

INFORMATION ONLINE

Understanding misinformation for
high school students

George Pearson / george.pearson@upenn.edu / [@gdhpearson](https://twitter.com/gdhpearson)

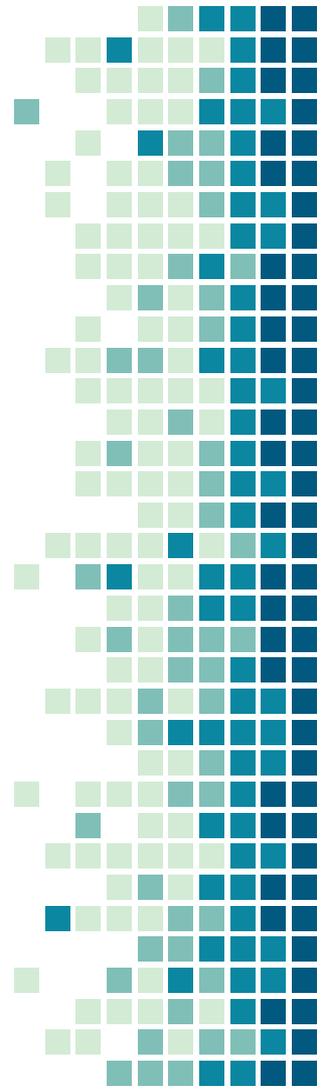




FIRST UP!

EVERYTHING from today's presentation is available at

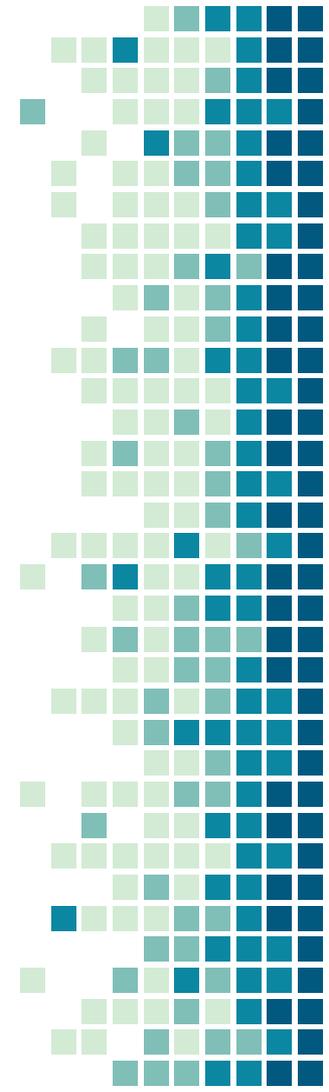
bit.ly/gcssa-misinformation





THE GREAT MYTH

Today's high school students grew up with technology, and are therefore more digitally literate than older generations.





14 NOVEMBER 2019

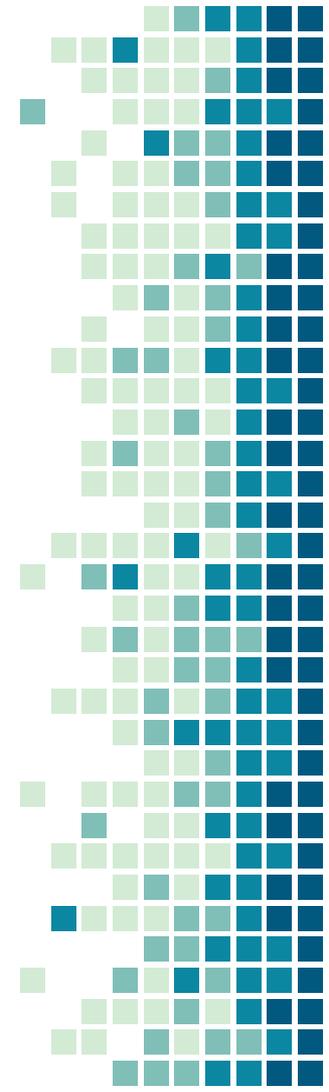
STUDENTS' CIVIC ONLINE REASONING

A National Portrait

THIS RESEARCH WAS POSSIBLE THANKS TO A GRANT FROM THE WILLIAM AND FLORA HEWLETT FOUNDATION

JOEL BREAKSTONE, MARK SMITH, & SAM WINEBURG | STANFORD UNIVERSITY
AMIE RAPAPORT, JILL CARLE, MARSHALL GARLAND, & ANNA SAAVEDRA | GIBSON CONSULTING
The Stanford History Education Group: sheg@gse.stanford.edu

- Study involving 3,446 high school students
- Given number of tasks – show two





[English \(US\)](#) · [Español](#) · [Português \(Brasil\)](#) · [Français \(France\)](#) · [Deutsch](#)



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I on Flicks

October 11, 2018 · @

Have you ever noticed that the **ONLY** people caught committing voter fraud are Democrats?

90K Views

4.2K Likes · 3.2K Comments · 64K Shares

[Share](#)



ballot stuffing video democrats

Q All News Videos Images Shopping More Tools

About 4,890,000 results (0.62 seconds)

<https://www.reuters.com> > article > fact-check-video-sh...
Fact check: Video shows ballot box stuffing in Russia, not ...
 Nov 10, 2020 — **Ballot Stuffing** in Flint, Michigan". President Donald Trump has made repeated and unsubstantiated claims of widespread voter fraud since last ...

<https://www.politifact.com> > nov > facebook-posts > vl...
Video of 'ballot stuffing' is not from a Flint, Mich ... - PolitiFact
 Claim: Say a video shows "staffers stuffing ballots in flint mi"
 Claimed by: Facebook posts
Fact check by PolitiFact: Pants on Fire
 Feedback

<https://www.cbsnews.com> > news > viral-videos-do-not-...
No, these viral videos do not actually show election fraud
 Nov 7, 2020 — Numerous **videos** claiming to show "election fraud" have gone viral, fueling Trump's baseless claims that **Democrats** were trying to "steal" ...

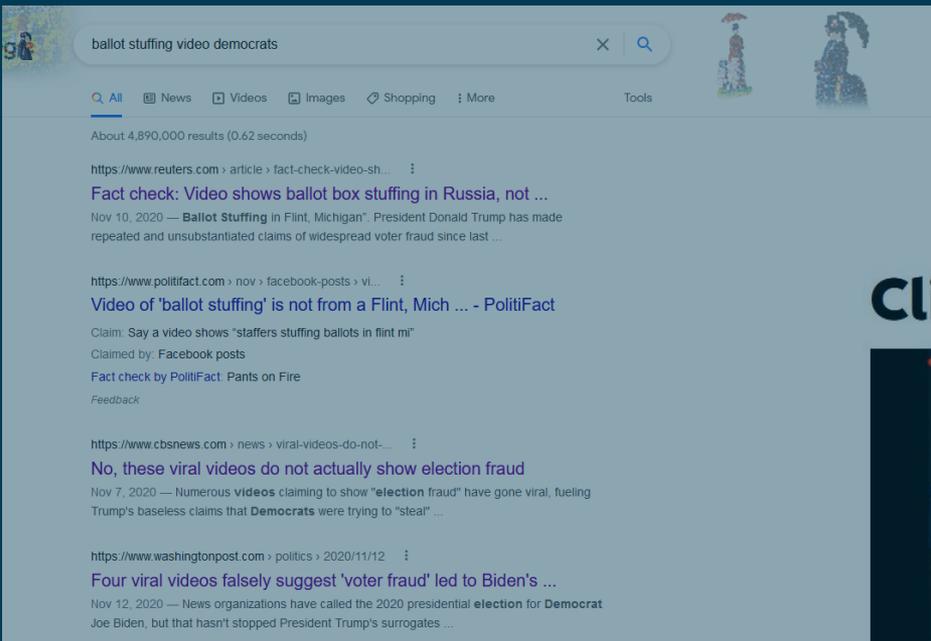
<https://www.washingtonpost.com> > politics > 2020/11/12
Four viral videos falsely suggest 'voter fraud' led to Biden's ...
 Nov 12, 2020 — News organizations have called the 2020 presidential **election** for Democrat Joe Biden, but that hasn't stopped President Trump's surrogates ...

<https://firstdraftnews.org> > articles > video-alleging-us-e...
A video alleging US election fraud actually features events in Russia
 Oct 31, 2016 — A **video** alleging voter fraud in the US has been viewed nearly 400,000 times, but the footage is from Russia. For weeks now, Donald Trump has ...

Clip 3 – “Pennsylvania”



This clip also features the “18.09.16” timestamp, and a reverse image search of the relevant screenshots turns up [a video uploaded the same day alleged to be from Rostov, Russia](#). The Russian text in the video play translates as “commission” and “box for vote IAOD”,



Clip 3 – “Pennsylvania”



- **Fifty-two percent of students believed a grainy video claiming to show ballot stuffing in the 2016 Democratic primaries (the video was actually shot in Russia) constituted “strong evidence” of voter fraud in the U.S. Among**

This clip also features the “18.09.16” timestamp, and a reverse image search of the relevant screenshots turns up [a video uploaded the same day alleged to be from Rostov, Russia](#). The Russian text in the video play translates as “commission” and “box for vote IAOD”,



Donate



WATCH OUR NEWEST VIDEO SERIES



DO PLANTS LIKE MORE CO₂?

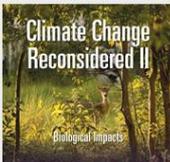


OCEAN ACIDIFICATION DATABASE



SEARCH BY TOPIC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z



Volume 24 (2021)

Subscribe to our **free email newsletter** and receive links and summaries of new material posted on *CO₂ Science*. [Click here](#) to subscribe.

Tweets by @co2science

Craig Idso
@co2science

Over the past 30 years intrinsic water use efficiencies (iWUE) of three Bangladesh tree species rose by a respectable 29–46% in response to a mere 15% rise in atmospheric CO₂. [co2science.org/articles/12414](#)

Please Contribute to Our Center!

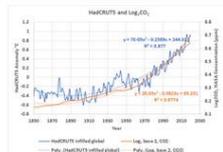
Donate: We need your financial support! As a 501(c)(3) public charity, the Center for the Study of Carbon Dioxide and Global Change accepts corporate, foundation and individual donations to fund its educational activities. If you have browsed our website or utilized our material in the past year, please consider making a financial contribution. We need your help to keep us going.

Donate

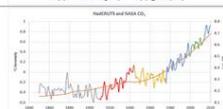


Last 15 Postings

[Autocorrelation in CO₂ and Temperature Time Series](#) (16 November 2021)
Detecting autocorrelation in plots of CO₂ and temperature...



[CO₂ and Temperature](#) (16 November 2021)
The correlation between CO₂ concentration and temperature...



Google search for "co2 science". The search bar shows "co2 science" with a search icon. Below the search bar are navigation links for "All", "News", "Shopping", "Images", "Videos", and "More", along with a "Tools" link. The search results show "About 329,000,000 results (0.56 seconds)".

The first result is for "Carbon dioxide" with tabs for "Overview" and "Practice problems". Below this is a search result for "http://www.co2science.org" titled "CO2 Science". The description reads: "A weekly review and repository of scientific research findings pertaining to carbon dioxide and global change." It includes links for "CO2 Truth-Alerts", "MWP Project", "Web Site Organization", and "About Us".

