

HELLO. MY NAME IS OVIDIU.

I am not a teacher.
I am not a journalist.

I am programmer
with a great love for the truth.

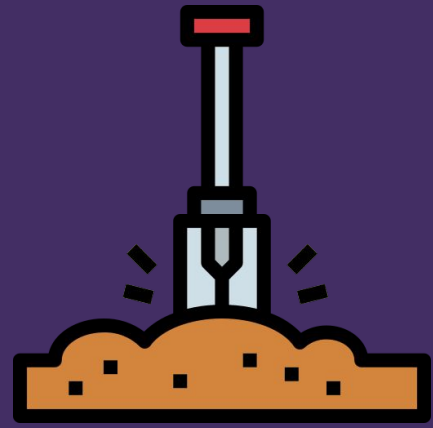
**FALSE NEWS ARE NOT NEW. THEY'VE
BEEN AROUND FOR A LONG TIME.**

Lies will always exist. Because lies stand in our human nature.





AND SO, I BEGAN DIGGING.





SURPRISINGLY,
WHAT I SAW WAS:

Clusters of 10+ pages that
published the same article at the
same time, **reaching millions of
users.**



**SURPRISINGLY,
WHAT I SAW WAS:**

Clusters of 10+ pages that published the same article at the same time, **reaching millions of users.**

Poorly designed websites, that appeared and disappeared after a few weeks or even a few days.



SURPRISINGLY, WHAT I SAW WAS:

Clusters of 10+ pages that published the same article at the same time, **reaching millions of users.**

Poorly designed websites, that appeared and disappeared after a few weeks or even a few days.

A lot of **false information** overall

“

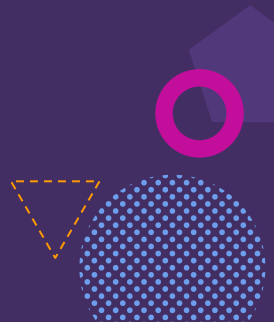
DISINFORMATION vs. MISINFORMATION

Similar, yes. But not the same.



THE MAJOR DIFFERENCE BETWEEN THE TWO LIES IS **INTENT.**

Does it have a hidden agenda or not?





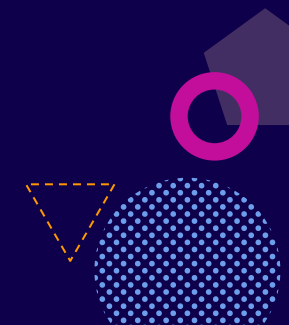
MISINFORMATION

**HONEST MISTAKE
PEOPLE MAKE ERRORS**



DISINFORMATION

**DELIBERATE LIE
USED TO MISLEAD**



WE WILL ONLY TALK ABOUT DISINFORMATION



WE USED TO CALL THEM “FAKE NEWS” UNTIL ...

When your mom calls you
down for dinner but she
hasn't started cooking yet.



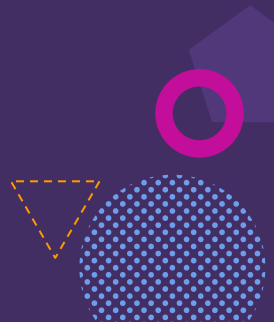
YOU ARE FAKE NEWS

VIA 8SHIT.NET



WHAT ABOUT THE CURRENT INFORMATION ECOSYSTEM?

How can we keep up in a dynamic content-creation medium?



BREAK DOWN THREE ELEMENTS:



TYPES OF CONTENT
THAT ARE BEING
CREATED & USED



THE MOTIVATIONS
OF CONTENT
CREATORS

WAYS THE CONTENT
IS BEING
DISSEMINATED



TYPES OF MIS/DISINFORMATION



**SATIRE/
PARODY**



**MISLEADING
CONTENT**



**IMPOSTER
CONTENT**



**FABRICATED
CONTENT**



**FALSE
CONNECTION**



**FALSE
CONTEXT**



**MANIPULATED
CONTENT**

DISCUSS:
WHY IS THIS TYPE OF CONTENT BEING CREATED?



**POOR
JOURNALISM**

**TO
PARODY**

**PROVOKE OR
“PUNK”**

**FOR
PASSION**



**PARTISAN-
SHIP**

**TO
PROFIT**

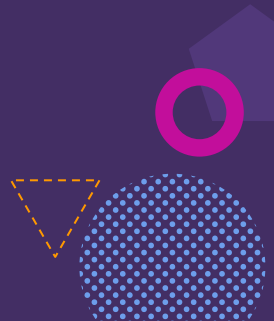
**POLITICAL
INFLUENCE**

**FOR
PROPAGANDA**



LEARN TO ASK FOR EVIDENCE

How to verify if claims are based on evidence or not.





CLAIM



EVIDENCE



A STATEMENT THAT
SUGGESTS SOMETHING IS
TRUE



EVIDENCE



CLAIM



EVIDENCE



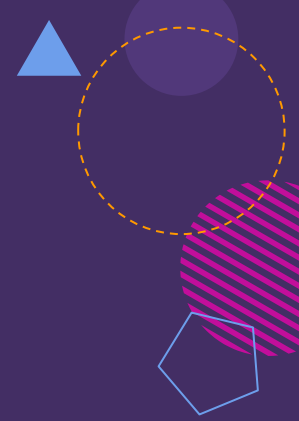
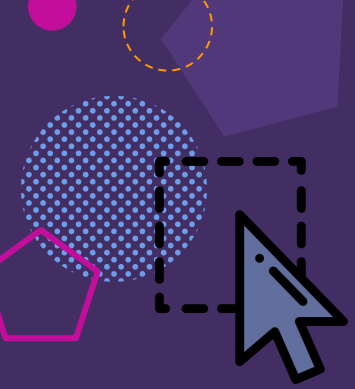
CLAIM



**AVAILABLE INFO
INDICATING IF THE
INFORMATION IS TRUE**

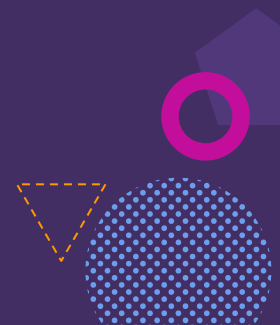
PLAY TIME!
LET'S EXPERIMENT.

