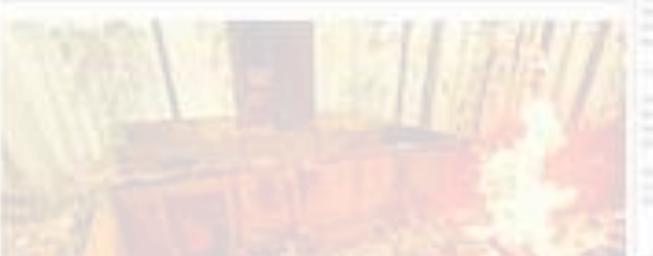
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How Do You Spot Fake News?

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What is Fake News?

 An attempt to deliberately spread inaccurate or false information in order to mislead others, presenting it in a way that makes people likely to believe it to be true."

• Cindy L. Otis former CIA intelligence analyst.



Fake news is not something you disagree with. Mainstream media is not Fake News, even if what they report ultimately turns out to be wrong.



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Keys to detect fake news

- What is the source for the story
- Who is the author
- Is the publisher credible
- Who is behind the story
- Why has this story been written
- Examine the evidence
- Spelling and grammar errors



Where do you get your news?

 In 2019 55% of American adults said they got their news from social media at least sometimes or often.
 Pew Media Center Oct 2, 2019



Read beyond the headline

- "Seventy percent of people don't read beyond the headline on articles they share," *Emily Bell, founding director of the Tow Center for Digital Journalism at Columbia University*
- Reporters don't usually write their own headlines.
 Headlines are written by editors to grab your attention



Music World Will Miss Bob livebeingwell.com Morning Story

Oh no, Dylan died

Facebook ad headline but the story is: Gifted artist, philanthropist, and musical genius Bob Dylan made headlines after revealing his new **CBD** line on Live TV

Is this news available elsewhere?

If it is only available on one site it is probably not really news. Any legitimate news will be reported by many sites.



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Separate news from opinion.

Legitimate sites will separate their news from opinion pieces.

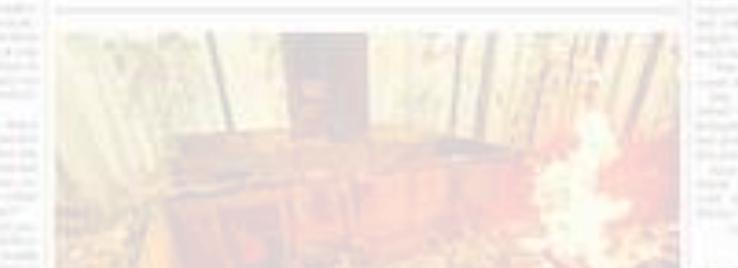
The Post's View • Opinion

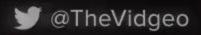
Why Montgomery County residents should reject these four ballot initiatives

 Most of the evening programs on news networks (Fox, CNN, MSNBC) are opinion which may or may not be factually accurate.

Beware of fake videos, photos and audio.

- Deep fakes are becoming increasingly believable
- Editing out of context is also common.
- Photos can be checked for their source using tools such as Google Image search











Did she/he really say that?

- Juxtaposing sentences which were not actually said together can mislead as can remarks which were shortened.
- By "interpreting" what was said it can greatly alter what was actually said.

Joe Biden "I do not believe federal dollars should go to police departments"

Donald Trump "And Biden wants to defund the police." July 17 interview with Chris Wallace on Fox

Joe Biden : "While I do not believe federal dollars should go to police departments violating people's rights or turning to violence as the first resort, I do not support defunding police," June 10, 2020 USAToday

Does using unnamed sources invalidate a story?

- Many media outlets use "unnamed sources" for their stories. This does not necessarily call into question their accuracy. Many people will only talk to the press if their anonymity is assured for fear they will lose their job or suffer other retribution.
- Quality news sources will not use information gained in this way unless they can confirm it with additional sources. They will also add context to the source such as "a congressional aid"
- Be suspicious of an unnamed source with no details.

Social media is not a reliable source of news

- Posts to social media have almost no fact checking behind them. People will post stories to try to get a reaction from the readers.
- Before you repost something from social media be sure it is factual.
- Ads are not necessarily true.