Below the search result is a box titled "People also search for" containing the following suggestions:

- co2 science credibility
- co2 science website credibility
- co2 science website is the website co2 science reliable
- co2 science wikipedia
- co2 studies

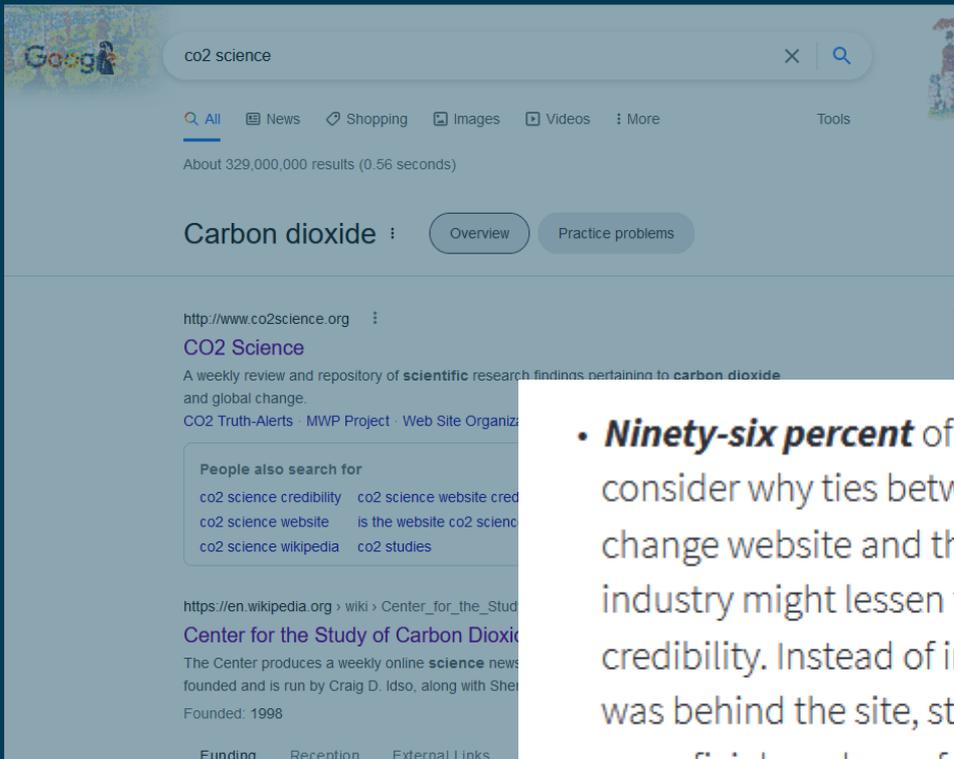
The second search result is for "https://en.wikipedia.org" titled "Center for the Study of Carbon Dioxide and Global Change". The description reads: "The Center produces a weekly online science newsletter called CO2Science. The Center was founded and is run by Craig D. Idso, along with Sherwood B. Idso, his ...". It also states "Founded: 1998".

At the bottom of the search results, there are links for "Funding", "Reception", and "External links". A red arrow points to the "Funding" link.

Funding [\[edit \]](#)

According to IRS records, the [ExxonMobil](#) Foundation provided a grant of \$15,000 to the center in 2000.^[3] Another report states that ExxonMobil has funded an additional \$55,000 to the center.^[4] ExxonMobil stated it funded, "organizations which research policy issues and promote informed discussion on issues of direct relevance to the company. [...] These organizations do not speak on our behalf, nor do we control their views and messages."^[5]

The center was also funded by [Peabody Energy](#), America's biggest coalmining company.^[2]



- **Ninety-six percent** of students did not consider why ties between a climate change website and the fossil fuel industry might lessen that website's credibility. Instead of investigating who was behind the site, students focused on superficial markers of credibility: the site's aesthetics, its top-level domain, or how it portrayed itself on the About page.

Funding [\[edit \]](#)

According to IRS records, the ExxonMobil Foundation donated \$5,000 to the center.^[4] ExxonMobil stated it funded, "organizations which research policy issues and promote informed discussion on issues of direct relevance to the company. [...] These organizations do not speak on our behalf, nor do we control their views and messages."^[5]

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"I was the one holding the lighter-colored fuzzy microphone and thus literally in front of @POTUS on the South Lawn," Herman wrote. "It's all real."

Herman also [shared](#) a video created by Mick West, who writes about conspiracy theories. In the [video](#), West explains that because the microphones were on long booms, which enable reporters to maintain physical distance from the president amid the coronavirus pandemic, they give the illusion that something is amiss.

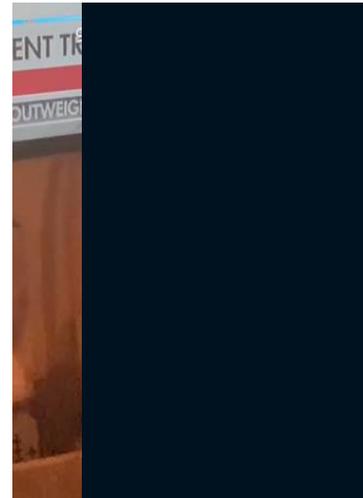
He recreated a similar scenario in his own yard and filmed it from different angles. The effect is the same.

"It does look weird, but once you understand what's going on, it's pretty obvious," he says in the video.

Herman noted in an email to PolitiFact that, even when there's not a pandemic, the booms are regularly used during outdoor helicopter talks due to challenging acoustics.

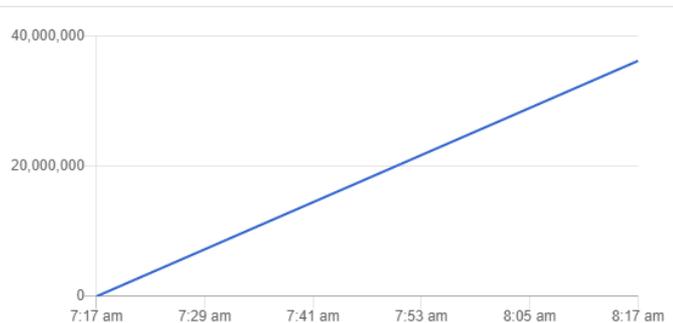
Other images from that day show the president, microphones and reporters from other angles.

In this [Reuters image](#), taken by photographer Tom Brenner, Biden can be seen from the side talking to reporters who are standing several feet away with their microphones extended forward. This



Engagement

Total Engagements: 36.1M



Claim

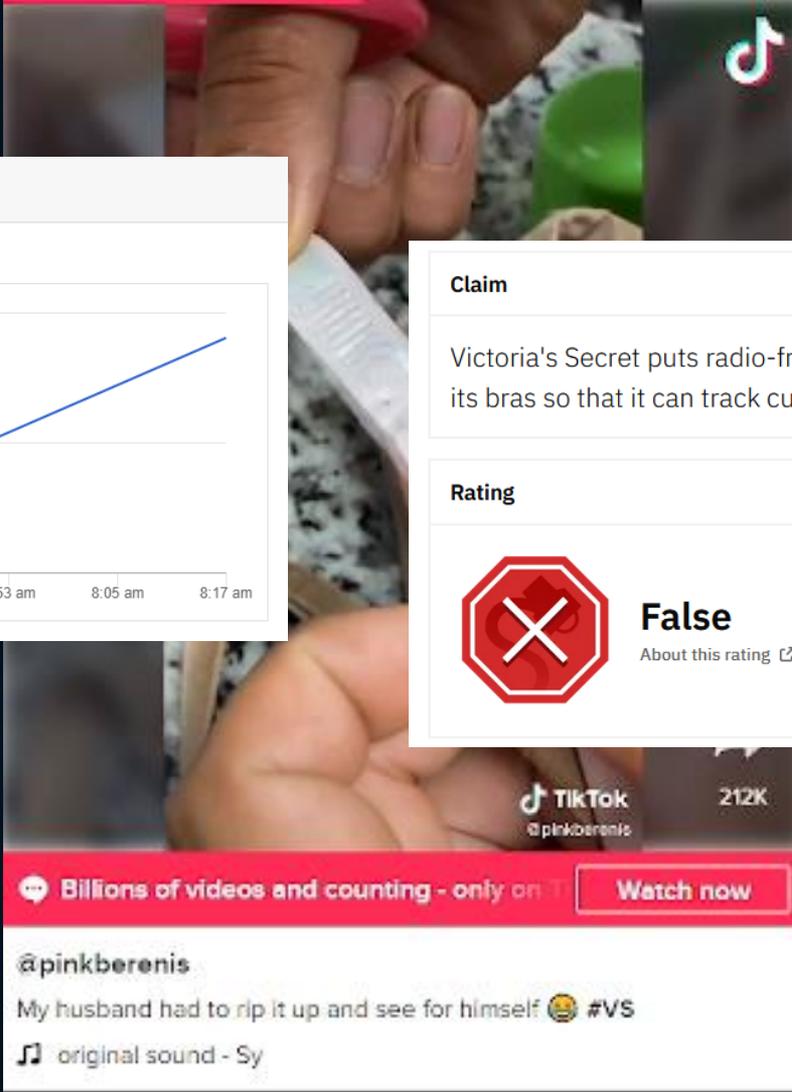
Victoria's Secret puts radio-frequency identification tags (RFID) chips in its bras so that it can track customers.

Rating



False

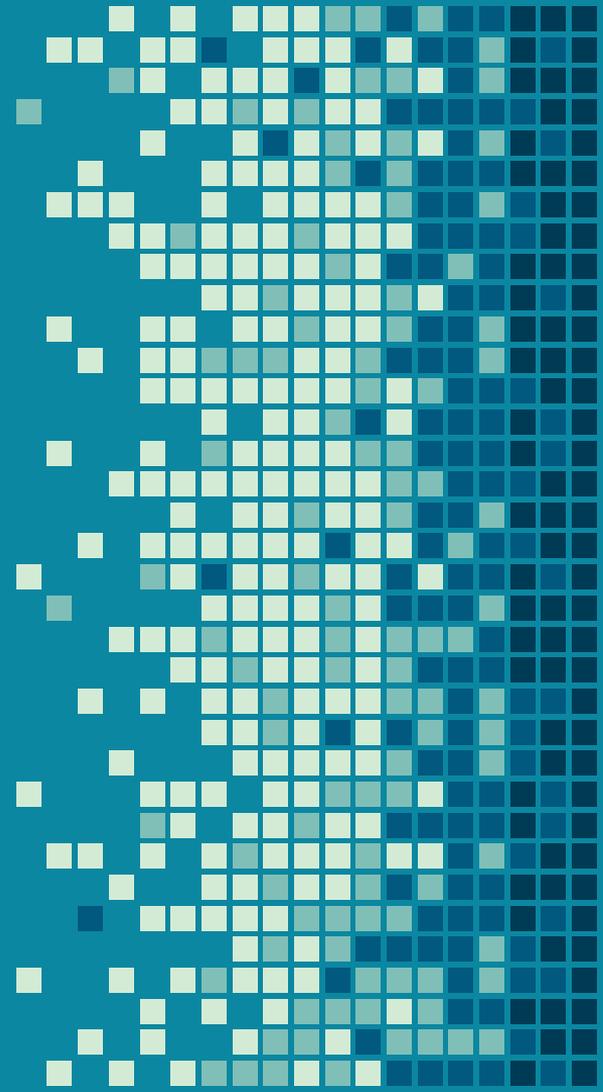
[About this rating](#)



Billions of videos and counting - only on TikTok [Watch now](#)

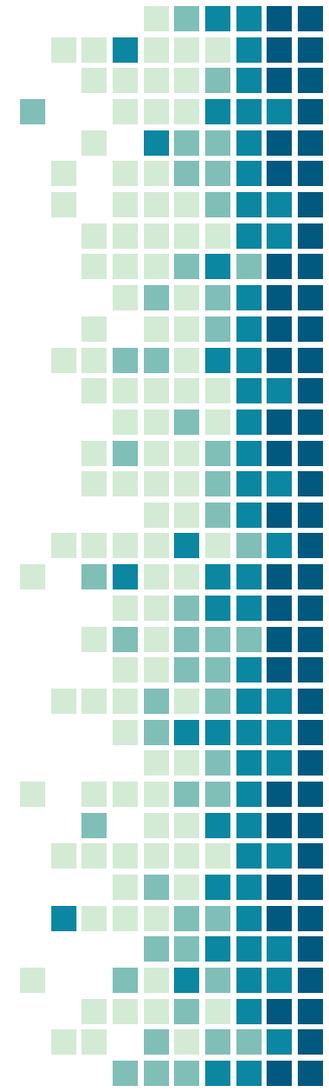
@pinkberenis
My husband had to rip it up and see for himself 😂 #VS
original sound - Sy

“ Like in any other subject,
students need education in
how to use technology and
digital resources.