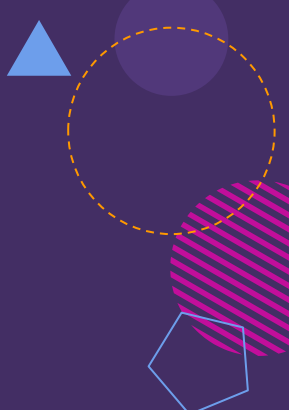
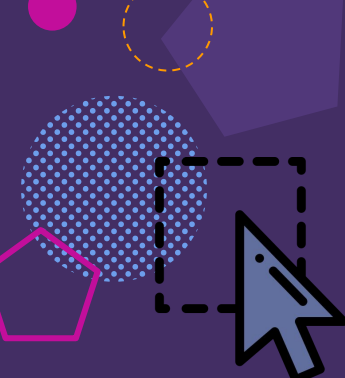




CLAIM #1:

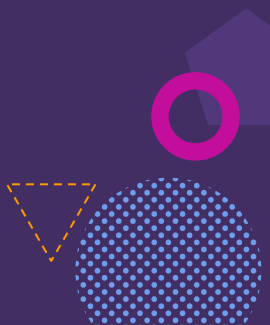
**CAFFEINE REDUCES PREMATURE
HAIR LOSS.**

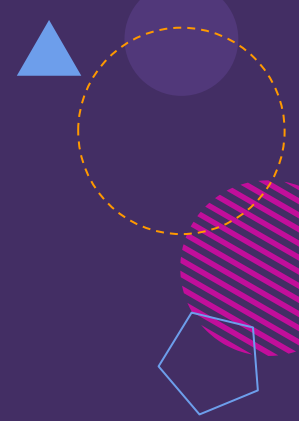
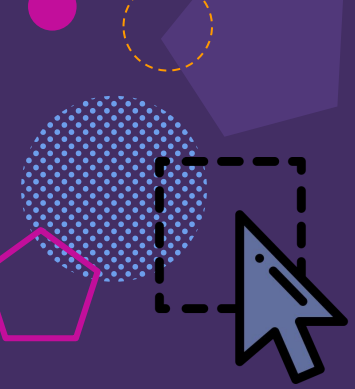




CLAIM #2:

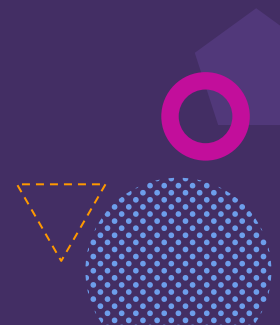
**USING SOCIAL MEDIA AFFECTS
YOUR SLEEP.**

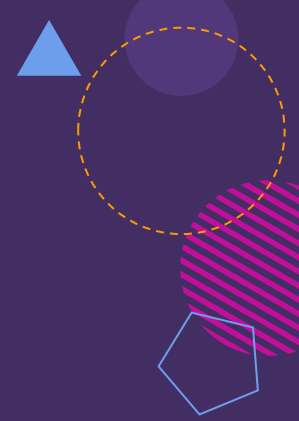
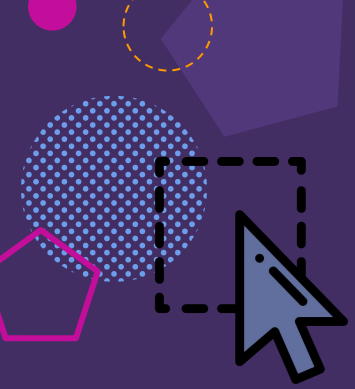




CLAIM #3:

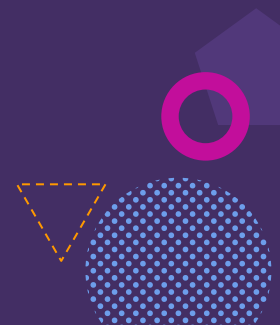
**CHARCOAL TOOTHPASTE WHITENS
YOUR TEETH.**

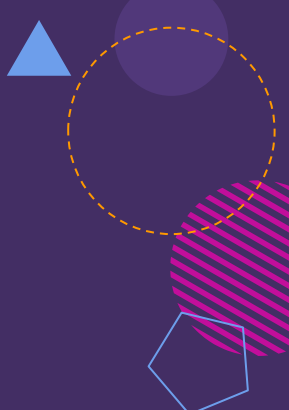
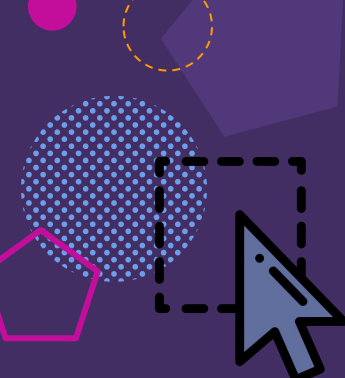




CLAIM #4:

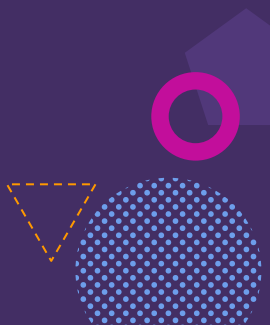
**EATING DARK CHOCOLATE
REDUCES STRESS.**





CLAIM #5:

**BEING KIND TO OTHERS MAKES
YOU HAPPIER.**



PLAY TIME!
LET'S TAKE A QUIZ.
VISIT:

bit.ly/quizzymedia



DISCUSS:
SOURCES? EVIDENCE?



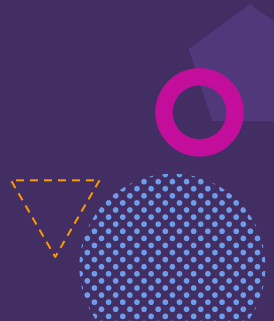
TIME FOR A BREAK!
10 MIN.

