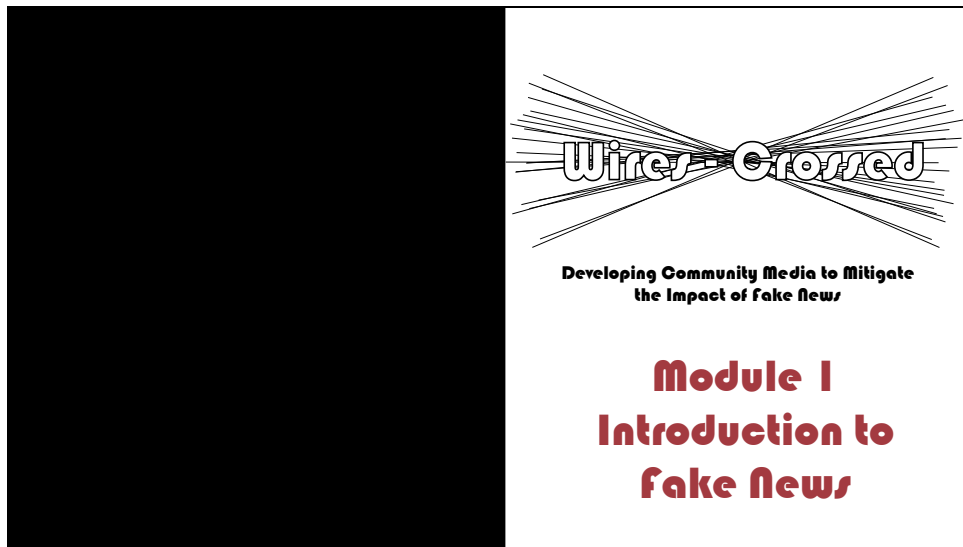


Slide 1



Slide 2



HELLO!

Topics

- What 'fake news' is
- What strategies and techniques are used to spread 'fake news'
- The impact that it is having on communities.
- How to distinguish fake news from real news

The topics that are going to be covered during this 5-hour workshop are:

- What 'fake news' is
- What strategies and techniques are used to spread 'fake news'
- The impact that it is having on communities.
- How to distinguish fake news from real news

ACTIVITY Nr. 2

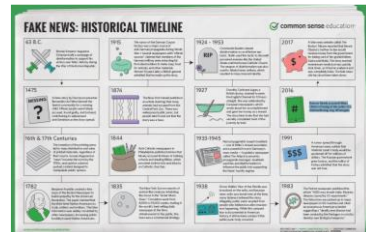
What is Fake News?



By working in groups for 10 minutes come up with your own definition of Fake News and of Real News. Present them to the whole group and try to find differences and similarities among the various definitions presented. One common definition per term should be developed in the end of the activity.

ACTIVITY Nr. 3

Fake News in History



By using activity sheet-AS 1.3 and working in groups try to answer to the following questions:

- Which historical example do you think is believable and why?
- Why have people throughout history tried to create fake news?
- Why people believe fake news?
- Why fake news is a problem?
- What is the possible impact of the fake news into the society?

fake news

'Fake news' is a catch-all phrase that is used widely in society to **describe inaccuracies in media reporting**, but also to **discredit news reports** which present a **viewpoint that contrasts with an individual's opinion** or is contradictory to the stance of a political party, for example.

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Genuine 'fake news'

The term is being widely used today to **discredit** any **news story** or **opinion** that people **don't agree with**.

'Genuine 'fake news': The term is being widely used today to **discredit** any **news story** or **opinion** that people **don't agree with**.



In 2019 European Commission published the “Action Plan Against Disinformation”. This Action Plan responds to the calls of the European Council in June and October 2018 to develop a coordinated response to the challenges in this field, especially in view of the forthcoming European elections. It focuses on how to deal with disinformation both within the EU and in its neighbourhood.



The Action Plan Against Disinformation aims at:

- Improving detection, analysis and exposure of disinformation
- Strengthening cooperation and joint responses to disinformation
- Mobilizing private sector to tackle disinformation
- Raising awareness and improving societal resilience

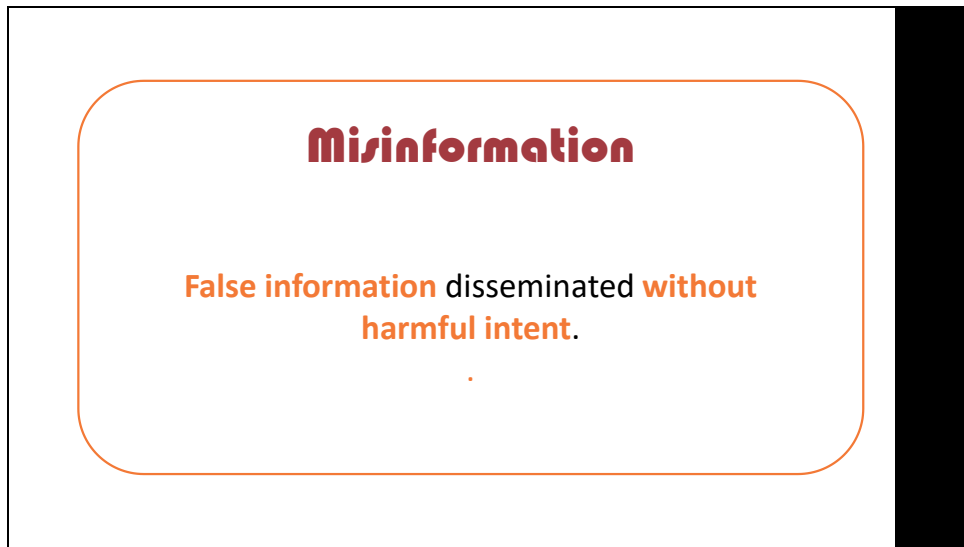
Disinformation

Disinformation is understood as verifiably **false** or **misleading information** that is created, presented and disseminated for **economic gain** or to **intentionally deceive** the **public**, and may **cause public harm**.

