

 A Welcome Video.mov	111,591 KB	0:03:45
 Blackout.wmv	1,469 KB	0:00:29
 colbnorway.wmv	19,970 KB	0:02:11
 drone.wmv	11,362 KB	0:00:32
 Hindenburg.wmv	5,466 KB	0:00:52
 obamanewslit.wmv	15,138 KB	0:01:23
 SATcheat.wmv	29,665 KB	0:01:33

TOTAL VIDEO RUN TIME IS 8:45

Customary slide for lecturers only, showing what videos are in the folder, which allows you to adjust for your classtime, etc.

There are a lot of alternate slides after the “Thus Endeth...” slide, in case you prefer other topics, we supplied some options.



How Do You Know If You're Getting Reliable News?

Because you are citizens of a democracy that heavily relies on the work of the news media, Stony Brook University has pioneered this course in News Literacy. We train students to find reliable information they need to take full command of the incredible powers that were reserved to every citizen under our constitution: the power to think for ourselves and to speak for ourselves as a means to govern ourselves.

Used frivolously, these powers are easy to dismiss. Radio shock jocks like Erich “Mancow” Muller, Opie & Anthony, and Howard Stern practice free speech, but to what end?

Used thoughtlessly, your powers as citizens can also be dangerous. With the full knowledge of U.S. citizens, Japanese Americans citizens were moved out of their homes and into detention camps during World War II. With the support of voters and Congress, African Americans were routinely denied equal treatment.

Citizens did that. Not some imaginary THEM... it was US.

Used skillfully, our powers to assemble peacefully, speak forcefully and govern ourselves as part of an *informed* electorate... those powers often make America the gold standard for justice and freedom and a haven for the world’s freest and finest minds.

Information, reliable information that you can act upon... is the foundation, the mortar, the window, the protective insulation and the sheltering roof of self-governance.

But as we meet here today, the world is flailing its way through a news media revolution of historic importance, brought on by the technologies of these two inventors. Who are they? Gutenberg and Zuckerberg.

So where can you get reliable, actionable information?

From the news media. Ugh you say. Booring...Really? Let’s see what’s been in the news.



Animation: Each image comes up on a click. You ask students and you fill in gaps

(Lecturer: Don't spill the beans on the News Literacy connection. You're coming back to each story later to connect it to the course themes. Just do a newscast.)

A lot has happened since the end of last term.

Where are these trucks going and what are they carrying? Nine years after the war began, the last U.S. troops in Iraq crossed the border into Kuwait on Sunday, December 18, ending the war that ousted dictator Saddam Hussein, cost almost 4,500 American lives, tens of thousands of Iraqi lives and may not have settled the country's political tensions

Who is this football player and what's he doing? Denver Broncos quarterback Tim Tebow's mid-game prayers made him a household name, target of Charles Barkley's wrath and spawned new online memes and YouTube videos. He still lost to the Patriots.

What's the name of this boat and what happened to it? ...The Costa Concordia, a cruise ship carrying more than 4,200 people, fetched up on the rocks Friday, Jan. 13 at the island of Giglio, Italy. Death toll hovers around 15 and the captain, Francesco Schettino is under investigation.

Who is this shaggy guy and why's he so popular at Stony Brook? Former math department chairman Jim Simons, who founded a hedge fund (Renaissance Technologies) and made billions of dollars has given Stony Brook \$150 million, the 6th largest bequest to a public university in history.

What's the message of this Google Doodle?

Google censored its own logo on Jan. 18 to protest controversial anti-piracy bills [Stop Online Piracy Act \(SOPA\) and PROTECT IP \(PIPA\)](#). "Like many businesses, entrepreneurs and web users, we oppose these bills because there are smart, targeted ways to shut down foreign rogue websites without asking American companies to censor the Internet," a Google spokeswoman [said](#) .

Who is this man and why is he smiling?

Two years ago, he was the rarely-seen 27-year-old son of a bigshot, known for not having done much. Today is he Supreme Leader of North Korea, a nation of 24 million people. Kim Jong-un was named to the top job after his father, Kim Jong-il died in office on Dec. 17, 2011.



(Animation: Click to bring up Sarah, click again for real photo.)

So if reliable information is the foundation of self-governance, who decides what is reliable?

BIRTH CERTIFICATE

ASK: What is this? Can you trust it?

Explain forged birth certificate indicating that Obama was not born in the U.S. (and therefore cannot be President.)

Explain that hundreds of thousands of Americans apparently believe this to be true.

News consumers can be easily deceived by images.

ASK: can you trust this? (Image of Palin. Then Click to reveal the original photo)

Explain how this image of an armed Sarah Palin clad in a Bikini was widely distributed during the last election campaign



What Is News Literacy
And Why Does It Matter?

ASK: How many believe the information they are receiving from the news media is credible?

(Can have some discussion as to why or why not.)

Those two examples, Obama's birth certificate and Palin in a flag bikini, are pretty obvious, but they illustrate the challenge we face as we search for reliable information...which is why News Literacy is an essential skill for citizens of the Digital Age.

A simple way to focus your work this semester is that you should always be thinking about this question: How do you know you're getting the truth from the news media?

News Literacy is the ability to use critical thinking skills to judge the reliability and credibility of news reports, whether they come via print, television or the Internet.

For purposes of this course, here's what News Literacy is: The ability to use critical thinking skills to judge the reliability and credibility of news reports, whether they come via print, television, radio or internet.

Good place to mention the course was invented here, is being exported to 29 other campuses and because so many 'Brookers take it, News literacy is becoming a defining skill of Stony Brook Graduates.

(Rah, Rah!)

Reliable information is
actionable.

It allows news consumers to
make a decision, take action
or share responsibly with
others.

DEFINITION OF RELIABILITY FOR THE PURPOSES OF THIS
COURSE...**Reliable information is
actionable information.**

**It allows news consumers to make
a decision, take action or make a
judgment. That litany will be used
over and over this semester: make
a decision, take action, or share
responsibly.**

(Remind students slides will be
posted on Blackboard™ site for the
course)



One of the big questions we'll tackle this semester?

How do you know what to believe?

How many of you own a cellphone?

How many think it may cause cancer?

How many have never heard that it might?

How many aren't sure?

How many are sure it doesn't?

How do you decide what to believe?

In this course, we'll talk about how to test evidence
and how to weigh

sources of information so that you can decide

what to think, rather than hoping

belief will get you through.

