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3-30-2021

## Fake News or is it?

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# FAKE NEWS OR IS IT?



# What will we cover today

WHY of Fake News

UNDERSTANDING Fact vs Opinion

STRATEGIES for Spotting Fake News

CREDIBLE Resources

QUESTIONS

False or misleading information presented as news

It is NOT news you don't like just because you disagree with it.



**FAKE**  
**NEWS**

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News. Truth. Unfiltered.

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Home » News » Fake News 'Epidemic' Turn Out To Be False

## Fake News 'Epidemic' Turn Out To Be False

Posted on November 24, 2016 by Sean Adl-Tabatabai in News, World // 3 Comments



[Share 184](#) [G+](#) [8](#) [Tweet](#) [0 points](#)

The recent furor around the prevalence of fake news on social media turns out to be based on fake news stories published by the mainstream media.

### You May Like

Ads by Relevance



First Look at the Most Stylish 2017 Car Under \$20,000



Congress Urges Homeowners in NY To Claim Their \$4,000 Rebate by Dec 1st

I have shared a  
fake news story  
unintentionally

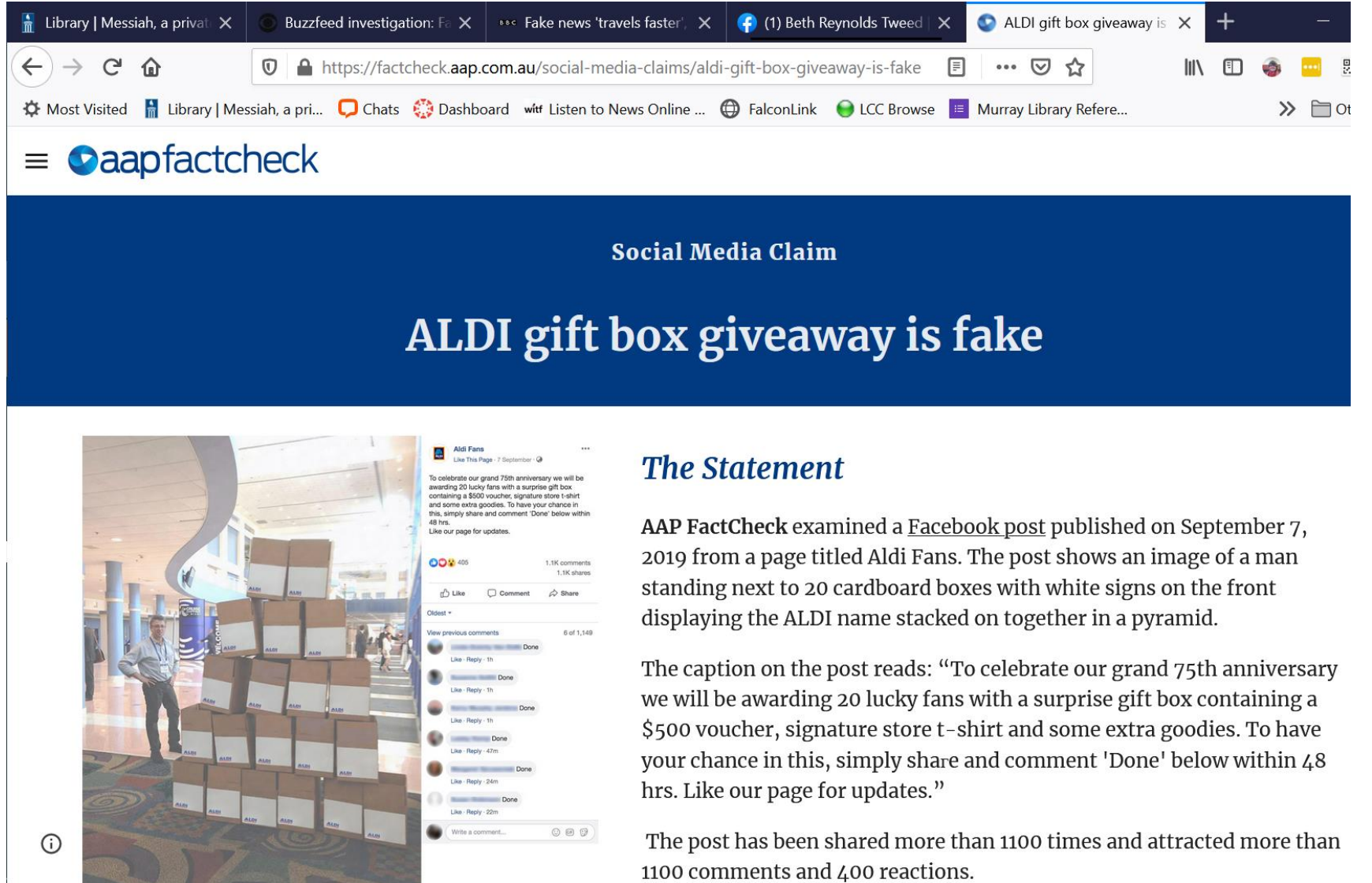
Please answer either  
TRUE or FAKE



**Poll Question**

# IF ONLY I HAD CHECKED BEFORE POSTING


Took a quick Google search to find several articles on this being a hoax.




The screenshot shows a web browser with multiple tabs open. The active tab is titled "ALDI gift box giveaway is fake" and the URL is "https://factcheck.aap.com.au/social-media-claims/aldi-gift-box-giveaway-is-fake". The browser's address bar and navigation buttons are visible. Below the browser, the factcheck website header is displayed, including the "aapfactcheck" logo and a blue banner with the text "Social Media Claim" and "ALDI gift box giveaway is fake".

**Social Media Claim**

## ALDI gift box giveaway is fake



The photograph shows a man in a light-colored shirt and dark trousers standing next to a large pyramid of cardboard boxes. Each box has the ALDI logo on the front. The boxes are stacked in a pyramid shape, with the base being the widest and the top being the narrowest. The setting appears to be an indoor space, possibly a store or a warehouse, with a patterned carpet and a curved ceiling.



The screenshot shows a Facebook post from the page "Aldi Fans", dated 7 September. The post text reads: "To celebrate our grand 75th anniversary we will be awarding 20 lucky fans with a surprise gift box containing a \$500 voucher, signature store t-shirt and some extra goodies. To have your chance in this, simply share and comment 'Done' below within 48 hrs. Like our page for updates." The post has 405 reactions, 1.1K comments, and 1.1K shares. Below the post, there is a list of comments, all of which are "Done".

### *The Statement*

**AAP FactCheck** examined a [Facebook post](#) published on September 7, 2019 from a page titled Aldi Fans. The post shows an image of a man standing next to 20 cardboard boxes with white signs on the front displaying the ALDI name stacked on together in a pyramid.

The caption on the post reads: “To celebrate our grand 75th anniversary we will be awarding 20 lucky fans with a surprise gift box containing a \$500 voucher, signature store t-shirt and some extra goodies. To have your chance in this, simply share and comment 'Done' below within 48 hrs. Like our page for updates.”

The post has been shared more than 1100 times and attracted more than 1100 comments and 400 reactions.

# WHY FAKE NEWS?



Create sales or ad revenue  
("click bait")

Push propaganda; a certain  
political point of view

At its worst, meant to discredit  
or cause harm



IS IT A  
FACT?