In this Action Plan disinformation is defines as verifiably **false** or **misleading information** that is created, presented and disseminated for **economic gain** or to **intentionally deceive** the **public**, and may **cause public harm**.



According to a survey conducted for developing this Action Plan, 83% of Europeans think fake news is a threat to democracy and 73% of internet users are concerned about disinformation online in the pre-election period.

The slide features a light gray background with a thin black border. On the right side, there is a solid black vertical bar. Centered on the slide is a rounded rectangle with an orange border. Inside this rectangle, the word "Misinformation" is written in a bold, dark red font. Below it, the definition "False information disseminated without harmful intent." is written in an orange font. A small orange dot is positioned at the bottom center of the rounded rectangle.

Misinformation

False information disseminated without harmful intent.

.

Misinformation is defined as false information disseminated without harmful intent



And Real News is the product of responsible journalism.



The principles of responsible journalism and real news are:



The Bad News Game confers resistance against disinformation by putting players in the position of the people who create it, and as such gain insight into the various tactics and methods used by 'real' fake news-mongers to spread their message. This, in turn, builds up resistance.

This game was developed by researchers at Cambridge University and DROG, a Netherlands-based platform against disinformation.

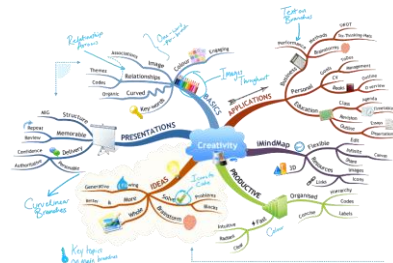
The game works in a simple and straightforward way: players are shown a short text or image (such as a meme or article headline) and can react to them in a variety of ways. There are two ways in which their score is measured: 'followers' and 'credibility'. Choosing an option that is in line with what a 'real' producer of disinformation would choose gets them more followers and credibility. If, however, they lie too blatantly to their followers, choose an option that is overtly ridiculous or act too much in line with journalistic best practices, the game either takes followers away or lowers their credibility. The aim of the game is to gather as many followers as possible without losing too much credibility.

The game breaks down into 6 badges: impersonation, emotion, polarization, conspiracy, discredit, and trolling. These badges are partially based on the report 'Digital Hydra' by NATO's East Strategic Command (East StratCom), which details the various forms that disinformation can take.

Link to the online game: https://getbadnews.com/#intro_.

ACTIVITY Nr. 5

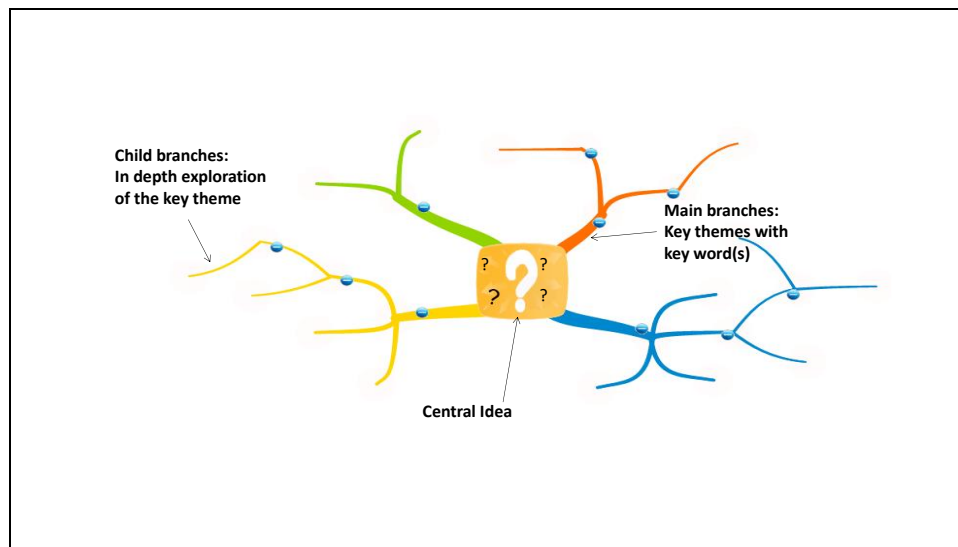
Mind Mapping Fake News



A mind map is going to be created answering the following questions:

- What types of fake news exist?
- How is fake news spread?
- How to recognize if the news is fake or right?
- What is the impact of fake news?
- How to avoid the bad impact of fake news?

You are going to work in groups (5 groups) and each group will create a branch of this mind map regarding Fake News.