<http://query.nytimes.com/gst/fullpage.html?res=9B0>

DF932A35755C0A9679D8B63&pagewanted=all



<http://elections.nytimes.com/2012/primaries/candidates>

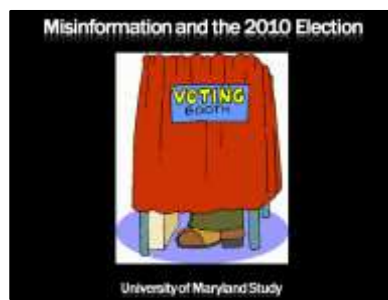
Remember what we asked you during orientation? How will you decide who gets your vote for President?

There's this guy for Democrats.

Republicans are still narrowing the field from these: Mitt Romney, Rick Perry, Ron Paul, Newt Gingrich, Rick Santorum...

They each claim to have the best proposals to reduce unemployment, improve schools, prevent terrorism and take care of the elderly...How will you decide who is right?

There will be those same kinds of conflicting claims and you're left to figure it out...or are you?



Picking a President is a big decision.

You'd think voters would rely on facts, but in the congressional elections midway through Obama's presidency, many American voters were flat wrong on key issues.

55% thought the economy was still nosediving in recession, when in fact the recession ended in Q3 of 2009.

86% did not know their federal taxes have gone down since 2009. 45% think climate change is not occurring or that scientists are evenly divided, when in fact the National Academy of Sciences has overwhelmingly concluded the climate is changing.

A majority believed other falsehoods: that Obama initiated the bank bailout and that foreign donors financed the U.S. Chamber of Commerce's 2010 election crusade to elect Republicans.

Before you blame media bias, here's a big question:

Are Fox and MSNBC putting out false information?
OR...are Fox and MSNBC viewers unable to untangle their ears, eyes and memories from their reactions to cognitive dissonance?

Why News Literacy Matters:

In the Information Age,
YOU the consumer are now in
charge of determining what is
reliable
and what is not.

You thought you took this course to satisfy a DEC requirement.

That will happen.

But by taking this course, you can also become a leader among your peers, known for not passing along faulty information.

We are all followers, too, in our lives. By taking this course, you can become the kind of engaged, intelligent follower at the heart of every historic movement, pushing leaders to do what's smart and what's right.

How can I make that audacious claim?

Here's what students tell us about News Literacy. They:

- Learn how to distinguish between legitimate news and other kinds of information
- Learn how to judge the reliability and credibility of news reports
- Understand the mission of the press
- Understand how news decisions are made
- Learn how to be a smart news consumer in the Internet Age and not be manipulated and deceived
- Understand the responsibilities of a news consumer

This is why you're taking the class...For the first time in history, technology has overrun the trustworthy gatekeepers of information.

The responsibility for determining what is true and what is not now rests with you...

News Literacy In High Places



In an environment where reliable information can be hard to find, you'll now hear government leaders urging citizens to learn the lessons of this course.

Here's the President of the United States speaking at the University of Michigan commencement in Spring 2010.

News Literacy Matters

Obamanewslit.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

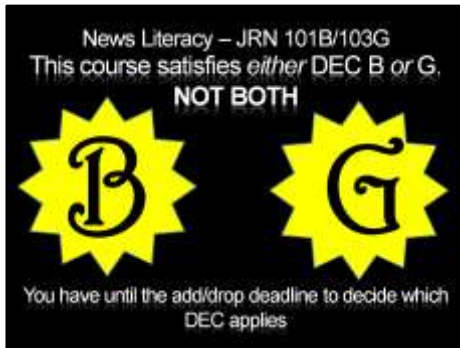


You can't take a computer sci course without using your computer.

You can't take an English course without reading.

This is a course about news. You are required to keep up with current events.

THIS IS A GOOD TIME FOR THE LECTURER TO INTRODUCE SELF AND ALL ADJUNCTS AND NEWS FELLOWS



Reminders about credit for this course.

Spring 2011 the add drop deadline is Feb. 11



A quick review of attendance policies and etiquette (no texting, enter quietly, etc)

(Laptop policy is at the Lecturer's discretion, which is why it is not on the slide)

How to Succeed in News Lit



"Eighty percent
of success is
showing up."
-Woody Allen

This is a course you can't do in the last week

The assignments aren't isolated, they each build on the other, as do the lectures and late submissions are penalized.

Pay Attention to This Sentence: It's not uncommon for a student to do well on the tests and still get a poor grade for the semester.

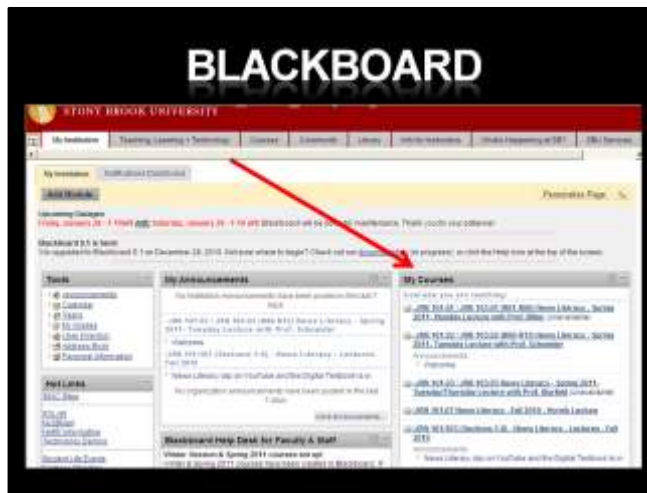
That's because attendance counts and the homework is 40 percent of your grade.



You'll start work in the next month on the final essay that you'll submit the last week of the course.

Every student who gets an A (not A-, A) on their essay is automatically entered in a competition judged by an independent panel of experts. The author of the winning essay wins a semester's free in-state tuition, courtesy of New York Citizens Bank.

(Photos highlight recent winners.)



If you're new to Blackboard, here's a reminder.

This is roughly what your Blackboard homepage looks like.

In your list of courses, you'll find this course.

When you click on that, you're in the news literacy pages, where you'll find your grades, your assignments, a glossary of terms and other course information.

Get comfortable moving back and forth between the Lecture pages and the Recitation pages.

If you're having trouble navigating, there is a student help-line, an excellent set of onlineFAQ pages and tutorials and classmates with mad skills.

Learn your way around Blackboard. This course runs on it.



TWO CLICKS

SAFE ASSIGN: You'll submit papers through Safe Assign, which will help you get better at citing your sources (using the MLA rules, just like you did on the SAT).

(Click for next image of Safe Assign's main page) Hit this little green icon and safe assign opens.

See the red box? That's where you upload your paper.

Safe Assign records the time you submit, which is important because late submissions cost you points.

Email is not an alternative.

News Literacy On Blackboard: *A Tale of Two Sites*

Center for News Literacy



News Literacy students will use **two** sites on Blackboard.