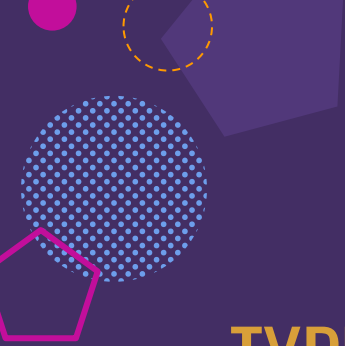




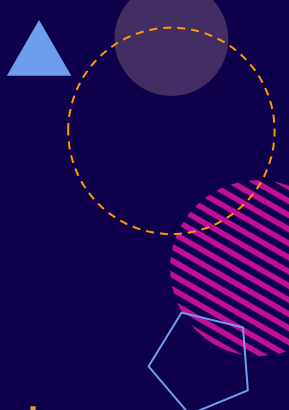

WHAT DOES “GOOD EVIDENCE” LOOK LIKE?

How to know when to be sure or when to dig further.

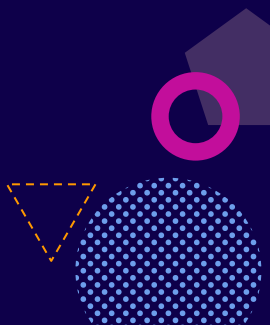


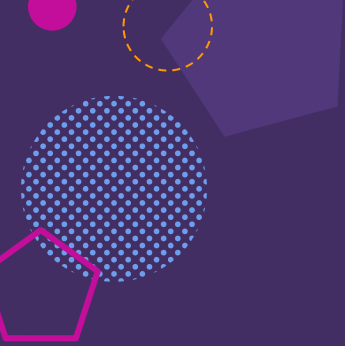


TYPE 1:
**SOMETHING THAT
SOUNDS
“SCIENCEY” BUT
ISN’T ACTUALLY
EVIDENCE**

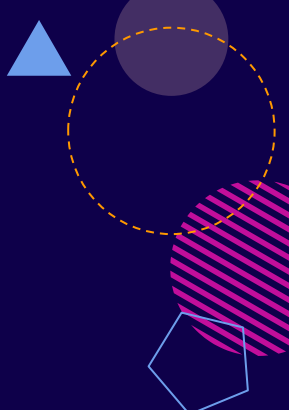



Terms like ‘free radicals’ and ‘detox’ can make people say “that sounds complicated - it must be based on science!”, but this is often not the case and can mask a lack of real scientific evidence.

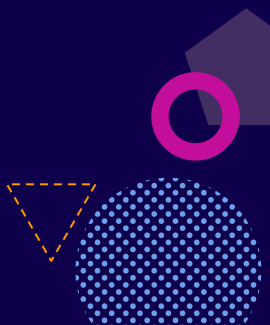


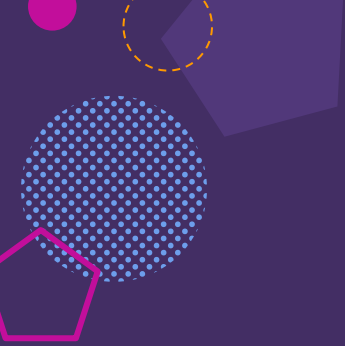


TYPE 2: ONE PERSON'S EXPERIENCE





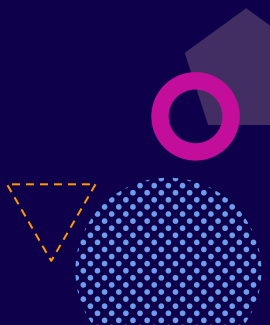
It's important to ask questions - while you might hear one person saying "it worked!", what about the cases where it didn't work?

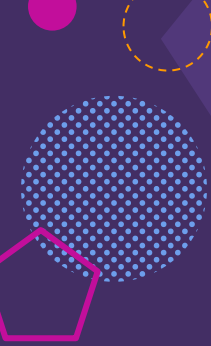




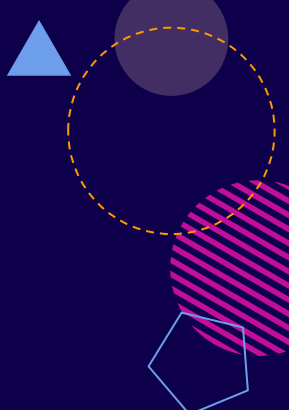

TYPE 3: ONE SCIENTIFIC STUDY



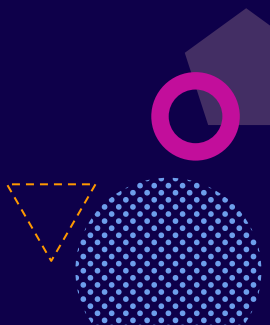
- 
- How large was the study?
 - Did they include appropriate controls?
 - What was the question that the researchers wanted to answer?
 - Was it published in a respected, peer-reviewed journal?
 - Who produced the research - was it done independently?
- 

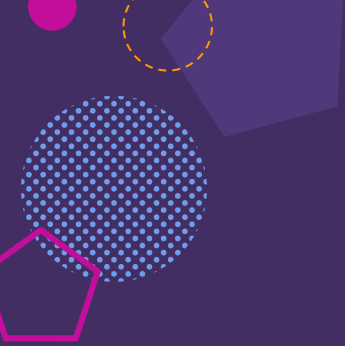


TYPE 4:
**MULTIPLE NEWS
STORIES ABOUT
ONE SCIENTIFIC
STUDY**

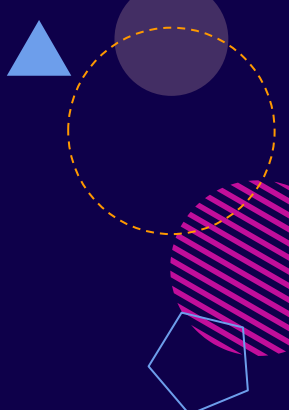



The 'illusory truth effect' is a psychological phenomenon whereby the more times we hear something, the more accurate we think it is.