A Mind Map is a visual thinking tool that can be applied to all cognitive functions, especially memory, learning, creativity and analysis. The technique maps out your thoughts using keywords that trigger associations in the brain to spark further ideas. Mind Maps can be drawn by hand or using software. When creating a Mind Map, there are several elements to consider including the map's central image, branches, colours, keywords and images.

You can create a mind map by following the steps:

- Create a Central Idea: The central idea is the starting point of your Mind Map and represents the topic you are going to explore.
- Add branches to your map: The next step to get your creative juices flowing is to add branches. The main branches which flow from the central idea/image are the key themes.
- Add keywords: When you add a branch to your Mind Map, you will need to include a key idea. An important principle of Mind Mapping is using one word per branch. Keeping to one word sparks off a greater number of associations compared to using multiple words or phrases
- Colour code your branches: Mind Mapping encourages whole brain thinking as it brings together a wide range of cortical skills from logical and numerical to creative and special. Colour coding links the visual with the logical and helps your brain to create mental shortcuts. The code allows you to categorise, highlight, analyse information and identify more connections which would not have previously been discovered. Colours also make images more appealing and engaging compared to plain, monochromatic images
- Include images



This short video entitled “Here is how fake news works” presents one example of fake news.

Types of fake news

The different types of Fake News are the following:



Fake./Hoax News/Sloppy journalism - news that is fabricated with the intention of misleading or confusing readers.

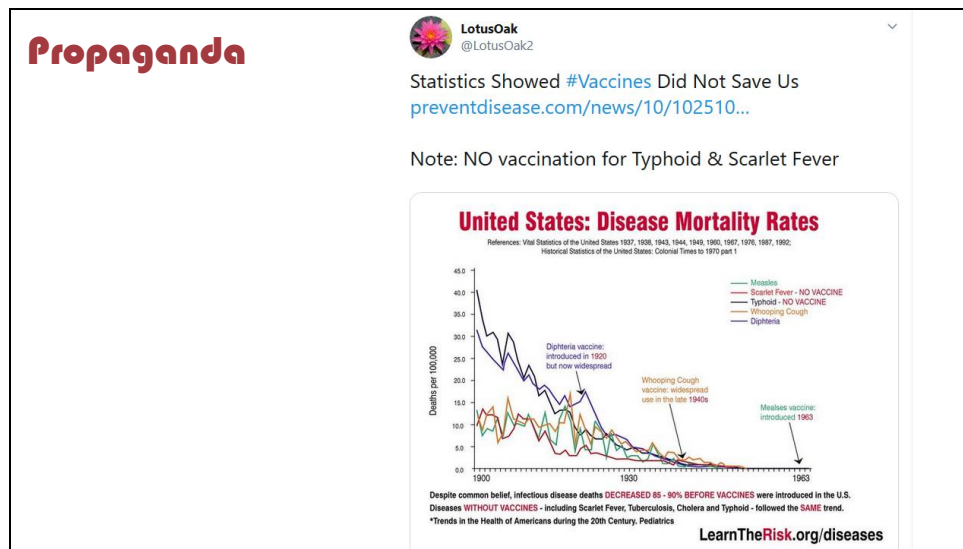
In 2019, 16-year-old Swedish activist Greta Thunberg gave new momentum to the environmental movement, spoke before the UN, and was named Time magazine's Person Of The Year. At the same time, she was subjected to torrents of online hatred and a baffling array of false claims. According to one theory, Thunberg is a fictional character played by a young "crisis actor" named Estella Renee. (Fact-checking website Snopes says she is not.) Numerous detractors called her a puppet of a PR company or of the Swedish government. Politifact debunked photos purportedly showing the young activist posing with an Islamic State militant and, separately, with billionaire George Soros. And a widely circulated photo appears to show Thunberg mining for gold in 1898, sparking memes that she is a time traveler.

Sources: <https://www.rferl.org/a/top-10-fake-news-stories-of-2019/30337321.html>
& <https://www.politifact.com/factchecks/2019/sep/27/facebook-posts/greta-thunberg-did-not-pose-isis-or-george-soros/>.

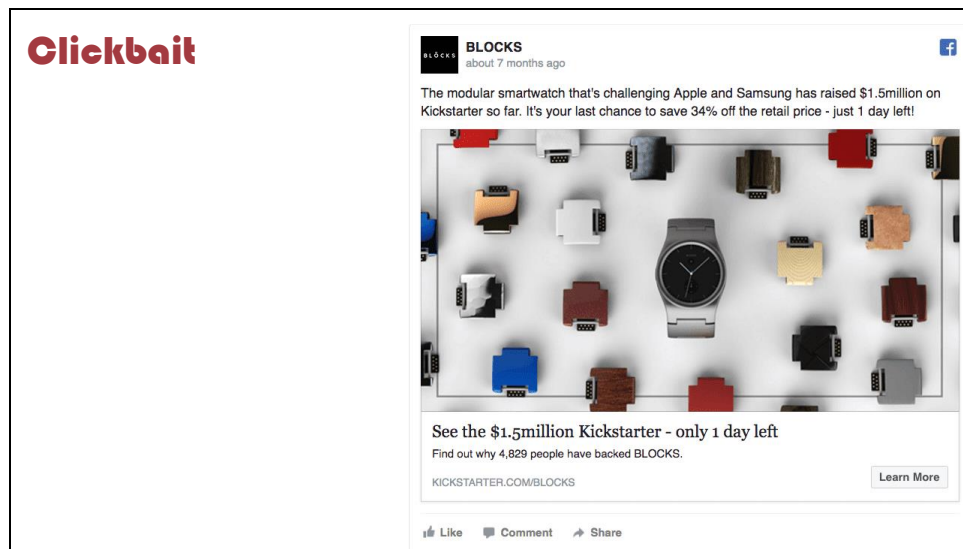


Propaganda is information that is used primarily to influence an audience and further an agenda, which may not be objective and may be presenting facts selectively to encourage a particular synthesis or perception, or using loaded language to produce an emotional rather than a rational response to the information that is presented. Propaganda is often associated with material prepared by governments, but activist groups, companies, religious organizations, the media, and individuals can also produce propaganda.