Lecture

Recitation



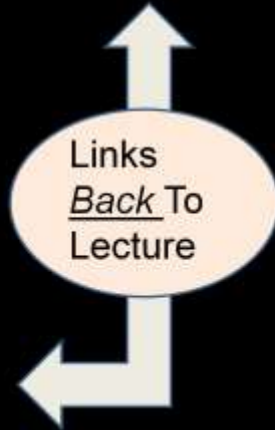
* -JRN 101.08 / JRN 103.08 (R29-R32)
News Literacy
Tuesday Lecture
8:20 a.m. with Prof. Miller - Fall 2011

- Welcome
- Announcements
- Course Info
- Lecture Links**
- Weekly Assignments
- Trailheads
- Lecture Questions
- Professor Miller



* -JRN 101.R31 / JRN 103.R31 News Literacy Recitation
Thursday 9:50 a.m. with Prof. Hernandez - Fall 2011

- Announcements
- Orientation**
- First Assignment
- Syllabus- Print it out
- Schedule- Print it out
- Course Information
- Back to Lecture
- Work Areas**
- Weekly Assignments
- Submit Work Here
- Discussions
- Final Essay
- Resources**
- Prof. Hernandez
- Glossary
- Tools
- Library Resources



Your News Literacy Lecture site on Blackboard will look something like this:



Your News Literacy *Recitation* site on Blackboard will look something like this:

The screenshot shows a Blackboard course page. On the left is a navigation menu with the following items: JRN 101.8217 / JRN 101.8311 News Literacy Recitation Thursday 9:50 a.m. with Prof. Hernandez - Fall 2011; Announcements (highlighted); Orientation; First Assignment; Syllabus- Print it out; Schedule- Print it out; Course Information; Back to Lecture; Work Areas; Weekly Assignments; Submit Work Here; Discussions; Final Essay; Resources; Prof. Hernandez; Glossary; Tools; Library Resources. The main content area is titled 'Announcements' and features a post from Wednesday, August 24, 2011. The post is titled 'Welcome to News Literacy!' and is addressed to 'Dear Students'. The text of the announcement reads: 'I'm Carol Hernandez and I'll be teaching your **recitation** class on Thursdays at 9:50 a.m. The corresponding lecture is on Tuesdays at 8:20 a.m. All your course information is available on the Blackboard site. Go there and click on the News Literacy courses, there are TWO. **Here are three things you should do before the semester starts.** 1. Go to the **recitation** site and print the syllabus, schedule and review the first assignment. 2. Buy your text books. 3. Go to the Discussions link and post an introduction. I am looking forward to meeting each of you soon! Best... Carol Hernandez, adjunct professor of News Literacy'. At the bottom right of the page, there is a Blackboard logo and copyright information: '© 1997-2011 Blackboard Inc. All Rights Reserved. U.S. Patent Nos. 7,493,306 and 7,464,452. All other trademarks are the property of their respective owners.' and a link for 'Accessibility information'.

Take The Student Questionnaire

**Click on the announcement.
It will take you right to the survey.
This survey provides a snapshot of
student attitudes and knowledge
about the media.**

There are no right or wrong answers.

We'll send you a link to a short online questionnaire that helps us customize the course to each semester's unique student cohort. Your answers are anonymous.

Please fill it in as soon as you see the alert. We use the overall data in the next several lectures.

News Literacy Matters

**(Or, What Happened During
The Break and
What It Has to Do
With News Literacy)**

(LECTURERS: THE POINT OF THESE SLIDES IS TO ILLUSTRATE HOW RECENT NEWS STORIES RAISE THE VERY QUESTIONS AT THE HEART OF THIS COURSE.. THEY REVISIT STORIES FROM SLIDE 2, PLUS OTHERS, USING THEM TO IDENTIFY MAJOR COURSE THEMES.)

Those stories we summarized at the top of the lecture...how might this course change the way you see them?

Let's take a look at what News Literacy lessons are illustrated in the recent news of our campus, nation and world.

SATcheat.wmv

News fellow, please link video here

Run video, with no explanation



Why's this a story?

Sam Eshaghoff, who graduated from Great Neck North High on Long Island is now a 19-yr-old sophomore at Emory University. This past September he was charged with fraud and criminal impersonation for posing multiple times as other students and gaining entrance to test centers by using fake IDs. He took the two nationally accepted college admissions tests the SAT and the ACT a combined total of at least 20 times, charging students up to \$2,500 per test.

ASK: What makes this a story?

(We call proximity and unusualness “drivers” later in the course).

ASK: Is it as big a story in Cleveland as it is in Great Neck, New York?

How about at Emory, where he's in college?

www.nytimes.com/2011/12/02/education/on-long-island-sat-cheating-was-hardly-a-secret.html

<http://www.cbsnews.com/video/watch/?id=7393498n>



As sportscasters point out, he's not the top quarterback in the NFL...not by a long shot. But bowing in prayer made him super-famous, super-fast last year.

What makes a phenomenon like that into news?

This semester, we'll talk about the universal need for information that alerts, diverts and connects people. And we'll think about how each of us brings our own bias to a story like this.

Some Christians love him for representing.

Some think he's calling on their God's help for frivolous purposes.

Non-Christians say he's one more hypocrite ...and so on.

http://www.huffingtonpost.com/rabbi-jason-miller/jews-for-tim-tebow_b_1205037.html

http://sports.yahoo.com/nfl/blog/shutdown_corner/post/introducing-tebowing-its-like-planking-but-dumber?

<http://www.foxnews.com/us/2012/01/15/high-school-basketball-players-beaten-for-tebowing/>

Simons \$150 Million Gift to Stony Brook



SIMONS FOUNDATION
Advancing Research In Basic Science And Mathematics



What makes this a story?

(Magnitude and, though it was a nationwide story, proximity made it bigger here)

<http://www.stonybrook.edu/sb/simonsgift/foundation.html>



Second pic comes in on click

If all you know is that this chubby guy is the next leader of North Korea, you don't know much.

In News Literacy, we'll talk about the importance of context: when you learn he is a young and inexperienced man, surrounded in the government by older, more experienced people, you might wonder how long he'll survive. And when you learn of North Korea's history of poor relations with South Korea and other U.S. allies, you might wonder if instability will affect peace in the region...and whether that will interrupt trade...and that's how context brings greater meaning to simple facts like "North Korea has a new leader."



Drone.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

It's one thing to read that U.S. troops are leaving Iraq after nine years of war.

It's quite another to see videotape of the long convoys of trucks.

That power of images to bring different meanings and emotions to a report is another topic we'll discuss.