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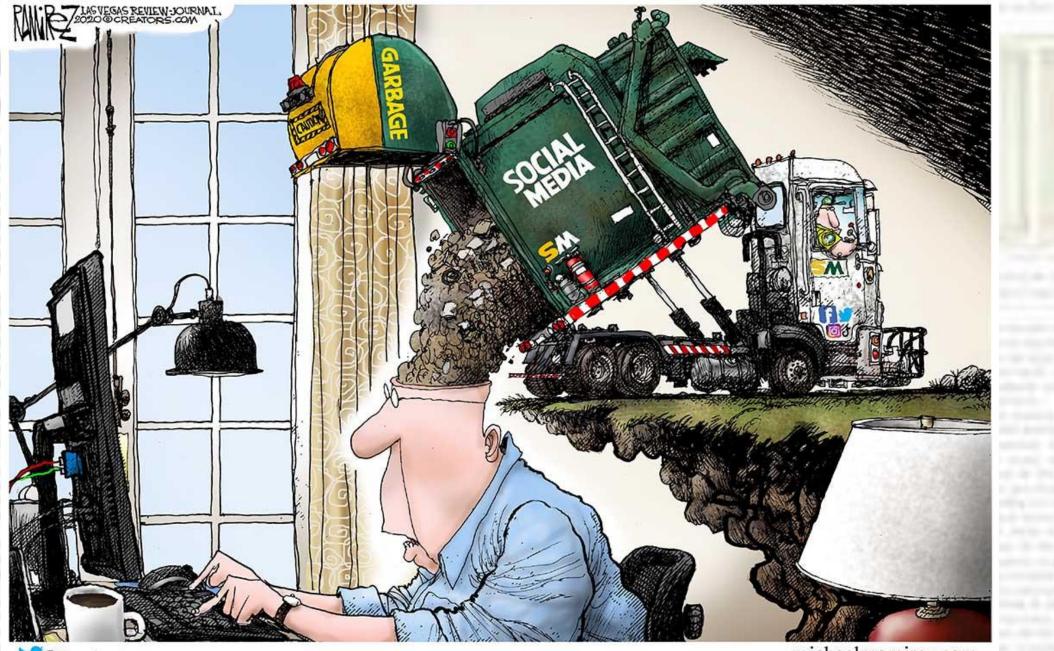
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PUBLIC

SAFET



梦@Ramireztoons

michaelpramirez.com

November 3, 2020 Tweet





JUST HEARD BIDEN WAS TAKEN TO THE HOSPITAL WITH A MASSIVE STROKE AND DOCTORS DON'T EXPECT HIM TO LIVE. VERY BAD.

7:50 AM · Nov 3, 2020



Don't just accept claims of fact.

 "People or groups using fake news to influence public opinion will often claim that what they say is the truth, and that every other source of information is lying."

Cindy L. Otis former CIA intelligence analyst.

 Take time to check the validity of any story which seems to be questionable.

Fact checking sites

- www.PolitiFact.com
- www.FactCheck.org
- www.Snopes.com
- www.LeadStories.com
- www.ScienceFeedback.co
- www.CheckYourFact.com





- www.washingtonpost.com/news/fact-checker
- Poynter Institute maintains a list of verified fact checking organizations

Resources

- Mediawise for Seniors offers classes on spotting fake news <u>https://www.poynter.org/mediawise-for-seniors/</u>
- How You Can Spot Inaccurate News article from AARP a<u>https://www.aarp.org/politics-society/government-</u> elections/info-2020/how-to-spot-fake-news.html

It's also on our website www.sonic.net/wscug

- AARP Fact Tracker lessons <u>https://learn.aarp.org/fact-or-fiction?CMP=RDRCT-CSN-OTHER-FACT-FICTION-060820</u>
- Can you tell the difference <u>https://get.checkology.org/</u> has classes aimed at students and teachers but will soon add general public.

• Daily Dot list of Fake News Sites https://www.dailydot.com/debug/fake-news-sites-list-facebook/

Book "True or False – A CIA Analysts Guide to Spotting Fake News" by Cindy L. Otis