Plan

- Definition
 - trying to understand the parameters
- Challenges
 - why bad information travels so fast
- Dangers
 - the effects of bad information
- Solutions
 - What can we do about each
 - (Forewarning, there are no perfect solutions)



Definition





TheRedShtick.com

stated on May 2, 2017 in an Internet post:

"Donald Trump praises Colonel Sanders for his service in the Civil War."

FAKE NEWS

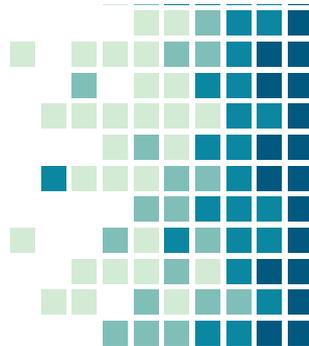
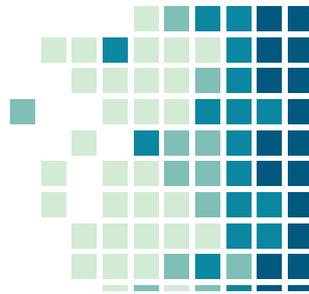
PUNDITFACT

 THEREDSHTICK.COM



DONALD TRUMP PRAISES COLONEL SANDERS FOR HIS SERVICE IN THE CIVIL WAR

 Manny Schewitz   Off the Wire





But the clip is doctored. It was edited from footage of a speech that Harris delivered at a vaccine mobilization event in Detroit on July 12, removing the first syllable of the word "unvaccinated" to make it appear as if she is saying "vaccinated."

[A now-removed tweet of the Harris clip](#) was viewed over 50,000 times, according to Archive.org records, and it also circulated in several [Facebook posts](#).



The Onion

17h · 🌐

"We hope to completely eliminate fare dodgers by adding decoy stations throughout the city."



THEONION.COM

NYC Opens \$500 Million Decoy Subway Station To Catch Turnstile Jumpers

NEW YORK—In a new effort by the MTA and law enforcement to crack down on fare evasion, ...

↳ 1 reply

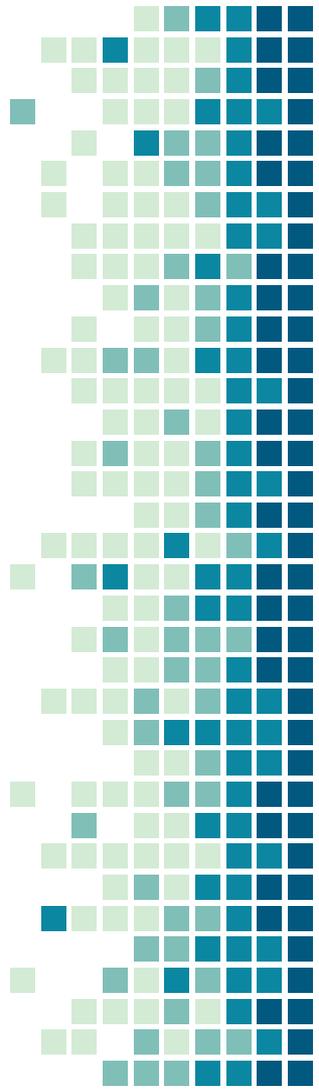


Go tax rich people instead of making huge efforts to pick on poor people

Like · Reply · 16 h



25





erictucker @erictucker · Nov 9

Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin



Eric Tucker @erictucker



And BOOM! The old big bad post is gone! Its memory shall live on! Thanks all! Let's keep the conversation moving! blog.erictucker.com/2016/11/11/why...



erictucker @erictucker

FALSE

Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin



Rating



False

About this rating [↗](#)



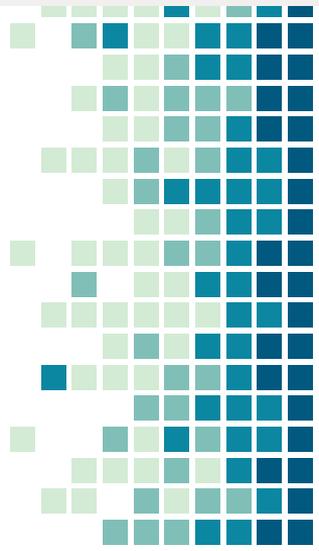
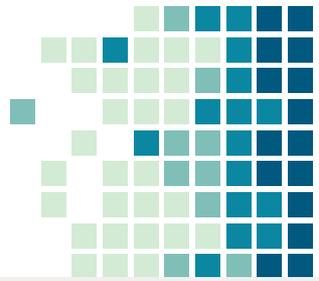
If your time is short:

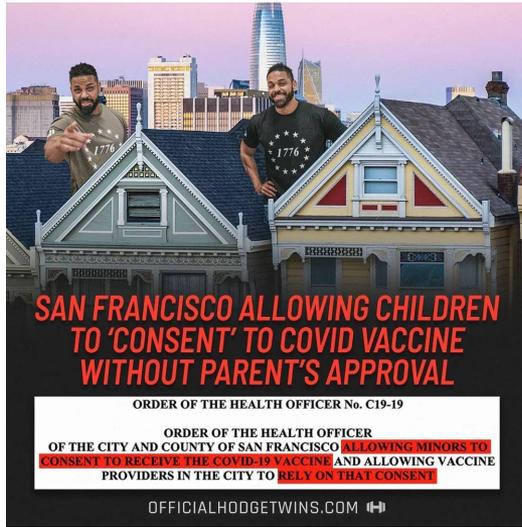
- Misleading posts on Facebook and Twitter say minors in San Francisco are consenting to COVID-19 vaccines without their parent's permission. San Francisco issued a health order allowing emancipated minors and those considered "self-sufficient" to consent to receive the Pfizer vaccine.

SAN FRANCISCO ALLOWING CHILDREN TO 'CONSENT' TO COVID VACCINE WITHOUT PARENT'S APPROVAL

ORDER OF THE HEALTH OFFICER No. C19-19

**ORDER OF THE HEALTH OFFICER
OF THE CITY AND COUNTY OF SAN FRANCISCO **ALLOWING MINORS TO
CONSENT TO RECEIVE THE COVID-19 VACCINE** AND ALLOWING VACCINE
PROVIDERS IN THE CITY TO **RELY ON THAT CONSENT****





erictucker @erictucker · Nov 9
 Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin



16K 14K

The Onion
 17h · 🌐

"We hope to completely eliminate fare dodgers by adding decoy stations throughout the city."

THEONION.COM
NYC Opens \$500 Million Decoy Subway Station To Catch Turnstile Jumpers
 NEW YORK—In a new effort by the MTA and law enforcement to crack down on fare evasion, ...

1 reply

Go tax rich people instead of making huge efforts to pick on poor people
 Like · Reply · 16 h