<http://www.wired.com/dangerroom/2011/12/predator-convoy-iraq/>

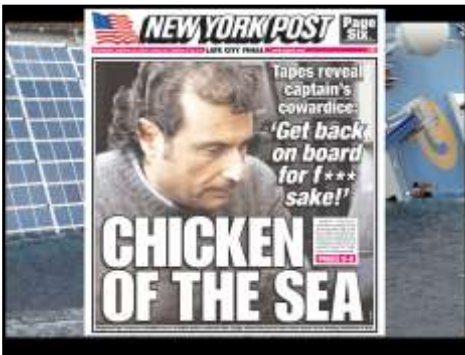
<http://www.cbc.ca/news/world/story/2011/12/18/us-troops-leave-iraq.html>

Last U.S. ground troops leave Iraq on Dec. 18



<http://www.wired.com/dangerroom/2011/12/predator-convoy-iraq/>

<http://www.cbc.ca/news/world/story/2011/12/18/us-troops-leave-iraq.html>



Three-click slide: wreck dwarfs Giglio; close-up shows rescuers; NY Post headline skewers captain.

It's a pretty funny headline and the quote from the coast guard tapes certainly supports the idea that he bailed out when things went wrong.

So, here's a big question: Is it fair?

This semester we'll talk about the difference between fairness and balance.

When the evidence weighs heavily on one side, what's the fairest version of the story: one that artificially re-sets the balance beam? Or a report that shows readers the relative amount of evidence on each side?

And speaking of evidence, what kind of evidence will you trust in a situation like this: audio recordings, witness remarks or what townies on shore have to say?



Twelve months ago in Tunisia, a popular uprising unseated President Zine el-Abidine and one after another, Arab nations' youth took to the streets to challenge authority: in Egypt, in Syria, in Libya, Iran, Morocco, Algeria and Yemen.

In most cases, Twitter and Facebook made possible the kind of grassroots organization monarchies and dictatorships had squashed in the past.

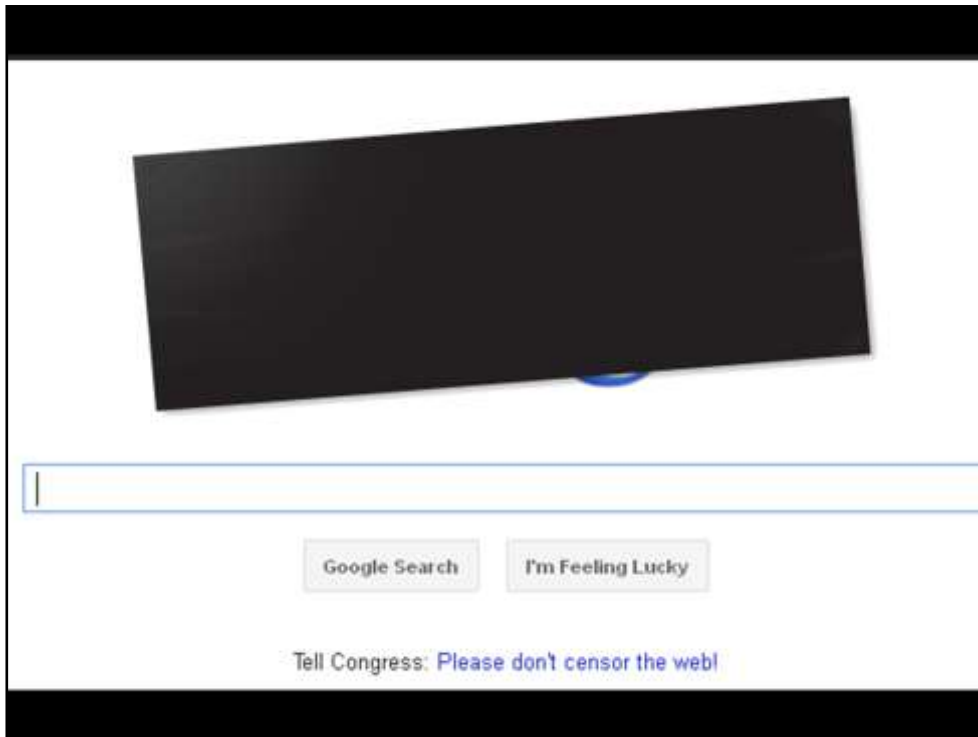
No other time in history has so clearly demonstrated the power of information in the hands of the masses.

The second and third lectures push you to examine that which many of us take for granted: The Freedom to Read and Watch As We See Fit, and why that worries powerful people and institutions.

<http://www.reuters.com/article/2012/01/18/us-egypt-activists-idUSTRE80H13V20120118>

<http://www.reuters.com/article/2012/01/18/us-syria-idUSTRE8041A820120118>

<http://www.abc.net.au/news/2012-01-18/mubarak-defence-starts/3779446/?site=newcastle>



Here at home, the blackouts of Google, Wikipedia and Reddit were a western example of the same currents at work in the Middle East.

http://en.wikipedia.org/wiki/Wikipedia:SOPA_initiative/Learn_more



This semester we'll ask you to decide where you come down on questions like this:

If the government doesn't want information made public, can it stop you from sharing it with the world?

Just before Christmas, a government advisory board asked scientific journals not to publish details of certain biomedical experiments, for fear that the information could be used by terrorists to create deadly viruses and touch off epidemics. In the experiments, conducted in the United States and the Netherlands, scientists created a highly transmissible form of a deadly flu virus that does not normally spread from person to person.

It was an ominous step, because easy transmission can lead the virus to spread all over the world

Are there good and bad consequences of publishing the study's findings?

Are there good and bad consequences of censoring the scientists?

What's the constitution say about this?

We'll talk about it.

<http://www.nytimes.com/2011/12/21/health/fearing-terrorism-us-asks-journals-to-censor-articles-on-virus.html?pagewanted=all>



THE REVOLUTION(S) IN COMMUNICATIONS:

--All of what we have noted so far plays out against this backdrop: It has never been more challenging to be a news consumer.

Because of the revolutions spawned by these two men, Gutenberg and Zuckerberg, there is more information available to common folks than ever before and almost anyone can publish and distribute to the world.

You are living through the 2nd Information Revolution in 450 years. Here are two people we chose to represent those revolutions.

Gutenberg was an entrepreneur who changed the world by making books easy to make and cheap to buy.

He tried to cash in on the growth of the the Catholic Church and, ironically, helped launch the Protestant Reformation.

Zuckerberg is a techie who changed the world by making self-expression into the top social and entertainment activity of 500 million people.

He started out just trying to pick up college girls and, ironically, created one of the great fortunes of our time.

The Project for Excellence in Journalism's researchers found in May 2010 half of Americans say they rely on the people around them to find out at least some of the news they need to know. Some 44% of online news users get news at least a few times a week through emails, automatic updates or posts from social networking sites. Most broadly, the stories and issues that gain traction in social media differ substantially from those that lead in the mainstream press. But they also differ greatly from each other. Of the 29 weeks that PEJ tracked all three social platforms, blogs, Twitter and YouTube shared the same top story just once. That was when the protests that followed the Iranian elections led on all three.