Common media for transmitting propaganda messages include news reports, government reports, historical revision, junk science, books, leaflets, movies, radio, television, and posters. Some propaganda campaigns follow a strategic transmission pattern to indoctrinate the target group. This may begin with a simple transmission, such as a leaflet or advertisement dropped from a plane or an advertisement. Generally these messages will contain directions on how to obtain more information, via a web site, hot line, radio program, etc. (as it is seen also for selling purposes among other goals). The strategy intends to initiate the individual from information recipient to information seeker through reinforcement, and then from information seeker to opinion leader through indoctrination



A 2018 study showed that a lot of anti-vaccine information is generated by malicious automated programs – known as bots – and online trolls. In a striking parallel with the 2016 presidential campaign and the 2018 midterm elections, some vaccine misinformation on American social media has been traced back to Russia. Source: <https://www.snopes.com/news/2019/09/18/malicious-bots-and-trolls-spread-vaccine-misinformation/>



Clickbait, a form of false advertisement, uses hyperlink text or a thumbnail link that is designed to attract attention and to entice users to follow that link and read, view, or listen to the linked piece of online content, with a defining characteristic of being deceptive, typically sensationalized or misleading.

Clickbait works because it (a) appeals to your lizard brain and (b) tickles your innate desire for curiosity.

Fact is that Google and thus YouTube is not able to identify clickbaits. YouTube has a strong clickbait culture.



Some headlines used for successful clickbait are the following:

Why We Love _____ – This is an example of a tried and true clickbait headline. The "Why we love..." headline tantalizes the reader but doesn't satisfy their desire to know - at least until they click... and that's the point.

___ Secret Tips – Numbers are a good way to get people to click. The idea of a quick and easy list of tips draws people in very effectively.

How To Solve _____ – First, it poses something as a problem. Then it *almost* proposes a solution. But in order to get the solution you have to click - insidious.

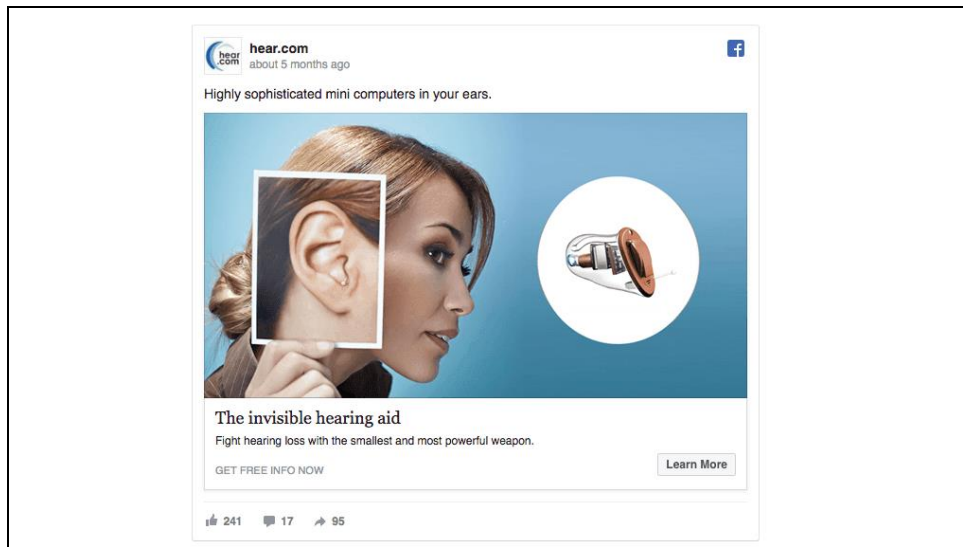
A List Of Best _____ – This is the "curation" model of clickbait. It makes it seem like someone has gone to the trouble of researching a long list of possibilities and providing the reader with a short list of the best. In reality these lists are usually sponsored by someone - usually the someone in the #1 position on the list.

The Best/Worst... – Dramatic! Black and white! It doesn't answer the question, it just provides a dramatic counterpoint. Enticing!

The Ultimate Guide to _____ – Who doesn't want the "ultimate" guide? The internet is stuffed with information, we all want the best or ultimate. So the ultimate guide to something must be the best... right?

Additionally,

Slide 26



Additionally, clickbait use appealing images!

Misleading News

A photograph shows a group of nuns with rifles, but they aren't members of the Vatican Women's Rifle Team.