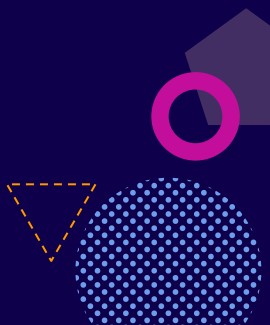




TYPE 5:
**MULTIPLE
SCIENTIFIC STORIES
COMPILED AND
ANALYSED**



The strongest kinds of evidence are systematic reviews and meta-analyses. These filter and analyse results from only the highest quality studies in order to scientifically test a claim.



“

COGNITIVE BIASES

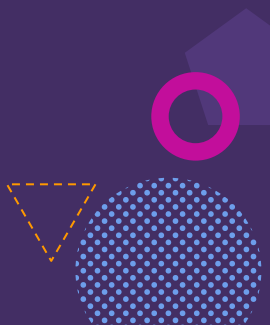
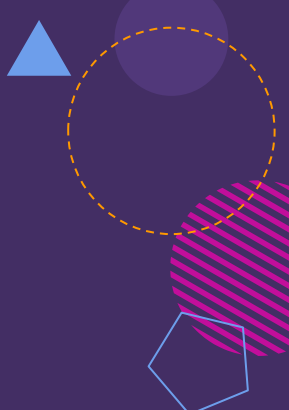
**Hey, brain, quit taking decisions
before asking my opinion!**



BANDWAGON EFFECT

WHAT IT IS:

We're social animals, so we have a tendency to prefer what's popular. It's easy to **conform to popular ideas** without checking the evidence, especially when we get our information from others.



BANDWAGON EFFECT



I hope this is gluten free. Don't even know what that means but it seems to be the trend these days.



your  cards
someecards.com

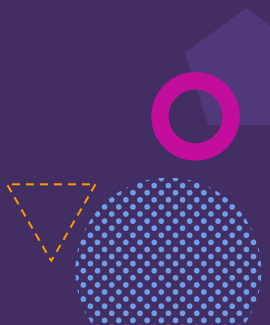


BANDWAGON EFFECT



HOW TO AVOID IT:

The best way is to take a step back and ask yourself “Is this simply popular or actually good for me, based on facts?” Practice being aware of trends and social pressure.

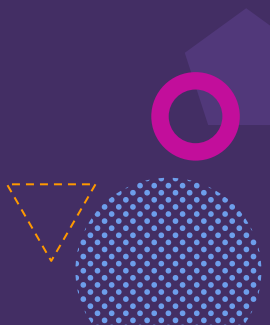
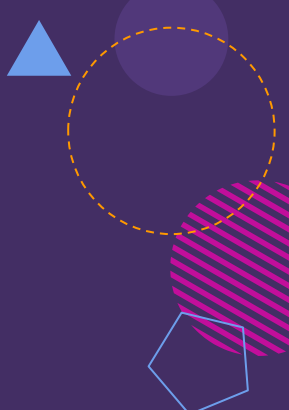




CONFIRMATION BIAS

WHAT IT IS:

We often search for and listen to information that **confirms what we already believe**. Not only do we disregard contrary ideas but we also interpret ambiguous ones to fit our beliefs. Confirming our preconceptions feels good.



CONFIRMATION BIAS



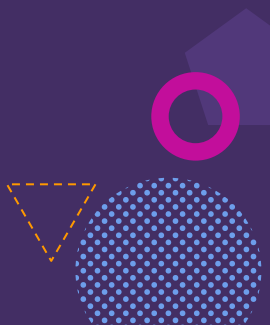


CONFIRMATION BIAS



HOW TO AVOID IT:

Be your own detective. A great way to reduce this bias is to actively search and listen both sides of an idea.

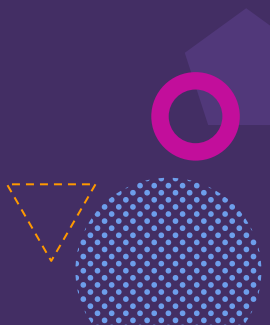
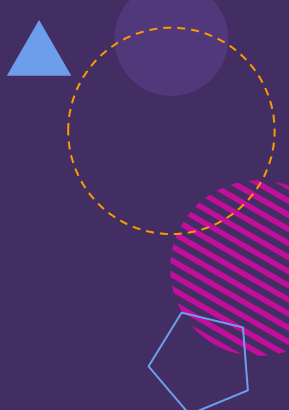




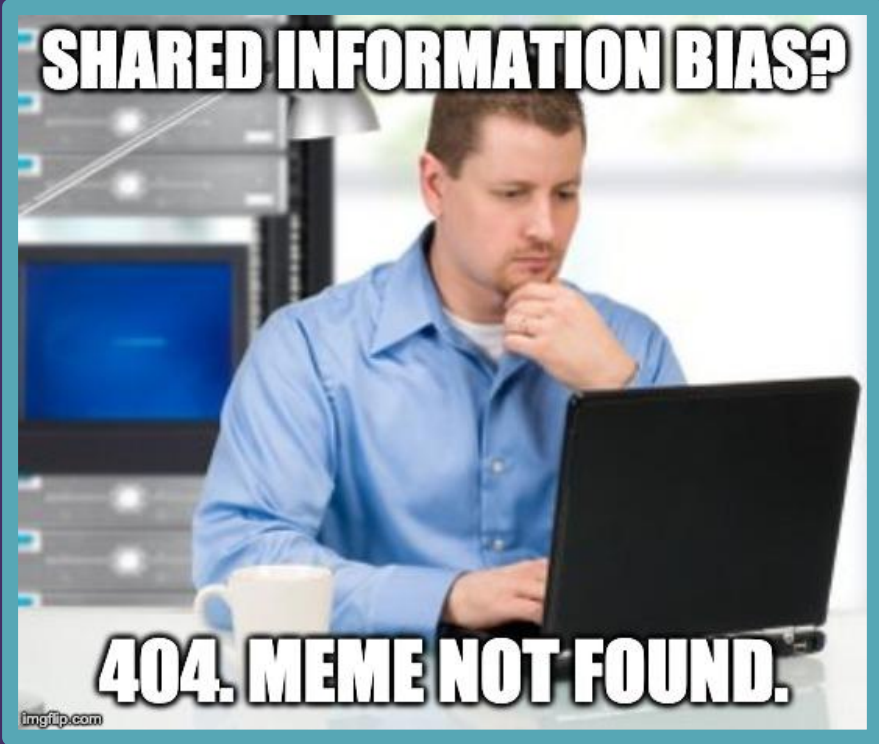
SHARED INFORMATION BIAS

WHAT IT IS:

We like to talk about topics everybody is familiar with and therefore avoid new information. **Consensus feels good.** The result is that everybody is less informed, leading to worse decisions.