986 A.D.: Viking Explorers
Discover North America



Leif Erickson discovered America around the year 1000...
Christopher Columbus wandered in a half-millennium later.
Why did Columbus get the credit?

His discovery came just 23 years after invention and popularization of the press. He could spread the word and did.

His book was reprinted across Europe.

Erickson didn't get credit until archaeologists confirmed legends previously dismissed as drunken braggadoccio.

The Dark Ages



A Monk Spent Months to Produce a Single Book

How significant was Gutenberg's invention?

It took a scribe, typically a monk, a year to create a bible, using a quill and ink-pot.



In 1455, silversmith Johann Gutenberg in started casting standardized mass-produced, moveable letters, or type, which could be easily rearranged for re-use.

He adapted a wine press with a screw gear to firmly press paper down on the inked letters, and exponentially sped up the process... Gutenberg printed 180 bibles his first year.

With experience, a printer could soon produce **50 books per week**.

The First Mass-Produced Book



The Gutenberg Bible

Printed religious text, like Gutenberg's 200-odd bibles (In latin. 42 lines per page) put the "word of God" into the hands of the laity.

(About 22 are still in existence and when they sell, fetch more than \$5 million each.)

Within 50 Years



From a Few Books to Six Million

At the time the press was invented, Oxford University, the seat of all knowledge in the English-speaking world was already 200 years old. Yet it had just 122 books in its library.

50 years later, there were 10 million books in circulation.

Cheap books meant education spread beyond the Church and the Nobility and down to the masses.

100 years after Gutenberg, one-time reports of a current event, called “news books” appeared, reporting on the eruption of Mt. Vesuvius, for instance.

By 1604, the first newspaper appeared in Antwerp, Belgium: the *Nieuwe Tijdingen* (“New Tidings”)

Books That Changed the World and Challenged Authority

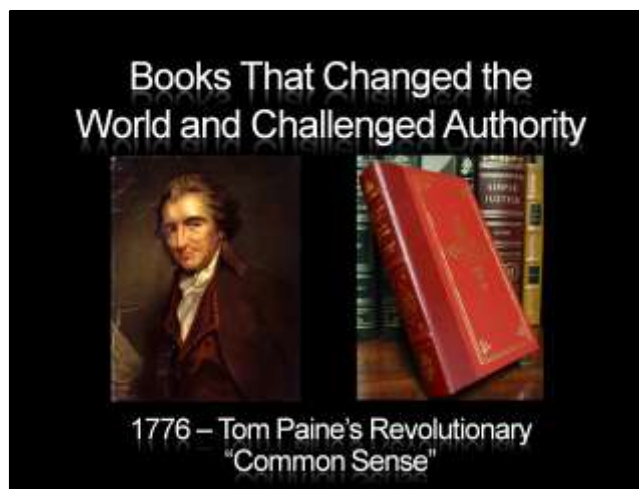


1534 – Martin Luther and His Bible

SLIDE: BOOKS THAT CHANGED THE WORLD (MARTIN LUTHER AND HIS GERMAN BIBLE)

Martin Luther translated the bible out of the scholar's language, Latin, into the commoner's language: German.

Luther's "Protestant Reformation", challenged the authority of the Catholic Church to sell indulgences – forgiveness of sins – and shook the foundations of the all-powerful church.



(Tom Paine - common sense)

So, the real revolution was not technological.

Ultimately, access to new ideas and to scientific and other books allowed people to learn new skills but also to challenge authority on its own terms.

Thomas Paine's "common sense", which argued a continent the size of North America should not be ruled by a tiny island, was a best-seller of the American Revolution.

Colonists bought an estimated 10,000 copies.

Cheaply printed, easily bought, Paine's book built support for the American uprising against British rule.

Mark Twain on the Printing Press



“It found truth astir on earth and gave it wings;
but untruth was also abroad, and it was supplied
with a double pair of wings.”

BUT the printed word and mass-produced books also introduced the concept of mass deceptions.

As newspaper reporter Mark Twain put it:

“The whole world admits unhesitatingly; and there can be no doubt about this, that Gutenberg’s invention is incomparably the greatest event in the history of the world. BUT “untruth was also abroad and it was supplied with a double pair of wings”.

1815 – The Battle of New Orleans



Almost 2,000 Soldiers Died 15 Days
After the End of the War of 1812

Printing was fast, but distribution was still slow: by ship or horse.

Treaty of Ghent ends the war of 1812 between the U.S. and Great Britain on Dec. 24, 1814. But because word did not reach U.S. Troops in time, the battle of New Orleans was fought 15 days after the war ended and 2,000 soldiers were killed.

But all that would change... 370 years after Gutenberg with the invention of the telegraph and Morse code.



INFORMATION SPEEDS UP and increases tradeoffs between speed and accuracy

The telegraph, which shot tiny electric signals across the country on rickety wires, made it possible to Distribute news great distances the moment it happened, in time for publication in the next edition of the newspaper. This would revolutionize war reporting during the civil war, with lists of each day's casualties, etc.

But the temptation to race new information into print also meant false information got published before it could be verified.

150 years ago, people's complaints about Telegrams were identical to complaints you hear about Twitter.

"The public mind throughout the interior is kept in a constant state of excitement ... (Telegrams) are short and spicy and can easily be inserted in the country newspapers. In the city journals they can be contradicted by the next day..." – President James Buchanan, December 1860

And because journalists could now report live from the battlefield, they did. And military commanders' complaints sound remarkably similar.

"I think I understand what military fame is; to be killed on the field of battle and have your name misspelled in the newspapers," said Civil War General William Tecumseh Sherman . "I hate newspapermen. They come into camp and pick up their camp rumors and print them as facts. I regard them as spies, which, in truth, they are. If I killed them all there would be news from Hell before breakfast."



SLIDE: RADIO COVERS THE WORLD LIVE

The 1937 crash of the Hindenburg, an experimental aircraft, was broadcast live on radio.

At the same time, it was filmed.

First we'll listen to the radio report and then see the change in impact as the moving picture is added. This is an after-the fact combination, but it dramatically illustrates the impact of adding moving pictures to recorded sound.

(Click to next slide to bring up the video)



Hindenburg.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

Hindenberg radio cast...followed by Hindenberg
film reel

(Discuss the way “actualities” or recorded sounds
and movements, serve as powerful verifiers, and
emotionalizers of the news.)