**FACT**

CAN BE PROVEN

**OPINION**

A PERSON'S  
THOUGHTS ON A  
TOPIC WHICH MAY  
BE BASED ON  
FACTS OR  
EMOTIONS



I have been upset  
by a news story  
before I found  
out it was FAKE

Please answer either  
TRUE or FAKE



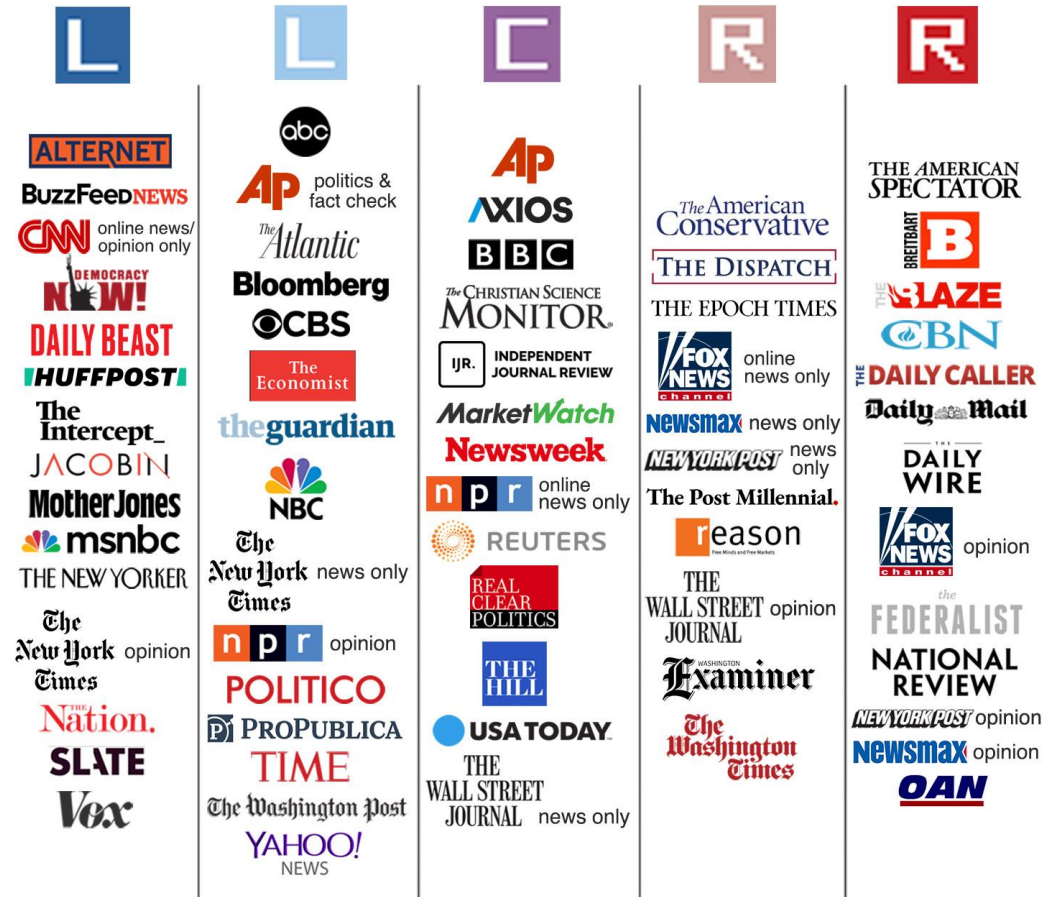
**Poll Question**

# Why do we fall for FAKE NEWS?

- It creates an emotional response
- Plays into our personal beliefs and biases
- Confirmation bias
- News silos create “echo chambers”

# AllSides™ Media Bias Chart™

All ratings are based on online content only — not TV, print, or radio content.  
Ratings do not reflect accuracy or credibility; they reflect perspective only.



# ALLSIDES MEDIA BIAS CHART

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

ADFONTES MEDIA ranking chart

## NEWS ON SOCIAL MEDIA

According to a study conducted by the Pew Research Center, 53% of Americans get their news on social media

Pew Research Center. (2021, Jan. 21). *News use across social media platforms in 2020*. <https://www.journalism.org/2021/01/12/news-use-across-social-media-platforms-in-2020/>



# Social Media Checklist

Questions to ask  
before sharing that  
news article



AUTHORITY?



ACCURACY?



BIAS?



TIMELINESS?

OBVIOUSLY  
FAKE NEWS







1 | Breast Pumps For Sale

3 | Infant Health Care Tips

2 | Newborn Feeding Chart

4 | Breastfeeding Diet Plans

Home > Uncategorized > Idaho Mother Sentenced To Prison After Multiple Citations For Breastfeeding In Public

Uncategorized

## Idaho Mother Sentenced To Prison After Multiple Citations For Breastfeeding In Public

By **Editing Staff** - September 3, 2016

170821

153

Share on Facebook

Tweet on Twitter

G+

P

Like 61K

Tweet



Beautiful Ukrainian Women Are Looking ...

anastasiabeauties.com



Fight With Style In This Brand New ...