DONALD TRUMP PRAISES COLONEL SANDERS FOR HIS SERVICE IN THE CIVIL WAR

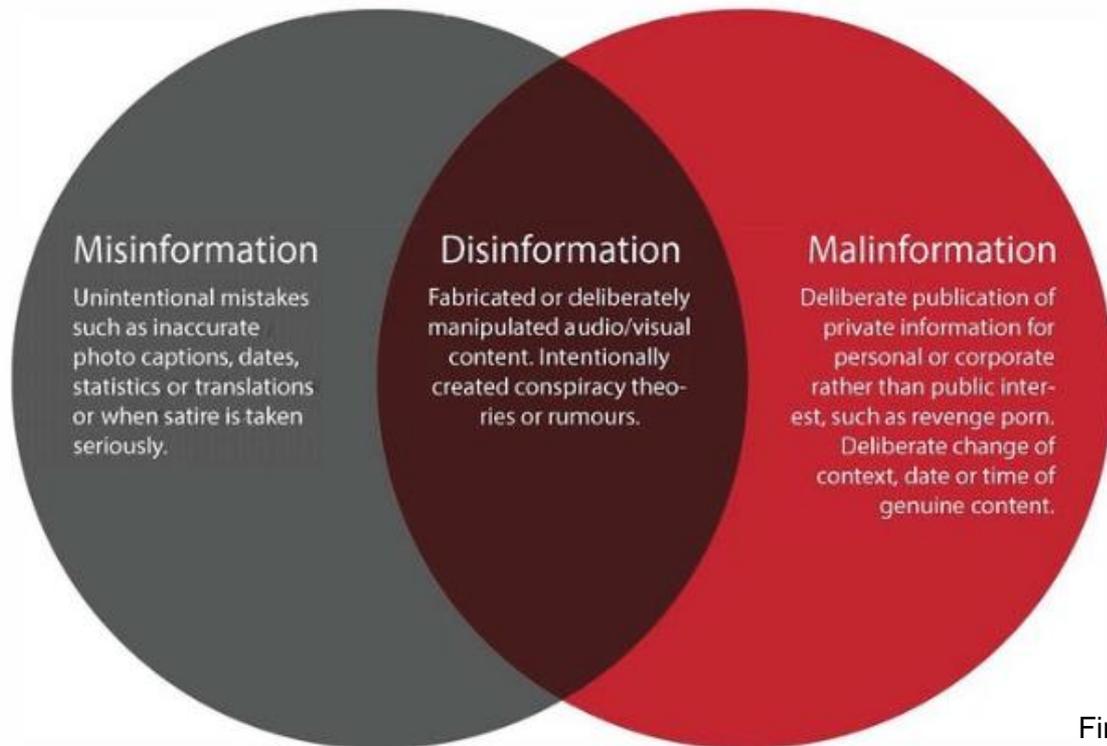
Manny Schwetz · Off the Wire



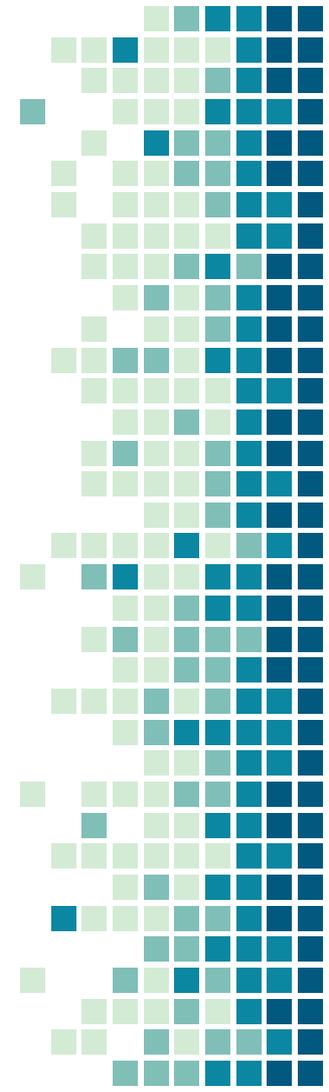
TYPES OF INFORMATION DISORDER

FALSENESS

INTENT TO HARM



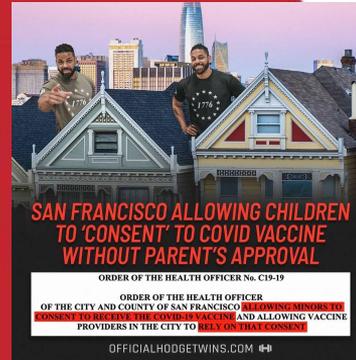
First Draft
via Verification Handbook



TYPES OF INFORMATION DISORDER

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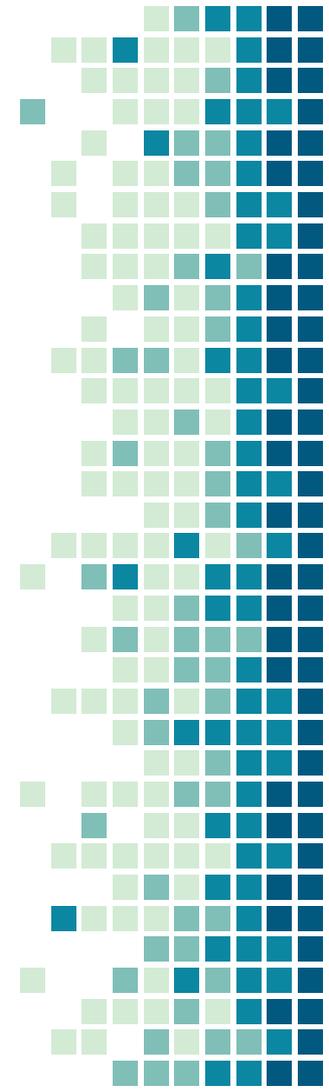
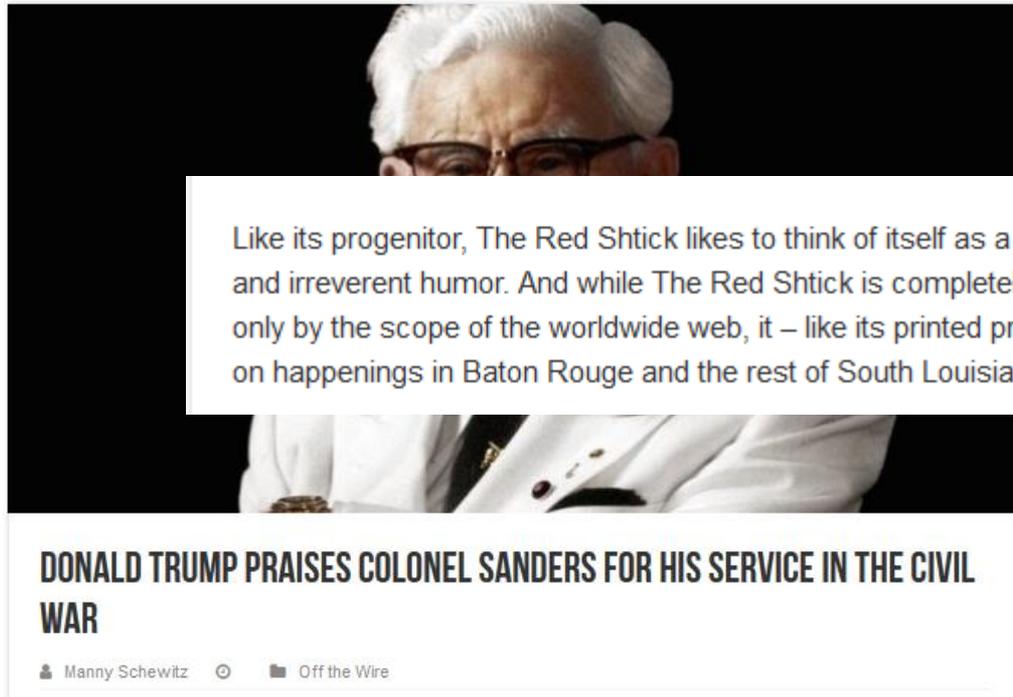


The 'Intent' Problem

- Is satire a form of misinformation?
- Disagreement on this
 - Social media generally don't regulate
 - Many fact-checkers do – e.g. Snopes, FirstDraft



The 'Intent' Problem



The 'Intent' Problem

IDEAS

The Anti-Vaccine Influencers Who Are Merely Asking Questions

Institutional experts haven't adapted to today's media ecosystem. Other commentators are filling the gap.

By Renée DiResta



The image shows a screenshot of the Chicago Tribune website's header and navigation bar. The header is dark blue with white text. On the left, there are icons for 'SECTIONS' and 'SEARCH'. In the center, the 'Chicago Tribune' logo is displayed. On the right, there is a yellow promotional banner that says 'ONLY \$1 FOR 6 MONTHS Our best offer ends soon' and a 'LOG IN' button. Below the header, a dark blue bar contains the text 'LEARN MORE ABOUT SUBSCRIPTIONS'. Underneath this bar, there are several article teasers with small images and text snippets.

Chicago Tribune

ONLY \$1 FOR 6 MONTHS
Our best offer ends soon

LOG IN

LEARN MORE ABOUT SUBSCRIPTIONS

Chicago's Art Institute fired its volunteer docents and caused a furor heard...

Second brother who alleges he helped Jussie Smollett stage a phony hate crime...

Daily horoscope for December 2, 2021

#MeToo: A timeline of events

Illinois data for showing...

CORONAVIRUS

A 'healthy' doctor died two weeks after getting a COVID-19 vaccine; CDC is investigating why

Gray Speech

PostEverything • Perspective

The gray zone between partisan spin and misinformation

How to categorize the GOP response to the omicron variant

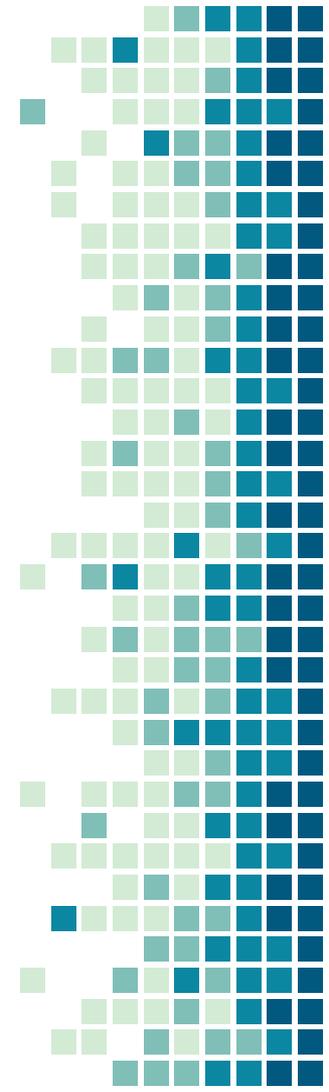


DISCOVER | wp



You want to
keep it safe

Get started



7 COMMON FORMS OF INFORMATION DISORDER



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

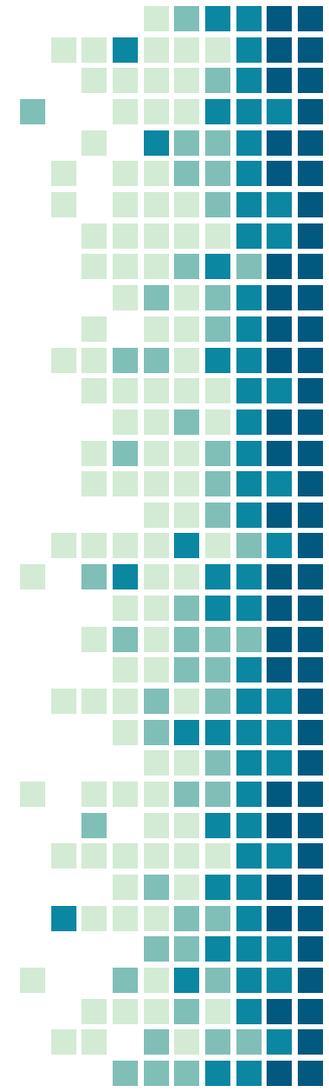
When genuine information or imagery is manipulated to deceive

Challenges



Discerning Truth Isn't Straightforward

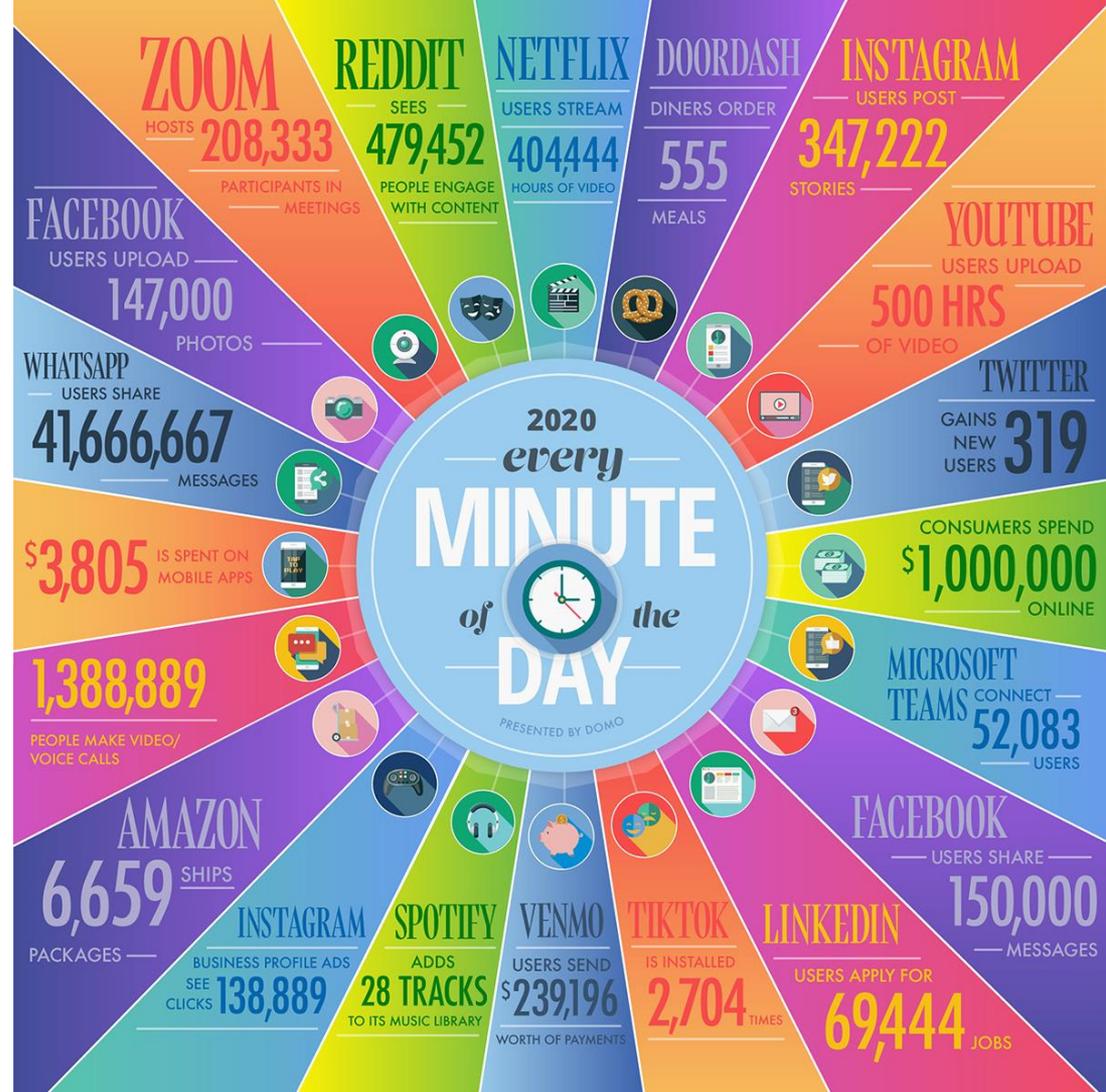
- Can view this from two ways
 - Structural changes
 - Human psychology



Structural Changes



Volume of Content



Multiple Sources



REPORTS |

'I Saw the News on Facebook': Brand Attribution when Accessing News from Distributed Environments

George Pearson shared a link.

Just now · 11



Robotoids' Are Real And Have Infiltrated U.S.

Robotoids - artificial intelligence designed to look human - are not only real but have infiltrated U.S. politics and Hollywood.

IRE.COM | BY SEAN ADL-TABATABAI

Like Comment Share

Write a comment...