Now the pace of change accelerates

SLIDE: AND THEN YOU WERE THERE (Radio)

Developed by Tesla, Fessenden and Marconi, radio broadcast made it possible by 1920 to hear live broadcasts of the result of the presidential elections for the first time.

This was the first medium by which people could remotely witness events as they happened.

Just like the Internet, radio had to battle the established news business.

“The radio news item is a vibration in the air, without record, without visible responsibility, without that incentive to accuracy that comes with print,” The New York Times wrote in a 1929 editorial.

But Americans loved radio. So much so that it has occasionally been asserted that when the Depression hit, the last belonging a bankrupt family would give up was its radio.



When **Apollo 11** landed on the moon on July 20, 1969, there was a television camera aboard and millions of people around the world watched it live.

It was the biggest television audience to date.



INFORMATION REVOLUTION 2.0 – ARPANET

Here's the irony about 1969.

While we were celebrating live TV from the moon and the engineering of giant rockets for interplanetary flight, the Internet was forming.

ARPANET- created in 1969 - was set up as a means to share data and computing resources.

It wasn't obvious this was the next big thing. AT&T was invited to be a part of the ARPANET project but declined, believing that "packet switching " technology would never work.

UCLA hosted the first node on ARPANET, the second was at a defense contractor called BBN, the third at Stanford Research Institute. In October the first host-to-host message, an email, was sent from UCLA to Stanford. By the end of the year, the University of Utah and UC Santa Barbara were added to ARPANET, giving the network four host computers and the beginnings of the Internet.

Like the press, telegrams, radio, and TV...it would take a while to catch on, but when it did, it changed everything...again.



But the speed at which words, pictures and video can now be delivered and the degree to which individuals can blast information to the world has changed politics in your lifetime.

It's hard to imagine, but at the end of George W. Bush's first term there was: No Facebook. No YouTube. No Twitter

When you think that half of all Americans now get their online news via these social networking sites, that's a breathtaking change. Again, this course asks you to ponder...Who is deciding what you read and watch and hear?

ASK: Do you know the origin of all the news you take in? Why might that matter?

How else have these technologies changed your life as a citizen and the functioning of your government and political system?

Challenges for Consumers

Challenge #1: Information Overload

Challenge #2: The Blurring of the Lines

Challenge #3: Overcoming Your Own Bias

Challenge #4: A Crisis of Authenticity

This proliferation of information sources has made it challenging to be a news consumer.

Four challenges are at the heart of your work this semester.

For starters,

-How do we find the truth when every day is an information tsunami?

-Plus, new business models have proven there is great profit in producing a form of journalism that abandons standards of neutrality, relying on opinion rather than fact.

New research by social scientists and neuro scientists documents how hard it is for us to hear, see and remember the truth if it challenges our beliefs. How will you maintain your grasp of the truth?

Finally, digital technology makes it possible for anyone to publish worldwide. The result is that a great deal of advertising, publicity, spin and even propaganda is thrown at you every day, dressed up to look like neutral journalism. How can you tell the difference?



Here are the dimensions of the Tsunami:

-The average American sees and hears 100,000 words per day outside work, according to the Global Information Industry Center at U.S.C.

It's not that we read them all, but between TV, radio and printed materials on screens and on paper, we're exposed to 100,000 words per day. Keep in mind the average American reads at 240 words per minute. How might that impact you?

You grew up in this reality, so numbers like this may not surprise you.

The Pew Center on the Press and Public Policy surveyed Americans and found good and bad news about life in the digital age:

- 37% of internet users have actually participated in news dissemination, creation, or commenting

- 75% of those who get news online find news through email forwards or through friends' posts on social networking sites. (Later this semester we'll talk about the risks in that.)

- 52% of those who get news online also share links to news with others through email or social networking

- 55% report that it is *now easier to keep up with news and information* than it was five years ago, and yet...

- 70% feel overwhelmed by the amount of news and information available to them...

If any of that sounds like you, this course addresses those questions head-on. How do you manage all that information?



Here's a scene from the video of Iraqi dictator Saddam Hussein's hanging. Who shot it and what was his motivation?...

Now the most ubiquitous communication device, the number of cell phones in use in the U.S. has risen from 34 million a decade ago to more than 200 million.

Some Third World nations are ahead of us, because of infrastructure savings they captured by setting up cell systems instead of hard wire systems.

That technology has this effect on journalism:

When Saddam Hussein was hanged December 30, 2006, it was videotaped on a guard's cell phone. The video was leaked to electronic media and posted on the internet immediately.

Was that in itself journalism?

Worldwide, there are 2 billion cellphones in use, which means millions and millions of potential photographers of current events.

In this course, we'll talk about a thorny question: Who is a journalist? Anyone with a cellphone camera?



SLIDE: CHALLENGES FOR THE NEWS CONSUMER

(Jon Stewart still, followed by a slide with Daily Show video)

When Americans were asked in 2008 to name the journalist they most admired, Jon Stewart, host of The Daily Show on Comedy Central tied in the rankings with network anchormen Brian Williams, Tom Brokaw, Dan Rather and cable host Anderson Cooper.

Ask: What does Stewart do that might cause people to consider him a journalist?

Is this reliable information? Let's watch

(Click to next slide for video)

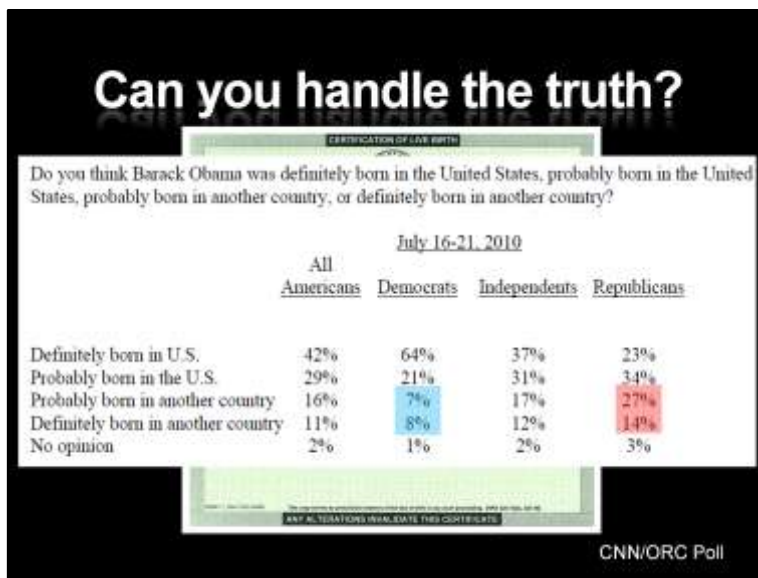


colbnorway.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

(Colbert piece on the early, and inaccurate, assumptions made about the motives of the Norway gunman.)