Dan Evon
Updated: Jan 26, 2016

SHARE 69

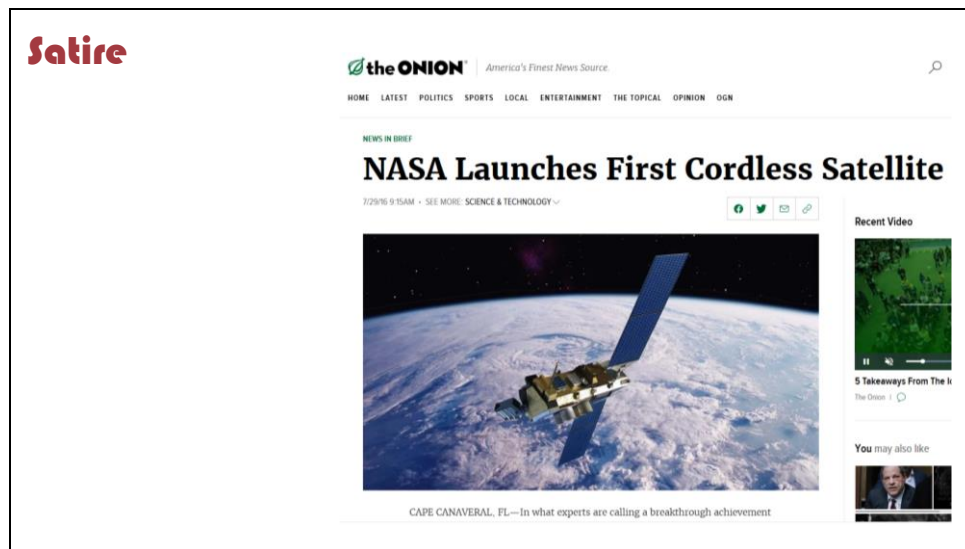


CLAIM: A photograph shows the Vatican Women's Rifle Team.

Misleading news are stories that report quotes, images, statistics out of context, some of these stories can be old stories that are re-reported with a new misleading headline.

Source: snopes.com

Slide 28



Satire is defined as fake and ironic news stories that are intended to be funny and entertaining. One very popular website is the theonion.com. The Onion looks like a real news site, but its joke articles are always fake news.

Why do People Create fake news?

Why do people create fake news?

- Poor Journalism
- To Parody
- To Provoke or 'Punk'
- Passion
- Partisanship
- Profit
- Political Influence or Power
- Propaganda.



Why do people create false news?

Motivation for creating and spreading fake news varies and can be summarized under the following 'Ps' - Poor journalism, to Parody, to Provoke, Passion, Partisanship, Profit, Political influence or Power, and Propaganda.

.In general, the reasons why people create fake news can be explained as follows:

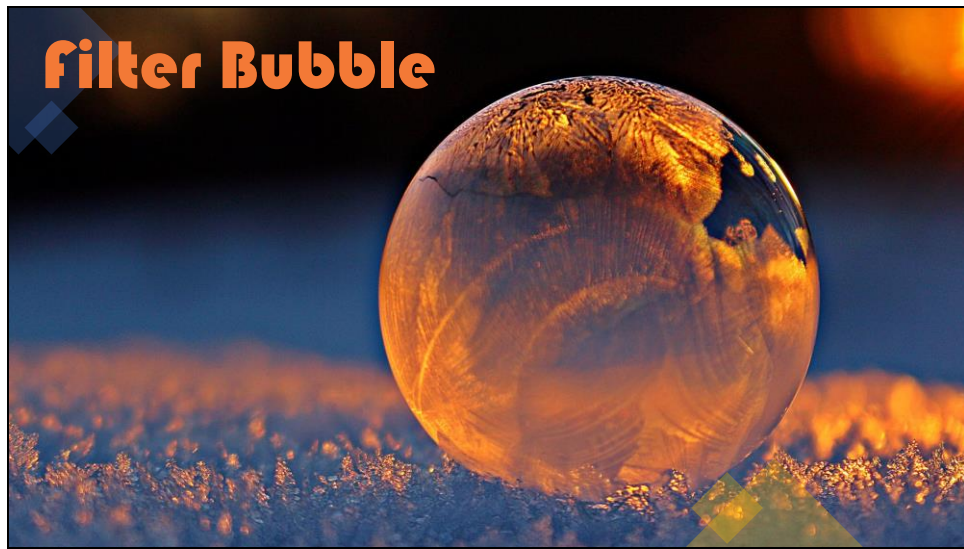
- Intent to mislead in order to damage an agency, entity, or person;
- Financial gains by getting people to click on sites so that they are exposed to advertising;
- To persuade others to take action to support or oppose a cause or political candidate;
- To deceive or prank people;
- Increased popularity of social media such as the Facebook News Feed;
- To increase readership and improve rates because 'eye-popping' headlines in social media feeds make it easier for users to share content without evaluating or reading it. This creates a viral storm of sound bites without substance because the vulnerable recipients unknowingly are enlisted as amplifiers and multipliers;
- Confirmation bias-people are more likely to accept information that confirms their beliefs and dismiss information that does not;
- Increased political polarisation and hostile government actors who generate and propagate fake news, particularly during elections.

How fake news is spread?

Slide 32



Social media play a crucial role.



And the new phenomenon called “Filter bubble”: a term coined by Internet activist Eli Pariser – is a state of intellectual isolation¹ that allegedly can result from personalized searches when a website algorithm selectively guesses what information a user would like to see based on information about the user, such as location, past click-behavior and search history. As a result, users become separated from information that disagrees with their viewpoints, effectively isolating them in their own cultural or ideological bubbles.