Loss of Context

https://www.reddit.com/r/all/

Search Reddit

Help
Reddit Coins
Reddit Premium
Reddit Gifts

About
Careers
Press
Advertise
Blog
Terms
Content Policy
Privacy Policy
Mod Policy

Reddit Inc. © 2021 . All rights reserved

69 Comments Award Share Save ...

17.0k r/gaming · Posted by u/LUKAKD8R 6 hours ago 🏆 20 🗨️ 20 📌 0

The perfect cosplay doesn't exist



TALK TRADE CANCEL STAY

131 Comments Award Share Save ...

4820 r/worldnews · Posted by u/WyrdaBrising 3 hours ago 🗨️

Costa Rica celebrates 73 years without an army

ricotimes.net/2021/1... 🌐

416 Comments Award Share Save ...

46.0k r/gadgets · Posted by u/Darren-B80 6 hours ago 🏆 15 🗨️ 17 📌 19 & 3 More

US lawmakers announce bill to prohibit bot

Back to Top

US News Service (www.us-news-service.org)

[\(About this source?\)](#)

How to Reorganize Taxes for the New Hustle Economy

For those working side jobs or piecing together an income from the gig economy - working for Uber, PeaBikes or similar companies - completing taxes has become a substantial burden. The current tax system is not designed for gig economy workers to file their taxes easily. Lawmakers are now looking to make the system easier.

[\(Read More...\)](#)

PoliticsCurrent Affairs



★ Bookmark

Wonk Feed (www.wonk-feed.blogspot.com)

[\(About this source?\)](#)

Congress concerned over lead levels in school drinking water

Many schools across the US have too much lead in their tap water, but are not testing for it, according to new research. Politicians from both parties proposed new guidelines for lead testing in schools in light of the study. There is currently no coherent policy for lead testing, and half of schools do no testing.

[\(Read More...\)](#)

PoliticsCurrent Affairs



★ Bookmark

The Corner Blog (www.thecornerblog.com)

[\(About this source?\)](#)

New Research Supports New Law Changing Food Labelling

New research suggests a recent law altering food labelling is having a positive impact on the public. The bipartisan bill that came into effect last month introduced small changes, such as

PoliticsCurrent Affairs



The Corner Blog (www.thecornerblog.com)

[\(About this source?\)](#)

Live Your Life Clutter Free: Small Gifts That Add Value

Whether it's candles, a new sweater, another mug or an odd-shaped ceramic bowl - every gift you receive must find a place in your home. So let's look at gifts that truly bring value. For instance, a ceramic diffuser not only makes the home smell great, but is stylish enough to double as a centerpiece.

[\(Read More...\)](#)

Lifestyle



★ Bookmark

US Bulletin (www.us-bulletin.org)

[\(About this source?\)](#)

Did the Marvel Films Help or Hinder Its Actors' Careers?

For many Marvel fans, Robert Downey Jr. just is Iron Man. However, Downey was supposed to be one of the greatest actors of his generation and more than just a superhero. While the films' success made his stars household names, maybe we should question what it's doing for the careers of those sucked into the brand.

[\(Read More...\)](#)

Entertainment



★ Bookmark

American News Review (www.americannewsreview.org)

[\(About this source?\)](#)

Congress concerned over lead levels in school drinking water

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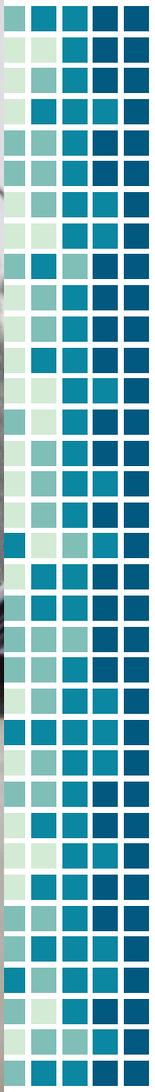
PoliticsCurrent Affairs

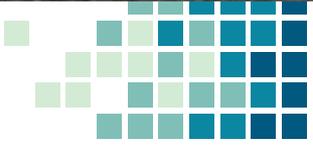
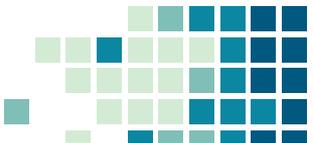


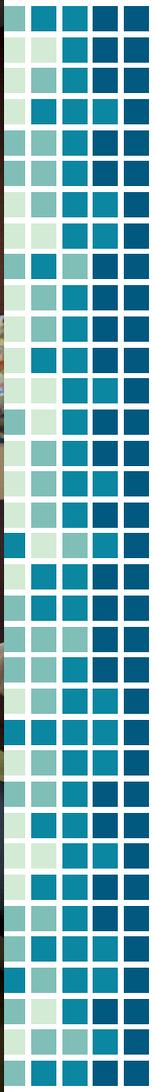
Ease of Creation















Katie Couric ✓

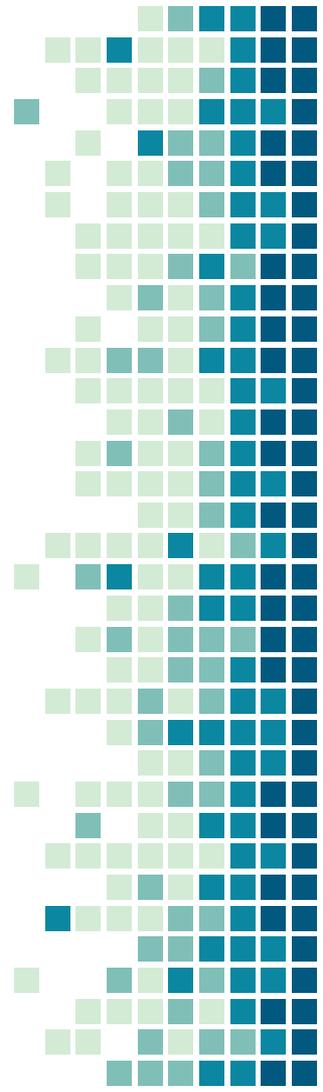
@katiecouric



Look who wandered into my friend's Houston 'hood
Thinking about everyone affected by Harvey and 🙏
they r safe



4:18 PM · Aug 27, 2017 · Twitter for iPhone





How to Create a Fake News Article in Under 90 Seconds



Latest

- 2h Tour a \$38.5M home in the world's tallest residential building (video)
- 3h Rep. Dave Joyce introduces cannabis conviction expungement bill with Democrat Alexandria Ocasio Cortez
- 4h Ex-Cuyahoga County Jail officer pleads guilty to disorderly conduct after hitting handcuffed inmate
- 4h Cleveland schools reporting most new COVID-19 cases in Ohio as numbers climb: See top 10
- 4h Ohio announces fourth of five rounds of \$10,000 Vax-2-School scholarship winners
- 6h Hotel values sink as landlords, lenders and downtowns brace for latest Covid strain
- 6h Mix of weather expected this weekend: Northeast Ohio forecast
- 7h Mark Wahlberg expands Ohio presence with Airstream & RV dealership



University Hospitals, Cleveland Clinic reverse orders; will allow unvaccinated caregivers to stay on the job

UH, Cleveland Clinic pauses vaccine policies for employees

Julie Washington, 8h ago

- Ohio reports 9,131 more COVID-19 cases: daily coronavirus update for Thursday, Dec. 2
- Coronavirus cases continue to climb, with high hospitalizations in Northeast Ohio

COMMUNITY NEWS

Mayfield police begin I-271 photo speed enforcement

Advertisement

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Today in Ohio

Ramifications of learning Donald Trump tested COVID positive before Cleveland debate

Listen now >



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Tweet

President Biden 2,025 Tweets Follow

United States government official

46th President of the United States, husband to @FLOTUS, proud dad & pop.
Tweets may be archived: [whitehouse.gov/privacy](https://www.whitehouse.gov/privacy)

[WhiteHouse.gov](https://www.whitehouse.gov) Joined January 2021

12 Following 15.7M Followers

Followed by Austin Y Hubner, Jonathan Schulman, and 152 others you follow

Tweets Tweets & replies Media Likes

President Biden @POTUS · 4h

 We're better positioned than we were a year ago in our fight against COVID-19.
 Get vaccinated — and if you're eligible, get your booster.
 We can do this.

1.3K 1.5K 9.2K

- Search Twitter
- @JoeBiden** Follow
United States government official
 - Kamala Harris** Follow
@KamalaHarris
United States government official
 - Nancy Pelosi** Follow
@SpeakerPelosi
- Show more

What's happening

Politics · 2 hours ago

US House passes bill to fund government spending but threat of shutdown remains

Trending with #ShutItDown, Tim Ryan

#SpotifyWrapped
The soundtrack of your year.
Promoted by Spotify

George Pearson
@gdhpearson

President Biden @POTUS · 4h

 United States government official
 This summer, we worked with Republican and Democratic Governors to

Messages

Search HTML

```

r-1777c1 r-kzbbku" <div class="css-1dbj4n" </div> <div class="css-1dbj4n" </div> <div class="css-1dbj4n" </div> <div id="id_yq9m4yn7u" class="css-9010a0 r-183svk2 r-37359f r-902366 r-16db41 r-r71xap r-bc9qeo r-bm4je r-quvtc0 dir="auto" lang="en" > <span class="css-9010a0 css-16my406 r-polln3 r-bc9qeo" > </span> </div> </div> <div class="css-1dbj4n" </div> <div class="css-1dbj4n" </div> </div> </div>
  
```

Filter Styles

```

element {
}
.r-polln3 {
  font-family: inherit;
}
.r-quvtc0 {
  overflow-wrap: break-word;
}
.r-bc9qeo {
  min-width: 8px;
}
.css-16my406 {
  color: inherit;
  font: inherit;
  font-family: inherit;
  white-space: inherit;
}
.css-9010a0 {
  border: 1px solid black;
}
  
```

Layout Computed Changes Fonts Animations

- Flexbox
 - Select a Flex container or item to continue.
- Grid
 - CSS Grid is not in use on this page
- Box Model
 - margin: 0 0 0 0
 - padding: 0 0 0 0
 - border: 1px solid black
 - width: 461.15x118



Redhawks/NFL

Native Leaders Celebrate a Victory as Washington Football Changes Mascot to the Redhawks



Most Read Sports

- 1 Native Leaders Celebrate a Victory as Washington Football Changes Mascot to the Redhawks
- 2 Ex-NFL player Larry Johnson grapples with violent urges and memory loss. He thinks it's CTE.
- 3 "We've got to stop looking like idiots"

NFL NBA MLB NCAAF Soccer NHL ...