Fantasy World Is

THE SEATTLE TRIBUNE

But what about this?

Let's check Politifact.

# Screenshots from Politifact

The top screenshot shows a Politifact article titled "Idaho mother sentenced to prison after multiple citations for breastfeeding in public." The article is labeled as "FAKE NEWS" and is attributed to "THESEATTLETRIBUNE.COM". A graphic on the right side of the article reads "PANTS ON FIRE! POLITIFACT TRUTH-O-METER".

The bottom screenshot shows the body text of the article, which includes a debunking of the story:

There are no other news reports of this incident, beyond blog posts from incensed mothers. There also is no record of a Heather Watson at the [Idaho Department of Correction offender search](#). (We doubt the story is about the [British tennis player of the same name](#).)

The main photo used on the story is from a [2014 post on a Flickr account](#), with a chyron added to make it look like a screen grab from TV news. The inset mug is of a woman arrested in [Maricopa County, Ariz., in 2016](#).

Another giveaway is the location mentioned in the story: There is [no Baker County in Idaho](#). There's further reference to a location called Wisser, Idaho, but [the town is spelled Weiser](#), and it's in Washington County.

TRENDING NOW

Rapper Kevin Gates Sentenced To 180 Days In Jail After Kicking Fan In The Chest



**CELEBRITIES**  
Rapper Kevin Gates Sentenced To 180 Days In Jail After Kicking Fan In The Chest



**NEWS**  
Ken Bone Arrested For Running Multi-Million Dollar Prostitution Ring From His Mothers Home



**NEWS**  
Woman With Too Much Makeup Mistaken As Clown; Attacked By Angry Mob



**NEWS**  
Fort Wayne Man Dressed As Clown Shot In Head; Condition Critical

# CELEBRITY DEATHS

A very popular type of Fake News. Many celebrities have died multiple times on social media but are still alive and kicking.

 **BBC News (UK)**  
UK @BBCNewsUKI ⚙️ + Follow

**BREAKING:** Buckingham Palace announces the death of Queen Elizabeth II at the age of 90. Circumstances are unknown. More to follow.