SHARED INFORMATION BIAS



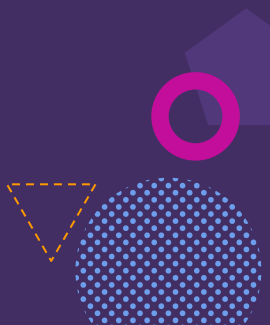


SHARED INFORMATION BIAS



HOW TO AVOID IT:

Actively bring up new, unusual ideas. Introduce controversial ideas as a question. Take more time discussing topics to leave room for all points of view.

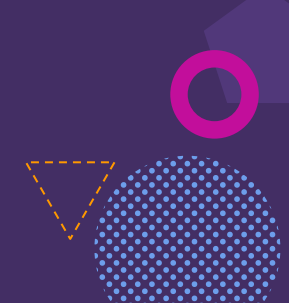
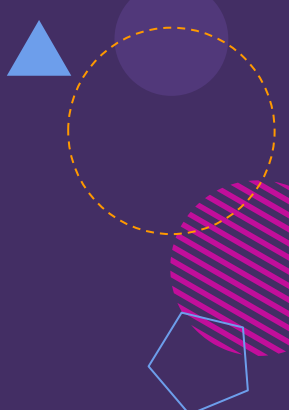




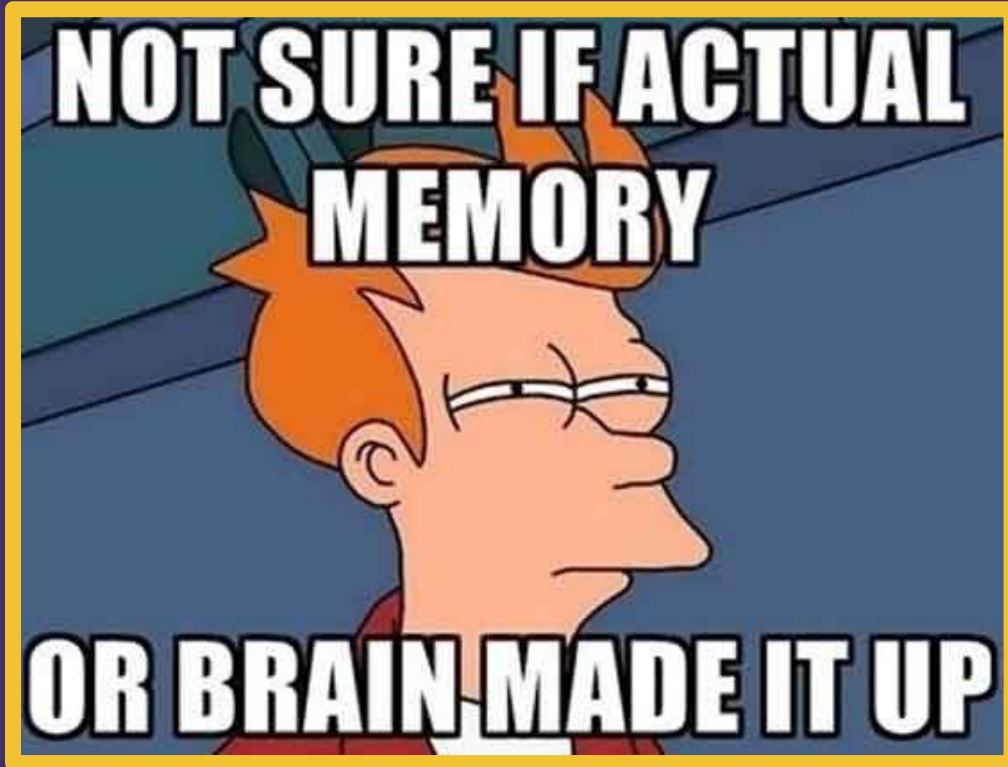
GOOGLE EFFECT

WHAT IT IS:

The Google Effect is an inclination to **forget information which we can easily find online**. Hence the name. It's also called digital amnesia. Early research shows that we don't remember facts that we think can be looked up quickly online.



GOOGLE EFFECT BIAS



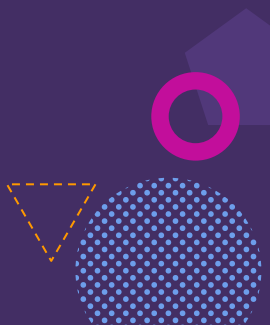


GOOGLE EFFECT



HOW TO AVOID IT:

The same study shows that information we learn while offline tends to be better recalled, so it's smart to download or print important things before studying them. Make a point of not relying on search.