Watch Listen Fant

Home Scores Schedule Standings Stats Teams Power Rankings NFL Nation Expert Picks Pigskin Pick'em More

Dan Snyder honors Native Americans, changes team mascot to Washington Redhawks

1h - ESPN

Is Devin Hester a Hall of Famer? You bet he is

3h - Jeff Dickerson

Fantasy intel for all 32 NFL teams ahead of Week 15

4h - Mike Clay

One year after firing Jeff Fisher, Rams are suddenly on track

LOS ANGELES RAMS 3h - Alden Gonzalez

Kenny Britt's size brings Pats a notable contrast to their other top WRs

NEW ENGLAND PATRIOTS 2h - Mike Ross

Snow camouflaged Colts so much the Broncos turned off the video

DENVER BRONCOS 1h - Jeff Legwold

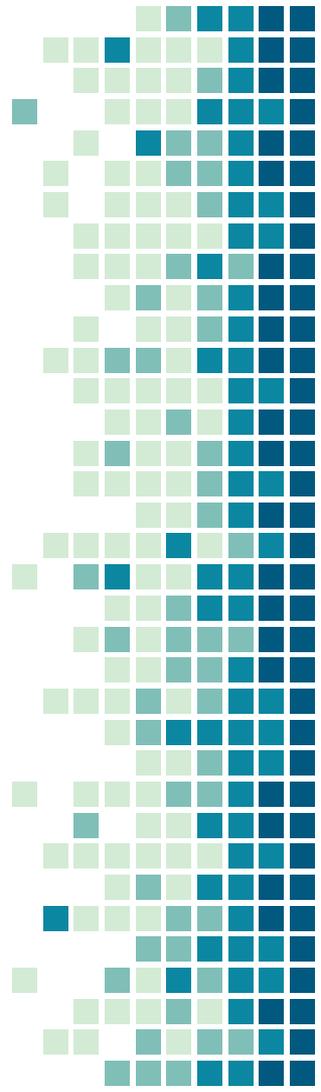
Every NFL team's record against the spread

2h - Ben Fawkes

Dan Snyder honors Native Americans, changes team mascot to Washington Redhawks



Speed



The Psychological Challenge



News Values Tap Into Intrinsic Needs

- Negativity / threat
- Novelty
- Emotionally charged



Emotionally Charged Content Travels Fast

The spread of true and false news online

SOROUSH VOSOUGHI  DEB ROY, AND, SINAN ARAL  [Authors Info & Affiliations](#)

SCIENCE • 9 Mar 2018 • Vol 359, Issue 6380 • pp. 1146-1151 • DOI:10.1126/science.aap9559

↓ 5,502 🗨️ 1,499



Lies spread faster than the truth

There is worldwide concern over false news and the possibility that it can influence political, economic, and social well-being. To understand how false news spreads, Vosoughi *et al.* used a data set of rumor cascades on Twitter from 2006 to 2017. About 126,000 rumors were spread by ~3 million people. False news reached more people than the truth; the top 1% of false news cascades diffused to between 1000 and 100,000 people, whereas the truth rarely diffused to more than 1000 people. Falsehood also diffused faster than the truth. The degree of novelty and the emotional reactions of recipients may be responsible for the differences observed.

Science, this issue p. 1146

← Tweet



Tim Kennedy 
@TimKennedyMMA

BREAKING: "Judge In Ghislaine Maxwell Trial Issues Media-Wide Gag Order: All Press & Spectators Barred From Courtroom."
We know who they are protecting and we can't allow it!

3:00 PM · Nov 28, 2021 · Twitter for iPhone

No gag order in Ghislaine Maxwell trial and courtroom is open to press, public

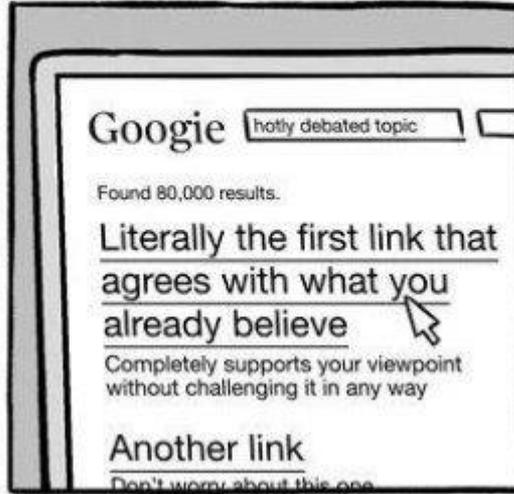
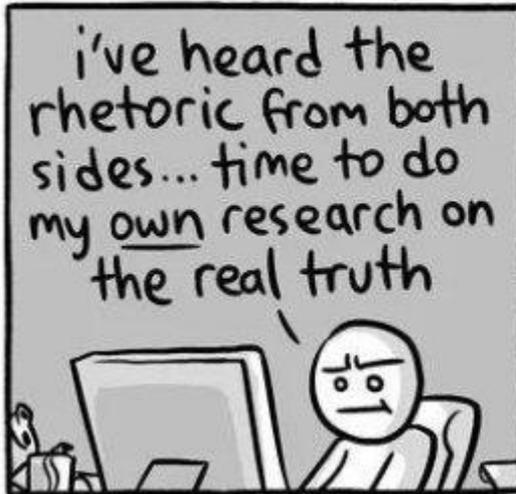
IF YOUR TIME IS SHORT

- The judge presiding over Ghislaine Maxwell's criminal trial denied a 2020 request for a gag order.
- The press and the public are allowed in the courtroom and the press is providing reports from the courtroom.

[See the sources for this fact-check](#)

Confirmation Bias

CHAINSAWSUIT.COM



Dangers



Dangers



BREAKING | Aug 24, 2020, 05:47pm EDT | 41,086 views

Some Americans Are Tragically Still Drinking Bleach As A Coronavirus 'Cure'

Claim

If you can hold your breath without coughing, discomfort, stiffness, or tightness, your lungs do not suffer from fibrosis and therefore you have no COVID-19 infection.

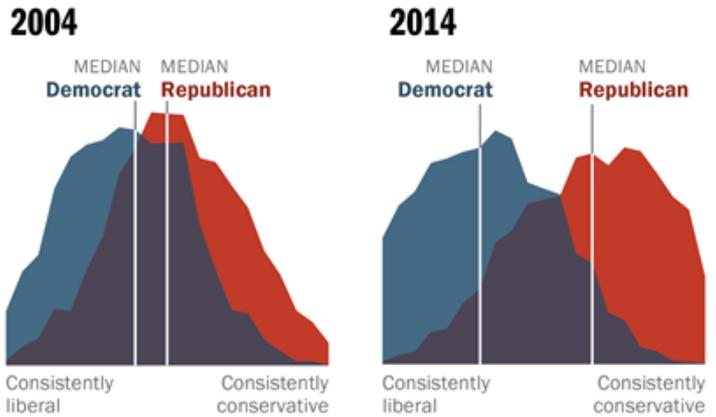
Rating



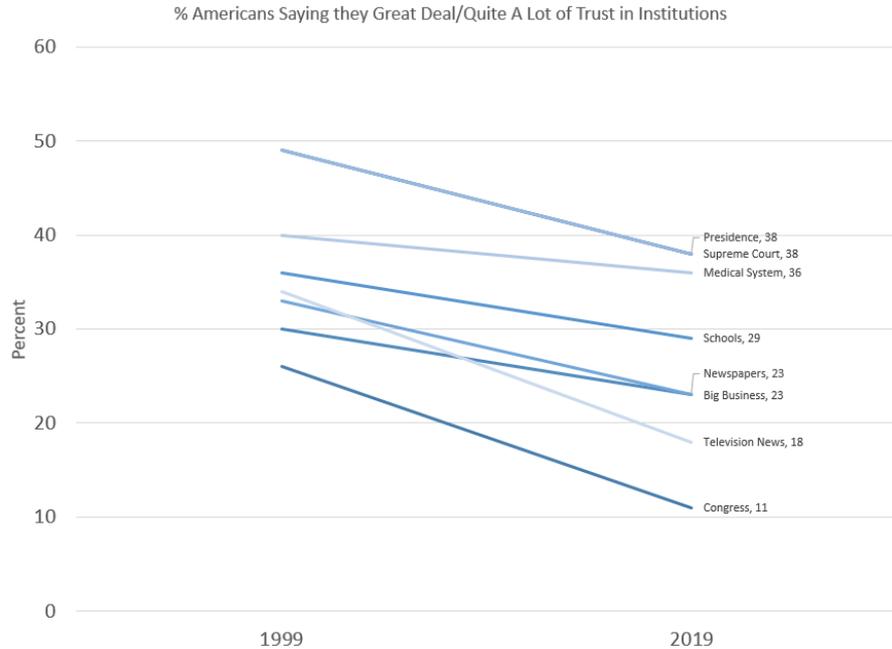
False

[About this rating](#)

Polarization & Distrust



Pew Research Center –
Political Polarization in
the American Public



Gallup – Institutional trust
tracker

The Forgotten Problem...





Rescued Women Make It to Another Nursing Center. The Cat's O.K., Too.



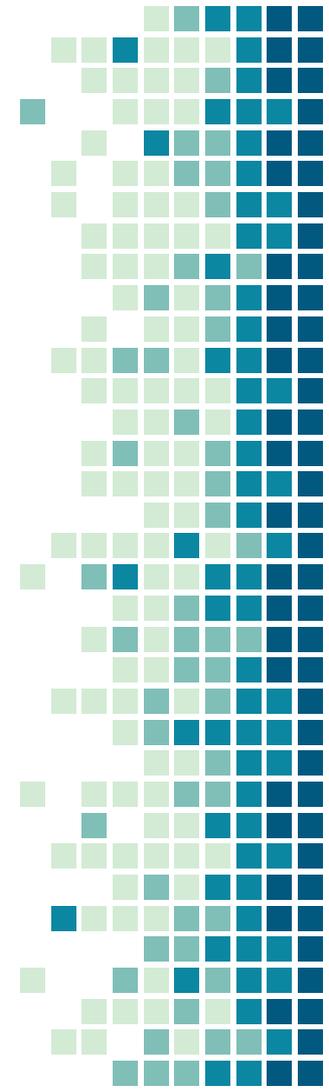
Several of the patients evacuated Sunday from a flooded assisted living center in Dickinson, Tex., have been moved to Laurel Court, a skilled nursing center in the

“Dripping water hollows out stone, not through force, but through persistence.”



Solutions

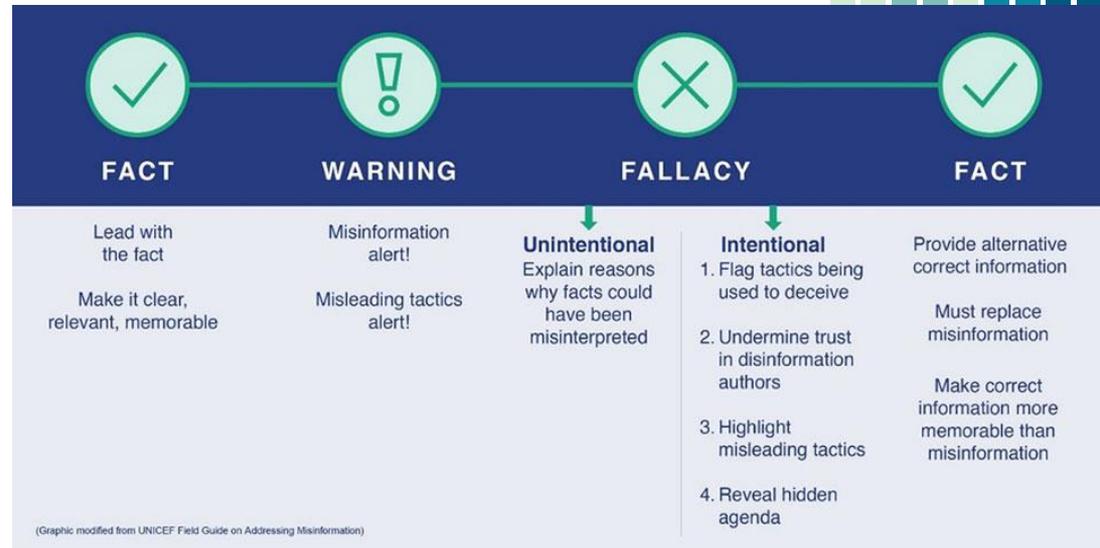




רָשָׁע (צִי) רָשָׁע

Giving Better Corrections

- Many people lead with misinformation
“May have heard that...”
- Primacy & Recency Bias





Changing Approach to Credibility

- Checklist approach most common among educators
- Labor intensive
- Focus on manipulatable variables (e.g. about page, '.org' problem)

ONLINE SOURCE CREDIBILITY

Do you know that ANYONE can publish ANYTHING online at no cost?

As a responsible researcher, you must find a way to differentiate between CREDIBLE sources of information and UNRELIABLE sources of information.

COMMON RED FLAGS (Unreliable Information):

1. The information is too old. Have key factors changed since the information was published?
2. The presenter is unknown. Does the writer want to remain secretive in order to hide something important?
3. The presenter is unqualified. Can a presenter without real experience really be trusted?
4. The presenter is mostly trying to make money. Is the presenter driven by money and not the truth?
5. The presenter hides a bias. Why doesn't the presenter acknowledge multiple points of view?