RETWEETS  
**226**

LIKES  
**54**

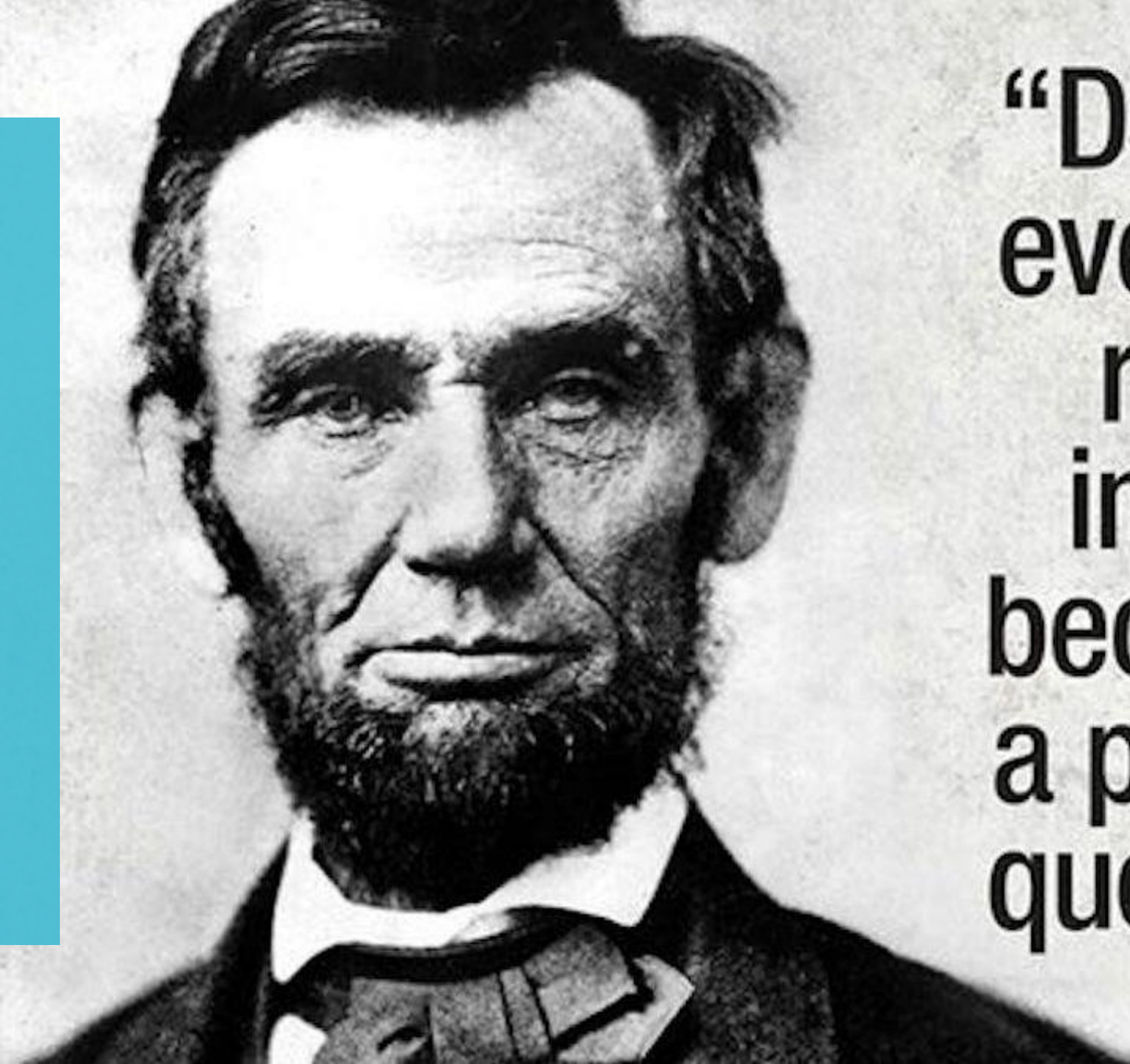


Picture posted on  
FB with heading:

Lady Liberty  
Pounded by  
Hurricane Sandy

Use Google Images to search  
for the answer





**“Don’t believe everything you read on the internet just because there’s a picture with a quote next to it.”