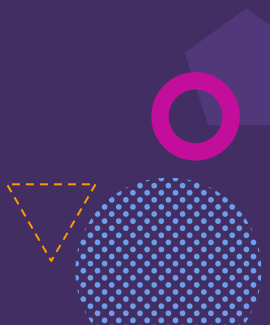
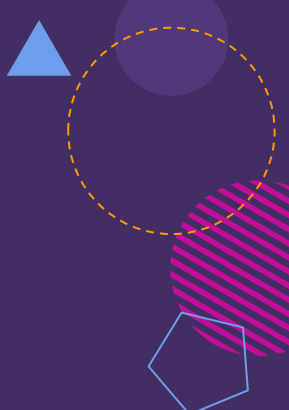




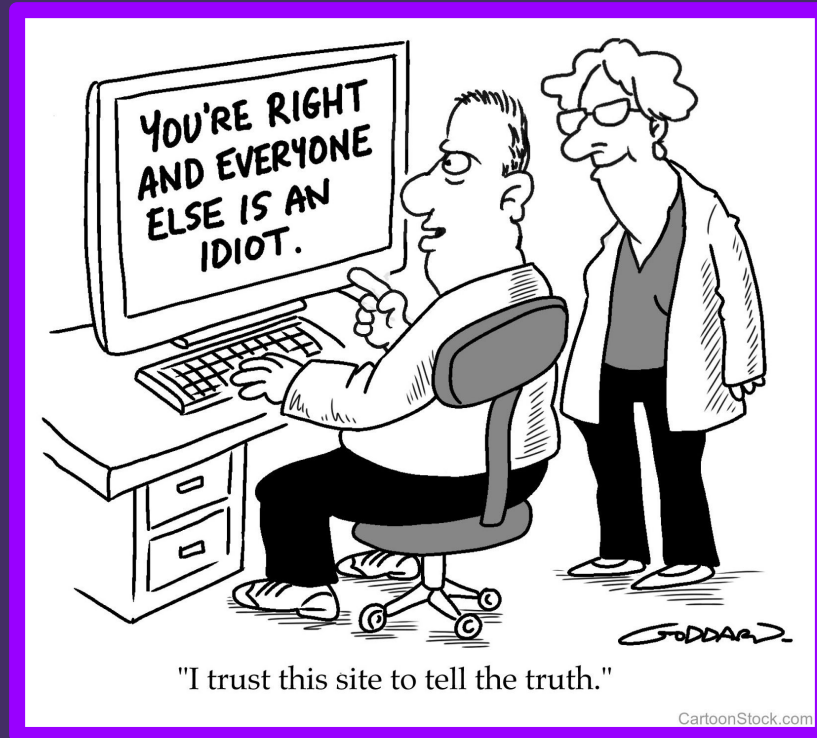
BLIND SPOT BIAS

WHAT IT IS:

We can easily see how biases affect others, but often overlook how much they influence us.



BLIND SPOT BIAS



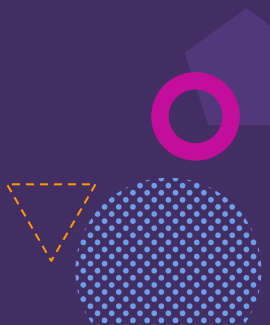


BLIND SPOT BIAS

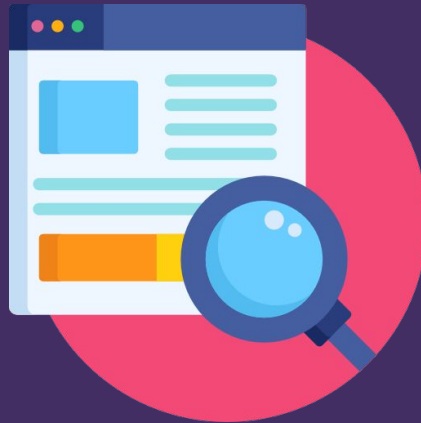


HOW TO AVOID IT:

While confidence is great, try to be honest about how you may be influenced to make irrational decisions.



FOR MORE INTERESTING BIASES SEARCH FOR
“COGNITIVE BIAS SURVIVAL GUIDE” BY
geekwrapped.com



“

LOGICAL FALLACIES

Common errors in reasoning that undermine the logic of arguments.



LOGICAL FALLACIES CAN BE:

Either illegitimate arguments or irrelevant points, and are often identified because they lack evidence that supports their claim. You can avoid these common fallacies in your own arguments and watch for them in the arguments of others, in real life or on social media.



Don't Read The Comments

@AvoidComments

Follow



Nobody on their deathbed ever said, "I wish I had spent more time reading internet comments."

7:30 PM - 13 Nov 2014

319 Retweets 268 Likes



319 Retweets 268 Likes



SO WHAT?

Why should I care?





“

**Fallacies keep us from
having good discussions of
the issues at hand.**

FALLACIES ARE DANGEROUS BECAUSE:



THEY DISTRACT US
FROM THE REAL
ISSUES



THEY TRICK US
INTO FAULTY
REASONING

THEY DECEIVE US
INTO BAD
CONCLUSIONS



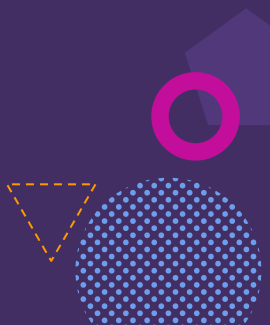
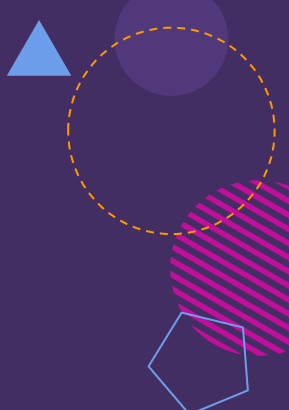


AD HOMINEM

WHAT IT IS:

Comes from Latin: to the man.

Represents an attack on the person making an argument, rather than on the argument itself.





AD HOMINEM

EXAMPLES:

Your opinion cannot be trusted because your friends are all jerks.

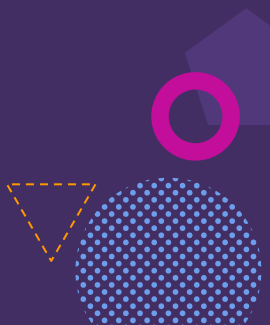
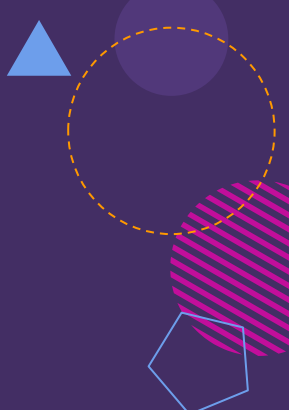
You're clearly just too young to understand these kind of problems.