Ask again: Is this news?



ANIMATION: FIRST CLICK BRINGS UP THE CHART. 2ND CLICK, THE BIRTH CERTIFICATE

It used to be that only a small fringe of Americans, the Birthers, were arguing that Obama was not really a legal President because he was born, they said, in Kenya. And his mother, knowing he would one day run for President, arranged, from Kenya in 1962 to place his birth certificate in a Hawaii newspaper.

27% of ALL Americans now believe Obama to be foreign born. (And therefore an illegitimate President.)

A July survey by CNN found an interesting characteristic of the growing number of people who think Obama is foreign-born.

But what you believe about this seems to be closely tied to which party you believe in.

41% of Republicans believe Obama to be foreign born

15% of Democrats believe Obama to be foreign born



Before lecture, the News Fellow in charge of Power Point links the correct video to this slide. You'll see that image when the slide opens and it should run either upon opening or after 1 click)

John Stewart rant in which he mocks the attempts to stop the leak 5,000 feet underwater at the oil well uncapped by the Deepwater Horizon rig explosion.

Ask again: Is this news?

16% of All Voters & 30% of
Republicans Continue to Believe
Obama Not Born in U.S.



**Cognitive
Dissonance:**
Even after the release of
the long form birth
certificate, a significant
percentage of the
population still believes
Obama to be Muslim

These numbers come after the birth certificate became public
Here's a classic example of cognitive dissonance.

Obama is a Christian. Married in a Christian Church. Belongs to a
Christian Congregation. Was attacked during the campaign for
belonging to the church of a controversial Christian pastor.

But as he became more unpopular, more people started to
believe the partisan mischief makers who assert he is a Muslim
and (in their view) a jihadist enemy of the U.S.

This is an example of Confirmation Bias , a defense mechanism
against cognitive dissonance: We only seek out information that
confirms our beliefs and we deny the credibility of evidence that
disputes what we believe or think we already know.

(If you're pre-med, a great book on this is Jerome Groopman's
"How Doctors Think". If you are in physical sciences, Carl Sagan's
essay "The Fine Art of Baloney Detection")

<http://zogby.com/news/2011/05/03/16-all-voters-30-republicans-continue-believe-obama-not-born-us/>

Challenges for the News Consumer

Crisis of authenticity



When this gets delivered to your home, you might flip through it for a recipe or two and chances are the recipes are well-illustrated, well-tested and described in a way that makes you hungry.

But if you looked closely, every single recipe calls for the use of one or more products from Kraft foods. Are you willing to risk being hoodwinked? Or do you want to learn to see when you are the “fish” in the great poker game of life...

<http://www.kraftfoods.com/foodandfamily/#/home>



This news website has a paid reporter to collect and write up news about Nassau County.

But who is paying the reporter?

Nassau County Executive Edward Mangano, that's who.

Do you think you are getting the full story about Nassau County government from the Nassau County News Network?

So...in a course that immerses you in news, what do you think your first assignment will be?

(Click to launch the
TwilightZone/Blackout Zone
video)

Sourcing: <http://nassaucountynewsnetwork.com/>



VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

NEWS LITERACY BLACKOUT ZONE VIDEO RUNS HERE

Assignment: News Blackout

1) For 48 Hours

No Facebook (or other social media)

No News...

No Sports Scores...

No Weather...

...Even From Friends or Family

Summarize Your Reaction

Starting (each professor decides when. Howie likes to avoid the weekend) you are forbidden to consume any news of any kind for 48 hours straight.

When you're done, you'll write about it.

Go to "My Assignments" on the Blackboard page for this course. There, you'll find the News Blackout assignment.

“My Assignments” on Blackboard :

1. several short readings for discussion in class

**Each lecturer
must update this
slide for his or
her own
lecture!!!**



hus endeth the Lesson...

Republican Party presidential primaries begin



Ecuadorian courts validate \$18 billion fine against Chevron over pollution



Magnitude

Fairness, balance, bias

Click brings in second pic

<http://www.chevron.com/ecuador/>

<http://www.bloomberg.com/news/2012-01-04/chevron-loses-bid-to-throw-out-18-billion-award-in>

Hydraulic fracturing, a.k.a. fracking, linked to earthquakes in Ohio, Texas, Arkansas, Colorado, and Oklahoma



Proximity, magnitude, importance,

Alerts diverts connects

Truth and verification

<http://news.discovery.com/earth/fracking-earthquakes-gas-120106.html>

The repeal of Don't Ask Don't Tell



Power of images and news drivers

Gov. Cuomo signs new tax limits into law



Context, proximity,

<http://online.wsj.com/article/AP00b2c1867a7940829d3e8f4c9449dcfe.html>

<http://www.governor.ny.gov/press/6302011HistoricPropertyTaxCap>

http://www.nysenate.gov/files/imagecache/full_node_featured_image/Fuschillo-tax%20cap%20bi

Philippines death toll rises above 1,500 from Tropical Storm Washi



Alerts, diverts, connects, magnitude, power of information, power of images

Second pic comes in on click

<http://www.theatlantic.com/infocus/2011/12/deadly-tropical-storm-washi/100212/>



Second pic fades in automatically after 1.5 seconds. Click for Jamaica.

Power of information

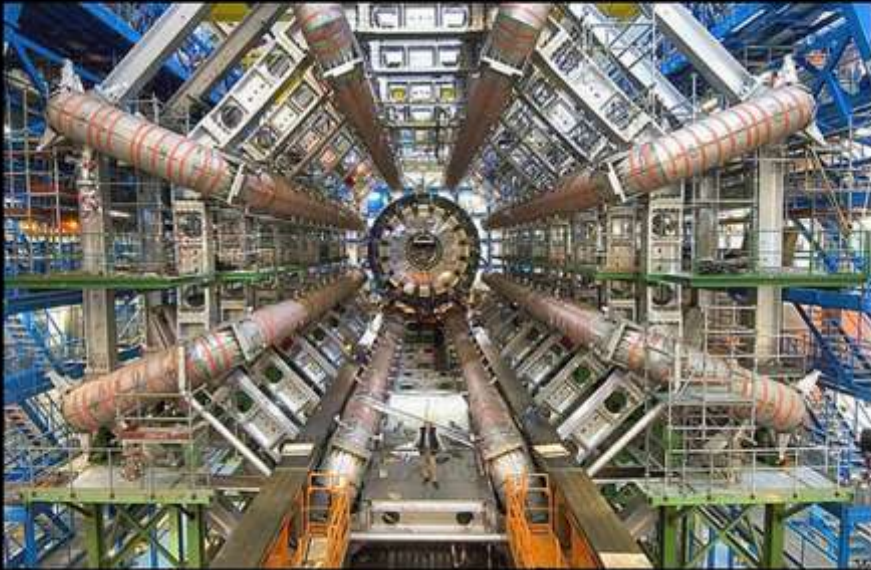
News on the web

Role of the free press

<http://www.guardian.co.uk/world/2012/jan/06/jamaica-republic-prime-minister>

<http://www.washingtonpost.com/world/europe/left-and-right-unite-in-russias-protests/2011/12/2>