Use the checklist below to determine if a website is credible.

Find as many as possible of the following:

1. Is the site a .org, .gov, or .edu?
2. Who is the website's sponsor/publisher?
3. What is the writer's or editor's name?
4. What are the writer's or editor's credentials?
5. What is the date of last update or publication date?
6. Is the information primarily for the purpose of advertisement or collecting money?
7. Is the information disproportionately or unacceptably biased?

Anyone can make a dot org website

SAMPLE PAGE

[WELCOME TO HTTP://ANYONECANOWNADOTORGWEBSITE.ORG](http://anyonecanownadotorgwebsite.org)

Like.... anyone can do this...

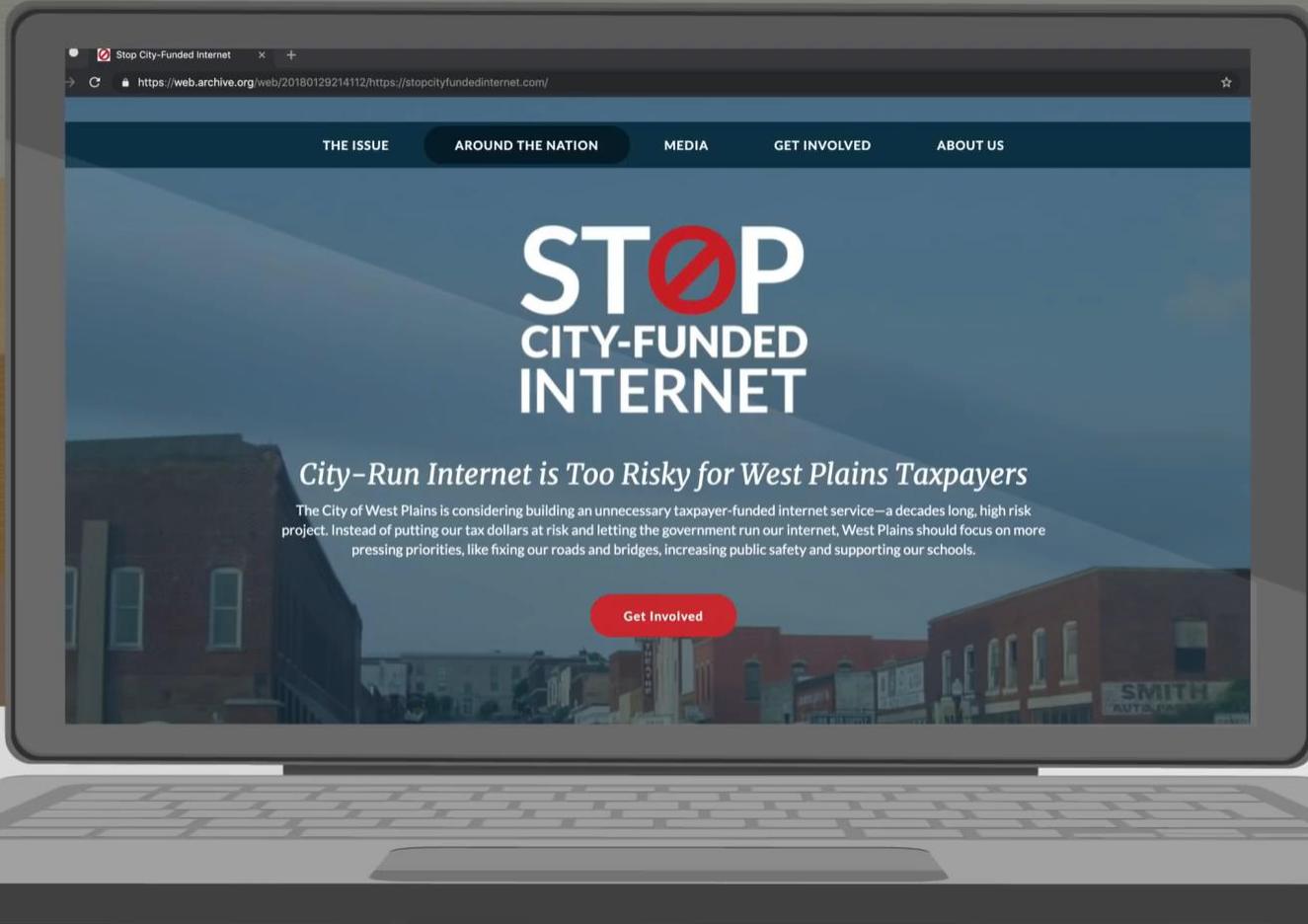
This took less than 10 minutes and cost me \$10 for a year

BUTTONS MAKE THINGS LOOK PROFESSIONAL

I WONDER WHERE THIS GOES

“ Lateral Reading.

Lateral reading helps you determine an author's credibility, intent and biases by searching for articles on the same topic by other writers (to see how they are covering it) and for other articles by the author you're checking on. That's what professional fact-checkers do.



Stop City-Funded Internet

https://web.archive.org/web/20180129214112/https://stopcityfundedinternet.com/

THE ISSUE

AROUND THE NATION

MEDIA

GET INVOLVED

ABOUT US

STOP CITY-FUNDED INTERNET

City-Run Internet is Too Risky for West Plains Taxpayers

The City of West Plains is considering building an unnecessary taxpayer-funded internet service—a decades long, high risk project. Instead of putting our tax dollars at risk and letting the government run our internet, West Plains should focus on more pressing priorities, like fixing our roads and bridges, increasing public safety and supporting our schools.

Get Involved

Civic Online Reasoning

Students are confused about how to evaluate online information. We all are. The COR curriculum provides free lessons and assessments that help you teach students to evaluate online information that affects them, their communities, and the world.

[View curriculum collections](#)

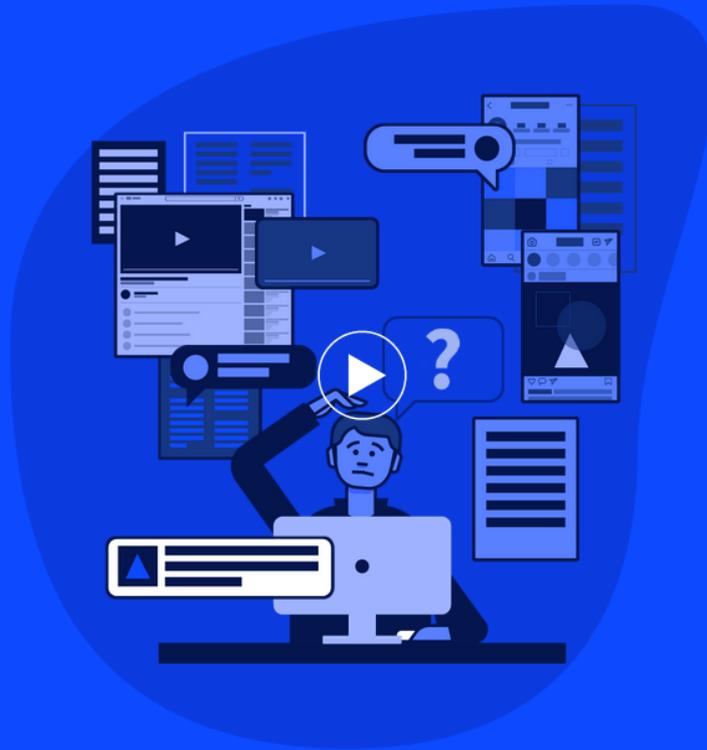
As featured in

npr

BBC

WSJ

TIME





RevEye Reverse Image Search by SuperFreakonomics

Firefox port of the Chrome extension RevEye

Perform a search by image. Choose between the image search engines
Google, Bing, Yandex and TinEye

RevEye

Remove



flood harvey shark



Jason Michael @jpp Believe it or not, this is a shark on the freeway in Houston, Texas. #HurricaneHarvy

Hurricane Harvey: That shark photo is ... usatoday.com



Texas floods: the freeway shark and ... irishtimes.com



Why do hoaxes go viral during natural ... theverge.com



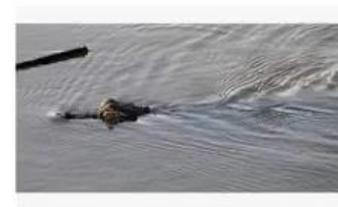
Why do hoaxes go viral during... theverge.com



A Shark in the Street, and Other ... nytimes.com



Harvey Hoax: There are no ... chron.com



Harvey myths: Sharks on a Houston ... houstonchronicle.com



Harvey Hoax: There are no sharks on ... chron.com



WATCH: Shark spotted on Houston highway ... news24.com



Bluffton man featured in fake Hurricane ... islandpacket.com



IT The Irish Times Texas floods: the freeway shark and other fake news Visit

Images may be subject to copyright. Learn More

Related images See more



Texas floods: the freeway shark ... irishtimes.com



This fake viral photo shows a sh... deseret.com



Does This Picture Show a Shark ... smopes.com

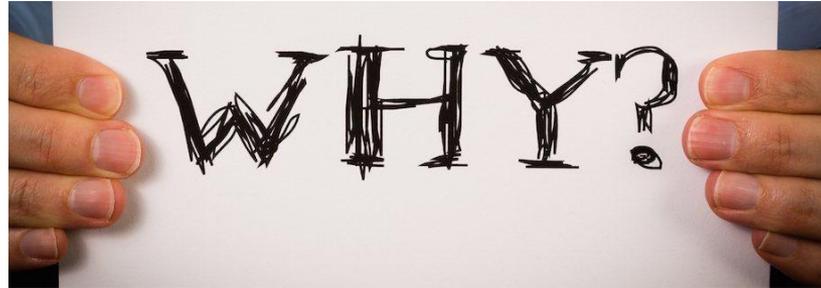


Fake shark photo surfaces again... orlandosentinel.com

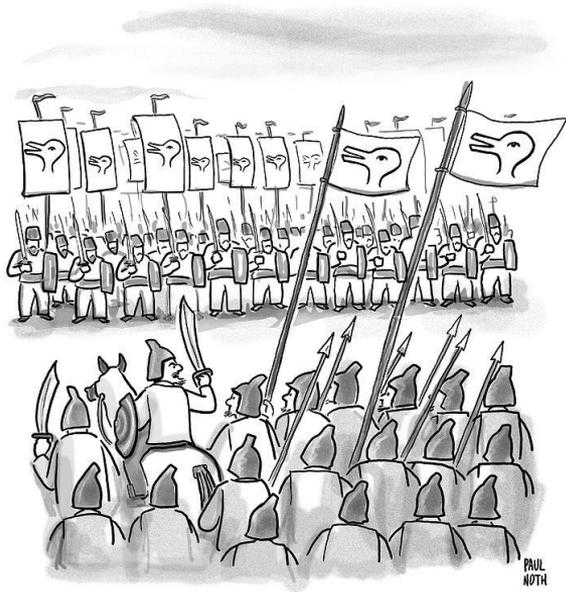
Believe it or not, this is a shark on the freeway

What to focus education on

- Understanding motives
 - Two reasons
 - Understand why someone is doing this
 - Understanding how misinformation happens



What to focus education on



*"There can be no peace until they renounce their
Rabbit God and accept our Duck God."*

- Understanding own biases
 - Not just political
 - Other psychological

How we could have won in Afghanistan

Tomorrow it will be 100 days since the last British troops left Afghanistan. The last American troops left two days later, on August 30. Chaos had consumed the capital, Kabul, after it fell to the Taliban almost overnight. Nearly 200 Afghans and 13 American troops were blown up in a suicide...

[Read the full story >](#)

Democrats start to make their excuses as mid-term mauling looms for Biden

The likelihood of a decisive defeat for the Democrats in next year's mid-term elections is increasing the chances that donors will jettison President Biden and start a scramble for the party's presidential nomination in 2024. Last week Peter DeFazio, one of the most senior Democrats in the House of Representatives, became the party's 19th...