**

**~ Abraham Lincoln**

# FAKE OR TRUE?

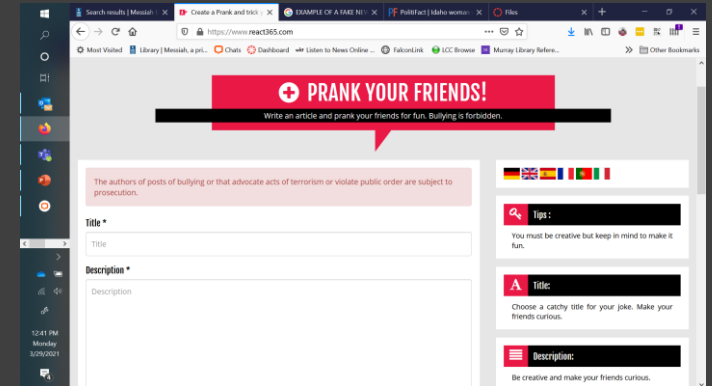
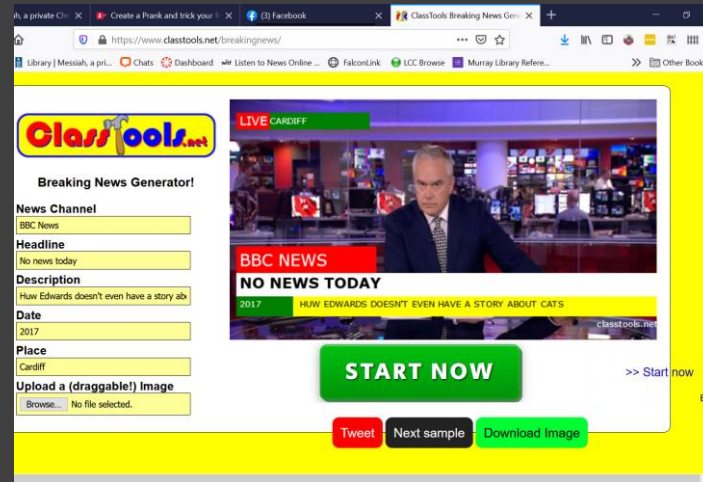
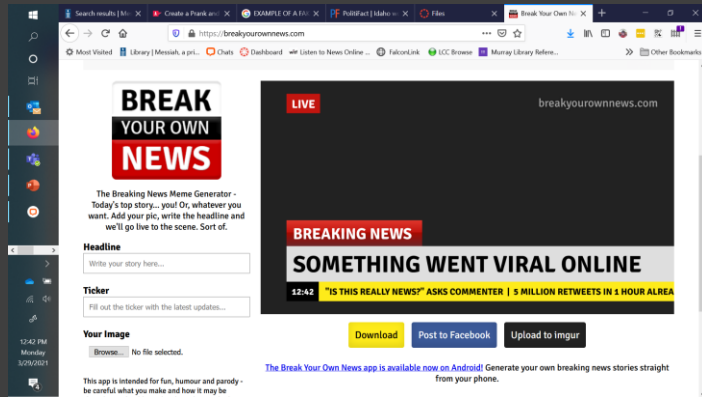
LET'S CHECK  
[QUOTEINVESTIGATOR.COM](http://QUOTEINVESTIGATOR.COM)