SLIPPERY SLOPE

WHAT IT IS:

It is an argument that suggests taking a minor action will lead to major and sometimes exaggerated consequences.





SLIPPERY SLOPE

EXAMPLES:

If you allow the students to redo this test, they are going to want to redo every assignment for the rest of the year.

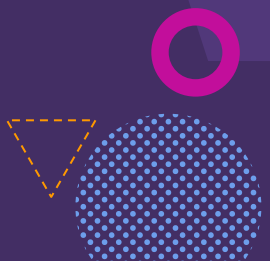
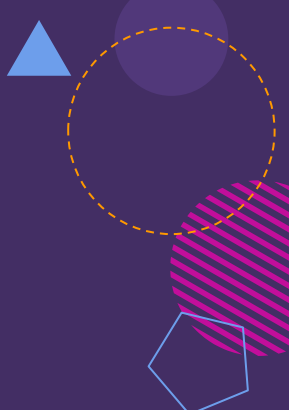
If we ban Hummers because they are bad for the environment, eventually the government will ban all cars, so we should not ban Hummers.



HASTY GENERALIZATION

WHAT IT IS:

This is a conclusion based on insufficient or biased evidence. In other words, you are rushing to a conclusion before you have all the relevant facts.





HASTY GENERALIZATION

EXAMPLES:

Even though it's only the first day, I can tell this is going to be a boring course.

Some teenagers in our community recently vandalized the park downtown. Teenagers are so irresponsible and destructive.



FALSE EQUIVALENCE

WHAT IT IS:

It's a logical fallacy where there appears to be a logical equivalence (usually in quantity and quality of evidence) between two opposing arguments, but when in fact there is one side has substantially higher quality and quantity of evidence.

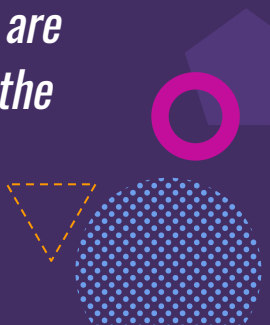


FALSE EQUIVALENCE



EXAMPLES:

Nearly all members of the scientific community agree that climate change is real; but there are also those who believe that climate change is a hoax. So there are supporters and critics on both sides of the debate.

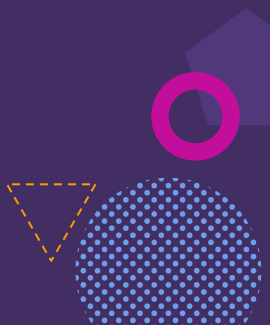
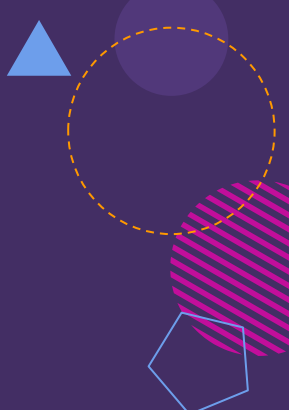




FALSE DILEMMA

WHAT IT IS:

It's a fallacy where someone presents you only two options of a certain situation, making you believe there is no middle ground.





FALSE DILEMMA

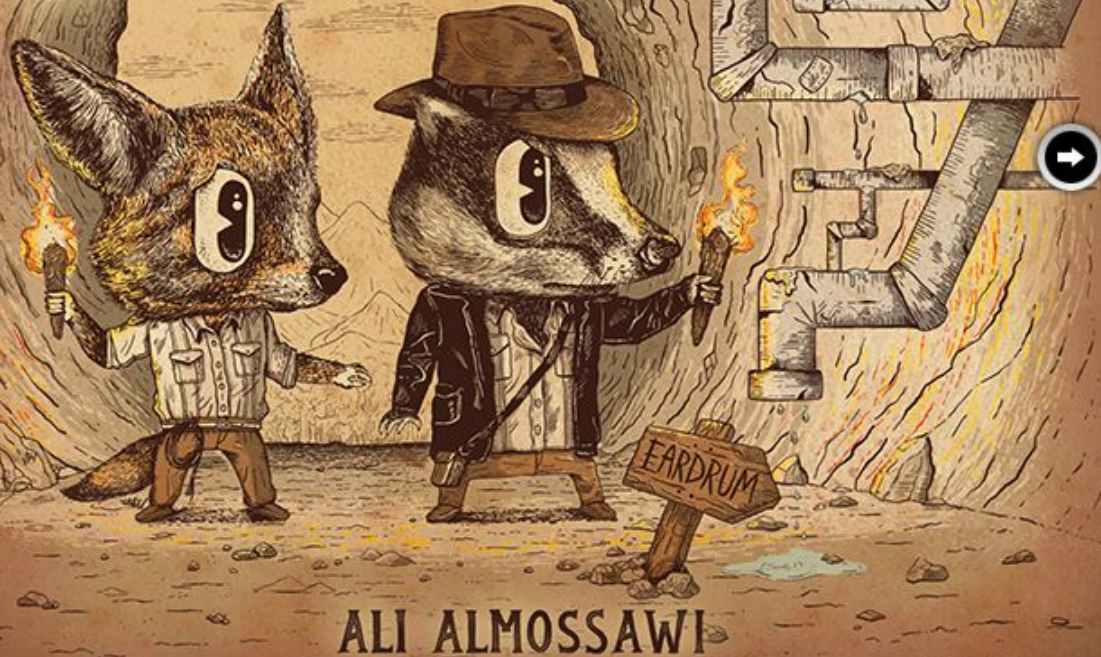
EXAMPLES:

We either have to ban all smartphones in school, or let the children use them whenever and however they want.

I thought you cared about other people, but I didn't see you at the fundraiser held yesterday.

An illustrated book of

BAD ARGUMENTS



ALI ALMOSSAWI



FOR MORE
INTERESTING
LOGICAL
FALLACIES
SEARCH FOR
“**book of bad
arguments**”

TIME FOR A BREAK!
10 MIN.