- Power Law
- Bots

In addition to the two aforementioned reasons the “Power law’ and bots help fake news spread like a virus.

“Power law” of social media: messages replicate most rapidly if they are targeted at relatively small numbers of influential people with large followings

And the Bots: these are automated programs that masquerade as people, tend to be particularly good for spreading massive numbers of highly emotional messages with little informational content. Bots help to propagate fake news and inflate the apparent popularity of fake news on social media.

**Why we should care about
fake news?**

Slide 36



Fake news can create various conflicts: social conflict, political conflicts, conflicts between countries,

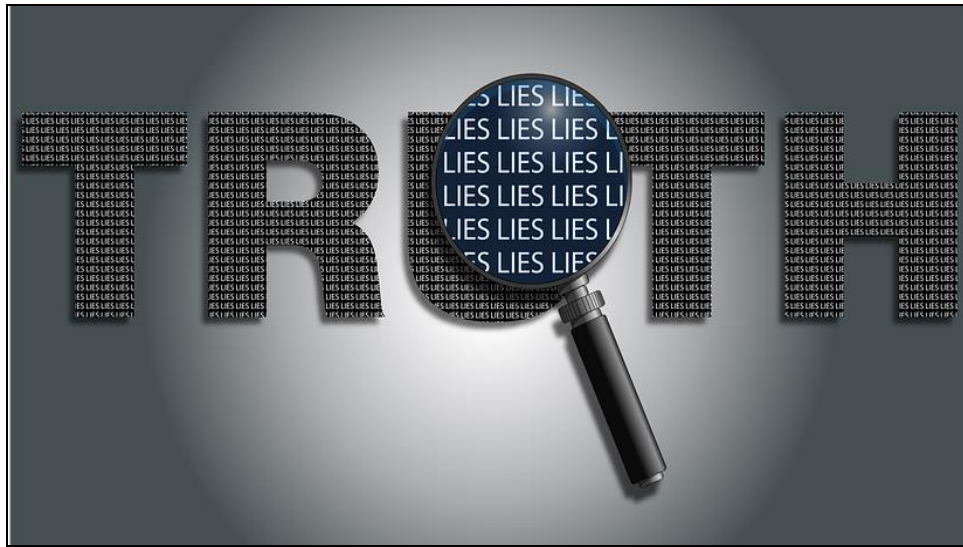


Fake news manipulates people for changing behavior or perception about something.



Fake news are harmful for your health, for your critical thinking, for your everyday life. It can destroy your credibility as well.

Slide 39



People deserve the truth.

ACTIVITY Nr. 6

Fake or Real?



Watch the video that follows and by answering to the following questions try to find out if the news that are going to be presented are real or fake:

- Where has it come from?
- What is the background to it? Maybe a joke, a mistake, satire or rumour
- Why are you interested in it (check your own beliefs)

Slide 41



How to Spot Fake News:

<https://www.youtube.com/watch?v=AkwWcHekMdo&t=113s>

FDA Confiscates Several Thousand Chickens From KFC Farms As Mutations Worsen



BREAKING NEWS

FDA RAIDS KFC CHICKEN FARM

NOW 8NEWS

First in News

Slide 43



Study: Chocolate Is Better For Your Brain Than Exercise

We're committed to offering our readers the best possible information to help...

THEHEARTYSOUL.COM | BY THE HEARTY SOUL

Real!



GOOD NEWS: HIV/AIDS cure finally FOUND, Doctors confirm | Health Care Public

GOOD NEWS: HIV/AIDS cure finally FOUND, Doctors confirm July 28, 2016 lussy
Doctors in Barcelona, Spain believe they have found the cure to HIV – the...

HEALTHCAREPUBLIC.INFO

Fake.



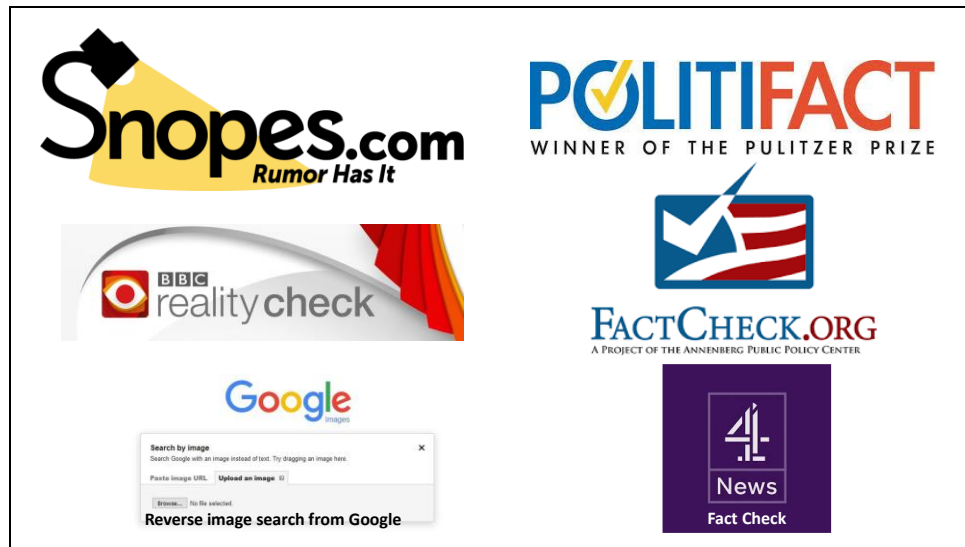
In order people to fight fake news, to fight misleading news they can use the tools that follow.