[Read the full story >](#)



FROM OUR
CORRESPONDENT
It's too hot but I've fallen in love with Spain, Virginia Woolf said

◆ NEW

"It is the light, of course; a million razor-blades have shaved off the bark and the dust, and out pours pure colour; whiteness from fig-trees; red and green and again white from the enormous, the humped, the everlasting landscape." So wrote Virginia Woolf about Spain, which she described as "far the most...

[Read the full story >](#)

VIDEO

Search for survivors after Indonesian volcano erupts



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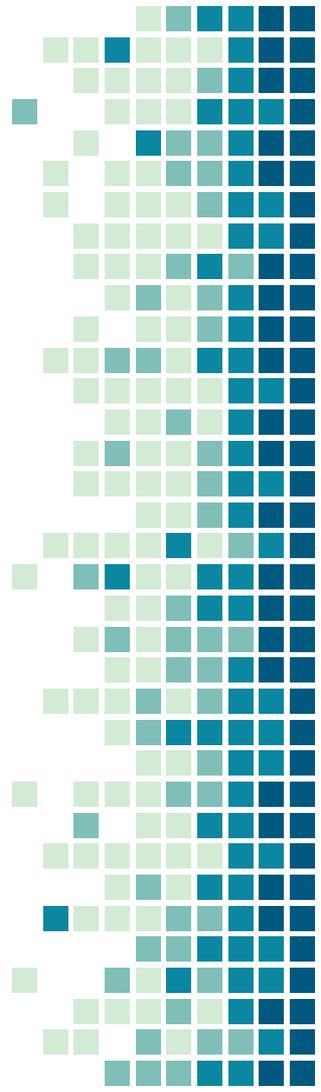
◆ NEW

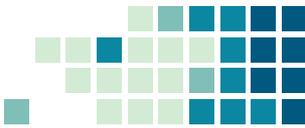
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[Read the full story >](#)



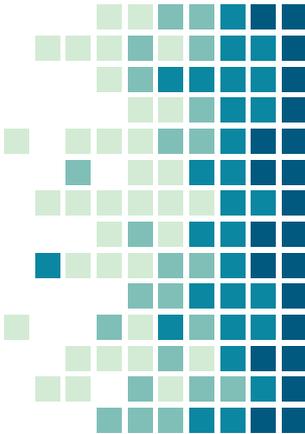
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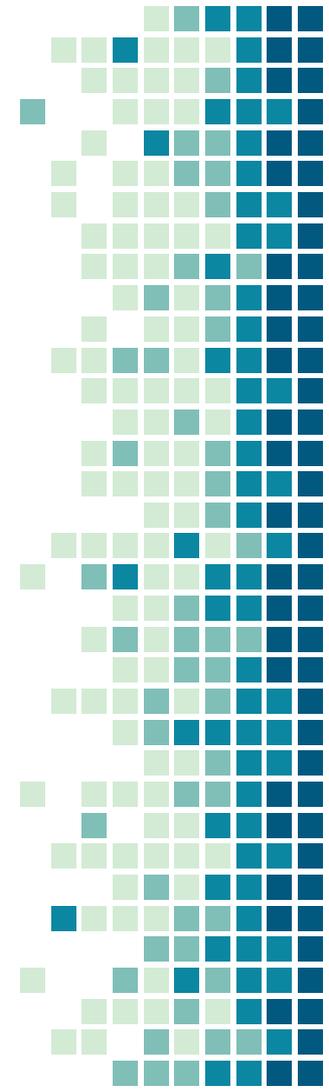
Search for survivors after Indonesian volcano erupts



Understand how easy it is to make

- Get them generating false tweets/making fake news articles
- Get them hunting out examples
- Get them to check how they feel

- Understand the process
- Understand the psychology



TIPS TO SEPARATE COVID-19 VACCINE FACT FROM FICTION



Scrutinize the source

Is the author from a reputable organization?



Examine the “expert’s” qualifications

Do the experts listed have training in the topic being discussed?



Read beyond the headline

Are claims in the headline consistent with the rest of the content?



Search for solid evidence that supports claims

Look for links back to sound scientific studies.



Check the date

Is the information current?



Beware of scare tactics

Is the post anecdotal and emotionally charged?



Be a skeptic, not a cynic

Good information is out there—know where to look.

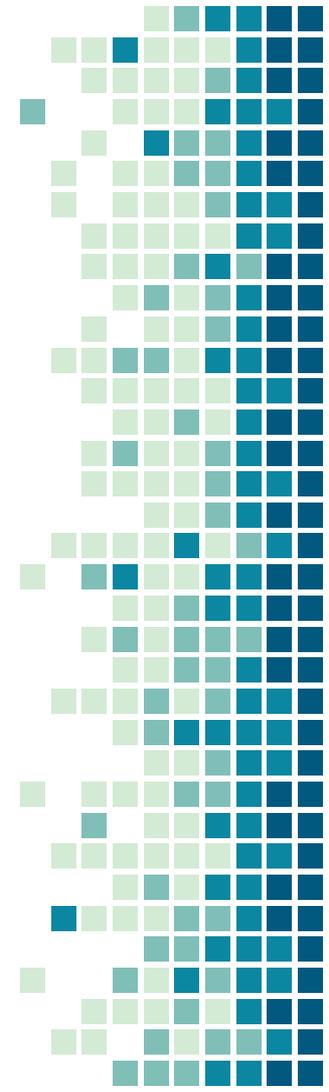


Think before sharing

If credibility is in doubt, don't spread the news.

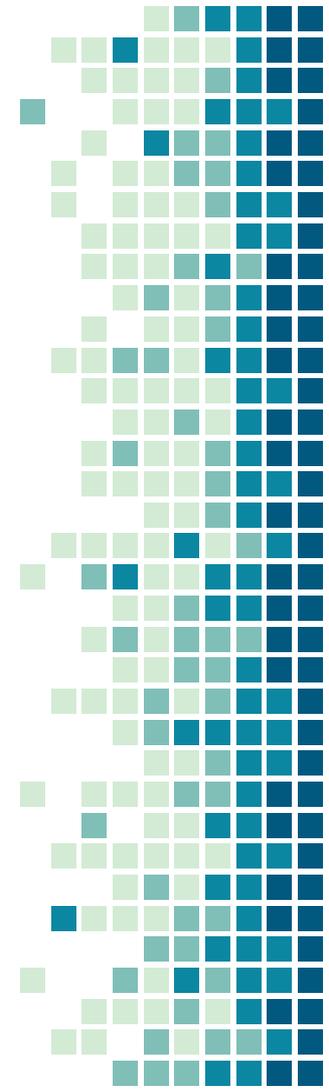
Some Useful Places

- Snopes / Politifact (fact checking)
- BuzzFeed / Craig Silverman
- First Draft
- Stanford History Group
- Office of the Surgeon General Community Toolkit for Addressing Health Misinformation



In the end...

- Misinformation is evolving
- No magic bullet
- Have to create skills
- Can mean moving away from classic notions



Thank you

That URL again: bit.ly/gcssa-misinformation

Email: george.pearson@asc.upenn.edu

Twitter / LinkedIn @gdhpearson



Reframing as a
question of motive



Poor Journalism



nick ciarelli
@nickciarelli

Look out [#TeamPete](#) because us Bloomberg Heads have our own dance! Taken at the Mike Bloomberg rally in Beverl!
[#Moves!](#)



0:16 6.6M views

12:10 AM · Dec 13, 2019 · Twitter for iPhone

2,309 Retweets 6,962 Quote Tweets 15.9K Likes



A parody account dupes journalists into spreading viral 'campaign moment' on Twitter

A comedian posed as a campaign staffer for Michael Bloomberg on Twitter.



Parody

The Onion 17h · 🌐

"We hope to completely eliminate fare dodgers by adding decoy stations throughout the city."



THEONION.COM

NYC Opens \$500 Million Decoy Subway Station To Catch Turnstile Jumpers
NEW YORK—In a new effort by the MTA and law enforcement to crack down on fare evasion, ...

1 reply

Go tax rich people instead of making huge efforts to pick on poor people

Like · Reply · 16 h

Provoke & Punk

AP The Associated Press ✓
@AP

Following

Breaking: Two Explosions in the White House and Barack Obama is injured

Reply Retweet Favorite Buffer More

3,242
RETWEETS

153
FAVORITES



12:07 PM - 23 Apr 13

Political Influence & Propoganda

TECHNOLOGY

Study Exposes Russia Disinformation Campaign That Operated In The Shadows For 6 Years

June 16, 2020 - 2:36 PM ET



BOBBY ALLYN



Marco Rubio
@marcorubio

Following

British GCHQ that spied on @realDonaldTrump in 2016 is back in the game. Now they intend to use #DeepFakes to support Democrats during midterm elections. No one – especially our closest ally – has the right to threaten our democracy & national security.

9:18 AM - 30 Jul 2018

16 Retweets 102 Likes

15 16 102

Passion & Partisanship



Melody A.M. 🇬🇧 🇸🇪
@mu1_amanda

Not normal 😡 Boost at your own Pearl 🙄



Charlotte 🙄 @CharlotteEmmaUK · Nov 8

We're living in a sick, sick world.

How is this deemed normal and even acceptable?



0:53 252.3K views

Passion & Partisanship

 **ericktucker** @ericktucker · Nov 9
Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin



16K 14K

 **Melody A.M** 🇬🇧 🇺🇸 @mu1_amanda
Not normal 😡 Boost at your own Pearl 🙄

 **Charlotte** 🙌 @CharlotteEmmaUK · Nov 8
We're living in a sick, sick world.

How is this deemed normal and even acceptable?

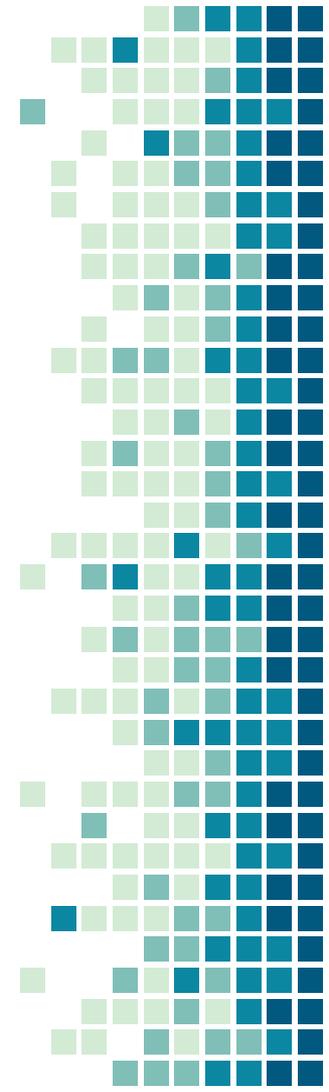


Profit

How Teens In The Balkans Are Duping Trump Supporters With Fake News

BuzzFeed News identified more than 100 pro-Trump websites being run from a single town in the former Yugoslav Republic of Macedonia.

- "I started the site for a easy way to make money. In Macedonia the economy is very weak and teenagers are not allowed to work, so we need to find creative ways to make some money. I'm a musician but I can't afford music gear. Here in Macedonia the revenue from a small site is enough to afford many things."



	 SATIRE OR PARODY	 FALSE CONNECTION	 MISLEADING CONTENT	 FALSE CONTEXT	 IMPOSTER CONTENT	 MANIPULATED CONTENT	 FABRICATED CONTENT
POOR JOURNALISM		✓	✓	✓			
TO PARODY	✓				✓		✓
TO PROVOKE OR TO 'PUNK'					✓	✓	✓
PASSION				✓			
PARTISANSHIP			✓	✓			
PROFIT		✓			✓		✓
POLITICAL INFLUENCE			✓	✓		✓	✓
PROPAGANDA			✓	✓	✓	✓	✓