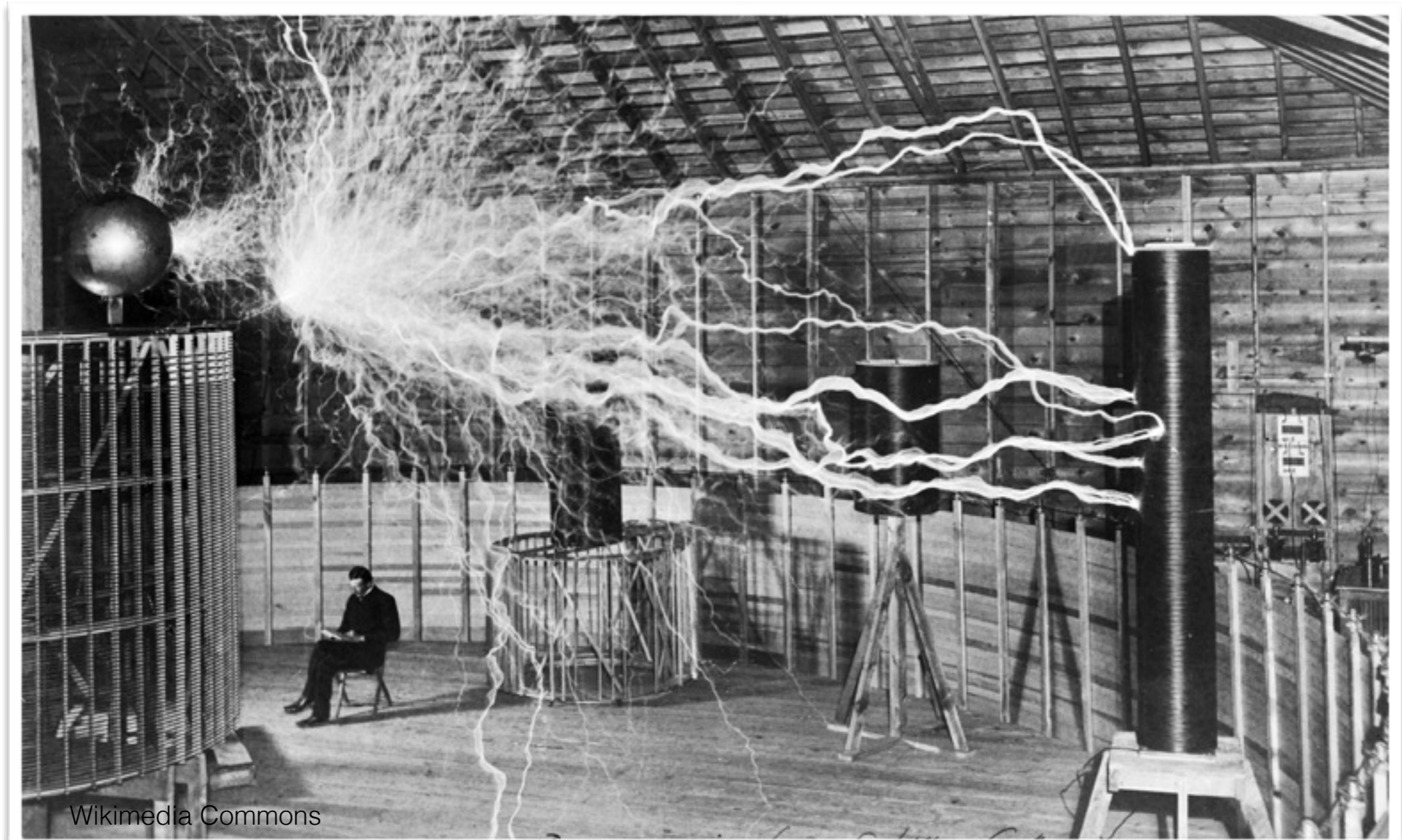


*Funky URLs

- [BostonTribune.com](#)
- [KMT11.com](#)
- [ABCNews.com.co](#)
- [24wpn.com](#)

*Source: PolitiFact (Joshua Gillin)

<http://www.politifact.com/punditfact/article/2017/apr/20/politifacts-guide-fake-news-websites-and-what-they/>



Wikimedia Commons

Photo-altered Images



Voice Manipulation



Get to know Social Media

Half-read news





Society of Professional Journalists

Code of Ethics

- **Seek Truth and Report It**
- **Minimize Harm**
- **Act Independently**
- **Be Accountable**





Rachel Stott

Teaching & Learning Librarian
Auraria Library Denver



“Sometimes (as librarians) we get asked to talk about what is quality journalism - what does that look like? For me, personally, **it’s being able to hold people and agencies and organizations accountable for the good of the community.**”