To summarize how can you do to mitigate fake news?

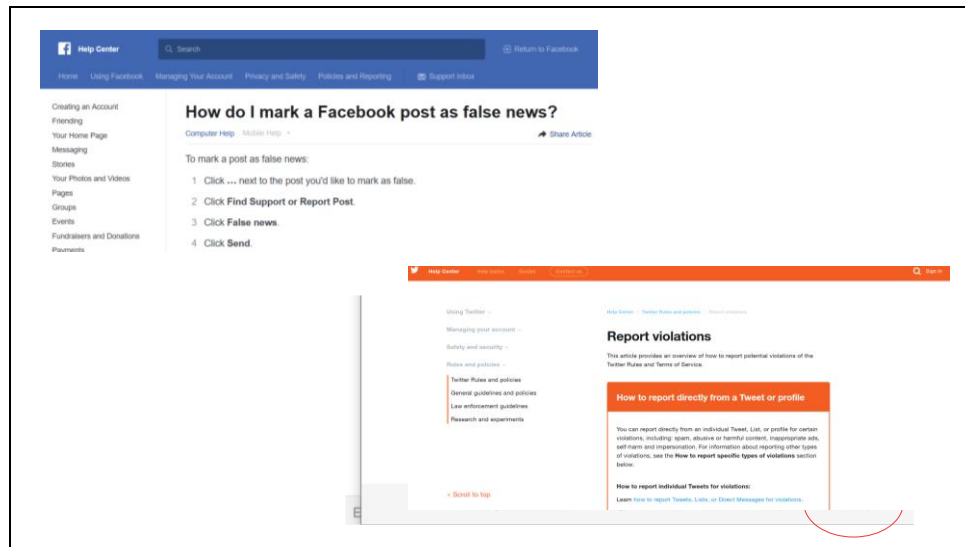
The International Federation of Library Associations and Institutions (IFLA) has developed the following guidelines to assist in recognising fake news:

1. Consider the source- to understand its mission and purpose.
2. Read beyond the headline - to understand the whole story.
3. Check the authors - to see if they are real and credible.
4. Assess the supporting sources - to ensure they support the claims.
5. Check the date of publication -to see if the story is relevant and up to date.
6. Ask if it is a joke - to determine if it is meant to be satire.
7. Review your own biases - to see if they are affecting your judgment.
8. Ask experts -to get confirmation from independent people with knowledge.



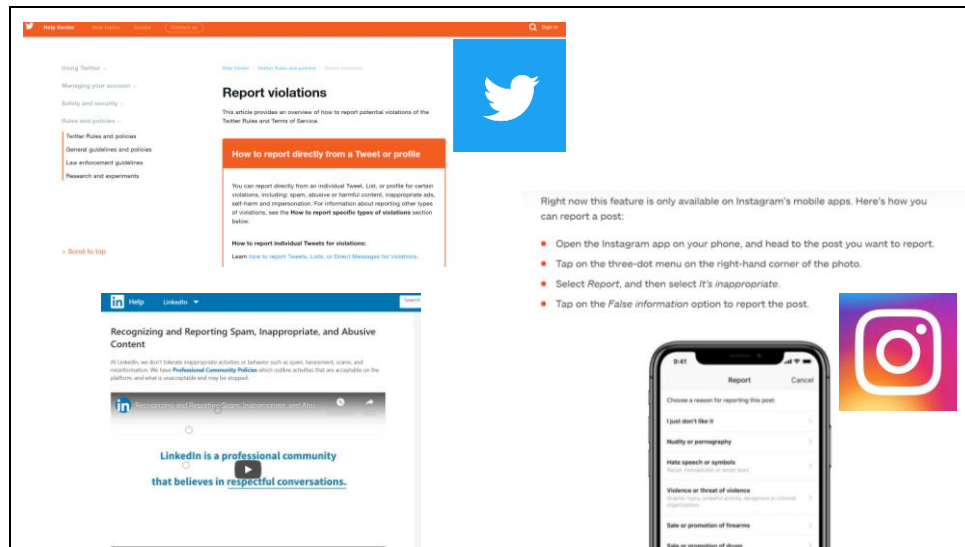
And make use of these fact-checking sites to double-check news stories

Slide 48



Report fake news on Social Media

Slide 49



The image displays two screenshots related to reporting violations on social media. The top screenshot shows the Twitter 'Report violations' page, which includes a sidebar with navigation links like 'Using Twitter', 'Managing your account', and 'Safety and security'. The main content area is titled 'Report violations' and provides instructions on how to report directly from a Tweet or profile. A blue Twitter bird logo is visible in the top right corner of this section.

Below the Twitter screenshot is a screenshot of the LinkedIn 'Recognizing and Reporting Spam, Inappropriate, and Abusive Content' page. It features the LinkedIn logo and a video player with the text 'LinkedIn is a professional community that believes in respectful conversations.'