“

BECOME YOUR OWN FACT-CHECKER

If you don't fact check your info, you'll never have an clue whether the informations you read are true or false.



EMBRACE CRITICAL THINKING

Thinking critically is more than just thinking clearly or rationally; it's about **thinking independently**.

It means **formulating your own opinions** and drawing your conclusions regardless of outside influence.

It's about the **discipline of analysis** and seeing the connections between ideas, and being wide open to other viewpoints and opinions.

REMEMBER 5 BASIC JOURNALISTIC QUESTIONS



1

WHO

2

WHAT

3

WHEN

4

WHERE

5

WHY



REMEMBER 5 BASIC JOURNALISTIC QUESTIONS

1

WHO

**Did that person speak from authority or knowledge?
Did that person have an agenda?**

REMEMBER 5 BASIC JOURNALISTIC QUESTIONS



2

WHAT

**What exactly did they say?
Was it fact or opinion?**



REMEMBER 5 BASIC JOURNALISTIC QUESTIONS



3

WHEN

Did something happen to provoke that person to say this?



REMEMBER 5 BASIC JOURNALISTIC QUESTIONS

4

WHERE

Was it during a speech in front of one hundred persons or was it said in a confidential manner?

REMEMBER 5 BASIC JOURNALISTIC QUESTIONS



5

WHY

What was the occasion? Did they explain how they came to this conclusion? What was their intent?






▲

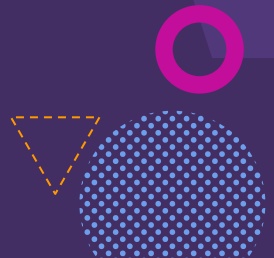
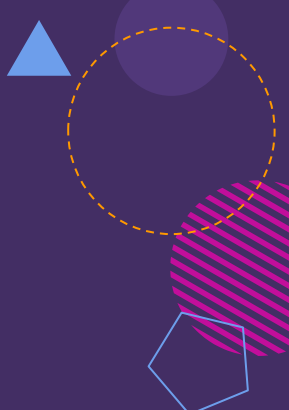
CRITICAL THINKING FTW!

▼



PRO TIP: LEARN TO BE A SKEPTIC

But that doesn't mean that one must systematically doubt everything! What is commonly called a **healthy dose of skepticism** means an ideal point of balance, difficult to attain, but necessary.



“

LATERAL BROWSING

How to be media literate and smart in your digital journeys.

The background is a dark purple color. It is decorated with various geometric shapes in shades of blue, pink, and yellow. In the top left, there are a pink pentagon, a blue dotted circle, and a yellow dashed circle. In the top right, there is a blue triangle, a pink circle, a yellow dashed circle, and a pink striped circle. In the bottom left, there is a blue pentagon, a pink triangle, and a yellow striped triangle. In the bottom right, there is a pink circle, a blue dotted circle, and a yellow dashed triangle.

LATERAL BROWSING IS A GOOD HABIT TO ACQUIRE.

If you find an assertion that you think might be dubious, open a new window and Google it. Then open your search engine results in new tabs to read different opinions on the subject keeping an eye out for trustworthy sources.

LET'S TRY IT OURSELVES!
READY?



KEEP IN MIND THE FOLLOWING:



**WEBSITE
AUTHORITY IN
THE FIELD?**

**WEBSITE
REPUTATION.
WHO RUNS IT?**

**CHECK AUTHOR'S
EXPERTISE
IN THE FIELD**

**FIND QUALITY
SECONDARY
SOURCES**



“

THE **IMPOSTER** SYNDROME VERSUS THE **DUNNING-KRUGER** EFFECT

Not knowing versus knowing too much

**THE PARADOX OF NOT KNOWING
OR KNOWING TOO MUCH**



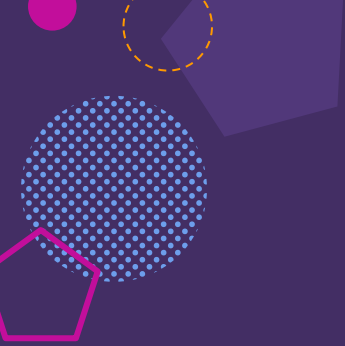


**IMPOSTER
SYNDROME**



**DUNNING-
KRUGER**





The imposter syndrome is a psychological term referring to a pattern of behavior where people doubt their accomplishments and have a persistent, often internalized fear of being exposed as a fraud.



DUNNING- KRUGER





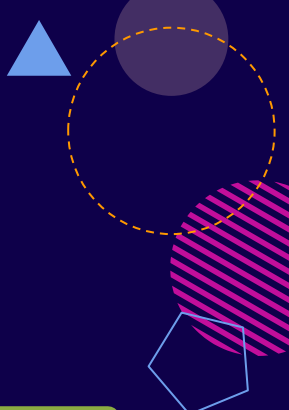
**IMPOSTER
SYNDROME**



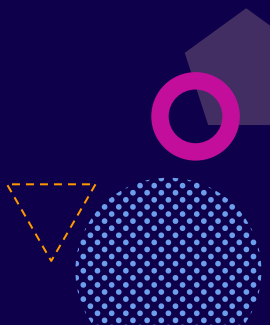
**DUNNING-
KRUGER**



IMPOSTER SYNDROME



The opposite of the Imposter Syndrome, this syndrome is characteristic to people who are illogically overly self-confident individuals who don't necessarily have the actual knowledge of what they are talking about.



WHAT IS IMPOSTER SYNDROME

AND HOW CAN YOU
COMBAT IT?



IMPOSTER SYNDROME



DUNNING-KRUGER

PLAY TIME!
LET'S CREATE OUR OWN FAKE NEWS!
VISIT:

<http://bit.ly/fakenewscreator>





**THANK YOU &
REMEMBER TO
FACT-CHECK EVERYTHING!**

**If you have any questions, I would
like to hear them at
ovidiu@rubrika.ro**



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