There is a fool born every  
minute

~ P. T. Barnum

AZ QUOTES



There are several sites to create your own fake news stories.



I think Fake  
News has eroded  
trust in the news  
in general

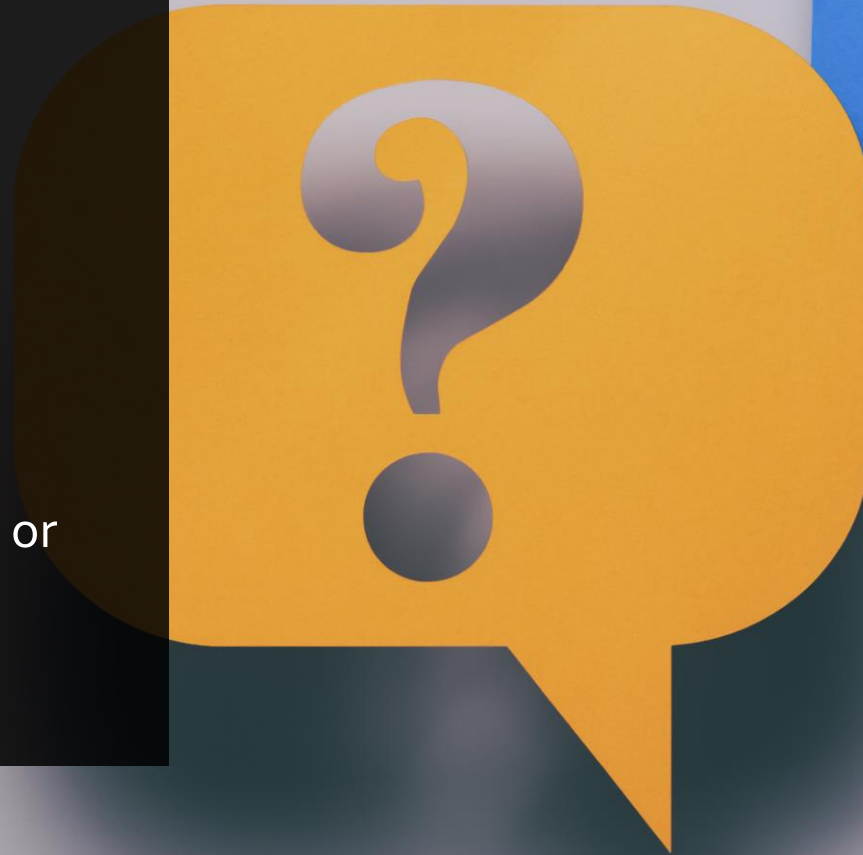
Please answer either  
TRUE or FAKE



**Poll Question**

I feel like I can  
better  
recognize  
**FAKE NEWS**

Please answer either TRUE or  
FAKE



**Poll Question**

STOP  
THINK  
CHECK

IF YOU AREN'T SURE  
IF IT'S TRUE, DON'T  
PASS IT ON!



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