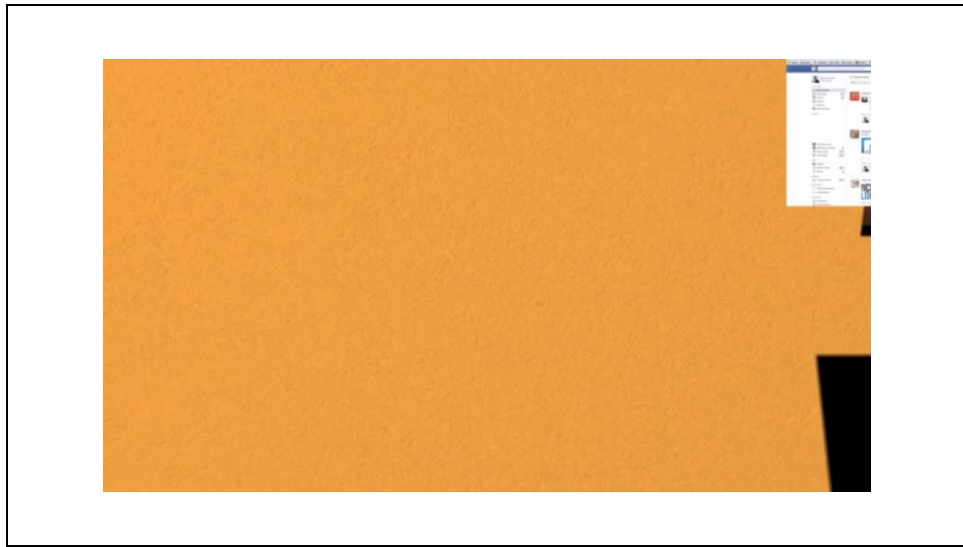
To the right of these screenshots is a list of steps for reporting a post on Instagram's mobile app:

- Open the Instagram app on your phone, and head to the post you want to report.
- Tap on the three-dot menu on the right-hand corner of the photo.
- Select Report, and then select *It's inappropriate*.
- Tap on the *False information* option to report the post.

Below the list is a screenshot of the Instagram mobile app's 'Report' screen. The screen shows a 'Report' button at the top, followed by a 'Choose a reason for reporting this post:' section. The reasons listed are: 'I just don't like it', 'Nudity or pornography', 'Hate speech or symbols', 'Violence or threat of violence', and 'Safe or promotion of firearms'. The Instagram logo is visible in the top right corner of this section.

Report fake news on Social Media

Slide 50



Become media literate.

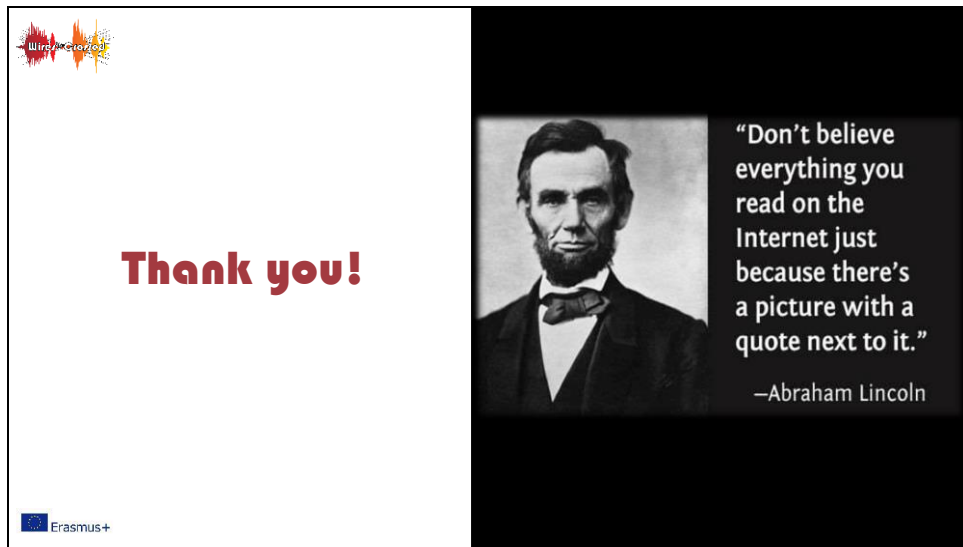
Video source: What is media literacy:


<https://www.youtube.com/watch?v=GlaRw5R6Da4>




The trainer wraps up the topics of the 5-hour workshop of Module 2 . To get feedback from participants he/she asks to imagine a scale from 0 to 100 where 0 (very bad) is one side of the room and 100 (very good) is the opposite side of the room. Then the facilitator would ask questions such as: How would you rate the workshop? Was it useful? Would you like to continue working with Audio-Visual Media?


And in response participants stand on the imaginary scale according to their grade. Participants are free to explain the choice of rating and give verbal feedback.





Thank you!

 Erasmus+



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

—Abraham Lincoln

Thank you!



Wires - Crossed



ISTITUTO ZA
OBRAZOVANJE
COPACUL

ADULT
EDUCATION
INSTITUTION



ALK



Speha Fresia
SOCIETÀ COOPERATIVA



JUGEND- &
KULTURPROJEKT EV.



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Hub



CARDET
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& DEVELOPMENT IN EDUCATIONAL TECHNOLOGY



ACUMEN
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