**Large Hadron Collider (LHC) at CERN
discovers new resonance $\chi_b(3P)$, but
search for elusive Higgs-Boson continues**

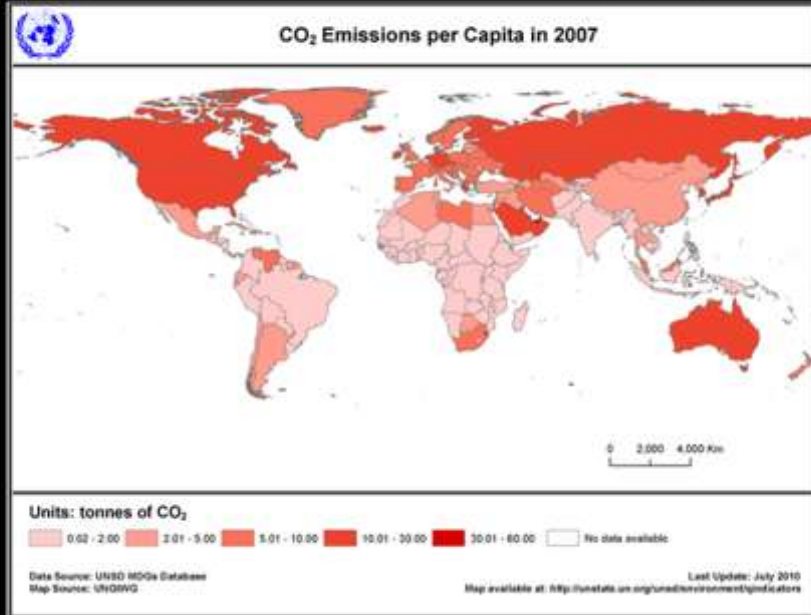


Provisional truth

Sources and verification

http://www.science20.com/quantum_diaries_survivor/atlas_discovers_new_chi_b_resonance-857

Warmest recorded temperature at South Pole (-12.3 C) as global CO2 emissions reach all-time high



Magnitude

Sourcing and verification

President Obama signs National Defense Authorization Act (NDAA) for FY2012; contains controversial sections permitting "indefinite detention" of U.S. citizen suspected of terrorism

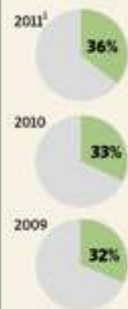


7 largest U.S. banks set aside a record \$156 billion in compensation to executives and employees

Rising and Falling

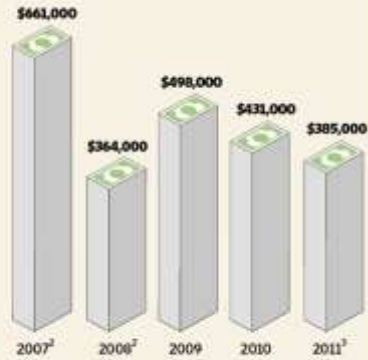
Compensation is shrinking for employees of major U.S. banks, securities firms, asset managers and other financial companies, but they are getting a bigger slice of a smaller revenue pie.

Percentage of revenue spent on pay and benefits



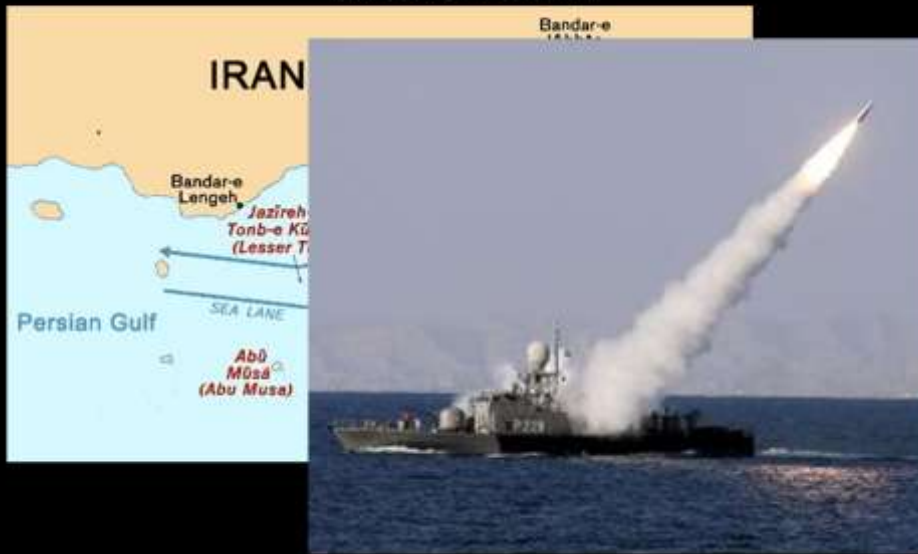
Note: Based on survey of 34 publicly traded companies by The Wall Street Journal
Source: WSJ research; the companies

Goldman Sachs Group's compensation and benefits per employee, on average



¹Through first nine months ²Fiscal years ended in November
³Projection based on full-year revenue estimates by analysts and nine-month compensation rate

Dispute between Iran and U.S. over Iran's potential for nuclear weapons development prompts economic sanctions, and in retaliation Iran conducts military exercises and threats to close the Strait of Hormuz



Importance, bias

Second pic comes in on click

<http://www.bloomberg.com/news/2012-01-16/oil-climbs-from-four-week-low-as-iran-warns-of-ho>

The New York Times

Study Says Looks Matter as TV Covers Congress

By SAM ROBERTS

Published: January 5, 2012



Photographer: Andres Hartar/Bloomberg
Representative Marsha Blackburn was at the top of a list of attractive lawmakers.

<http://www.nytimes.com/2012/01/06/us/politics/study-says-looks-matter-as-tv-covers-congress.h>

The New York Times

Group Sues Over Albany Redistricting, Saying '12 Elections Are in Jeopardy

By THOMAS KAPLAN

Published: November 18, 2011

As the State Legislature and the governor argue over how best to draw a new political map for New York State, a group of community leaders has filed a lawsuit asking a federal judge to take control of the contentious redistricting process.

<http://www.nytimes.com/2011/11/19/nyregion/new-york-state-redistricting-process-draws-lawsuit>

U.S. Navy rescues Iranian ship held by pirates... Twice

Mail Online

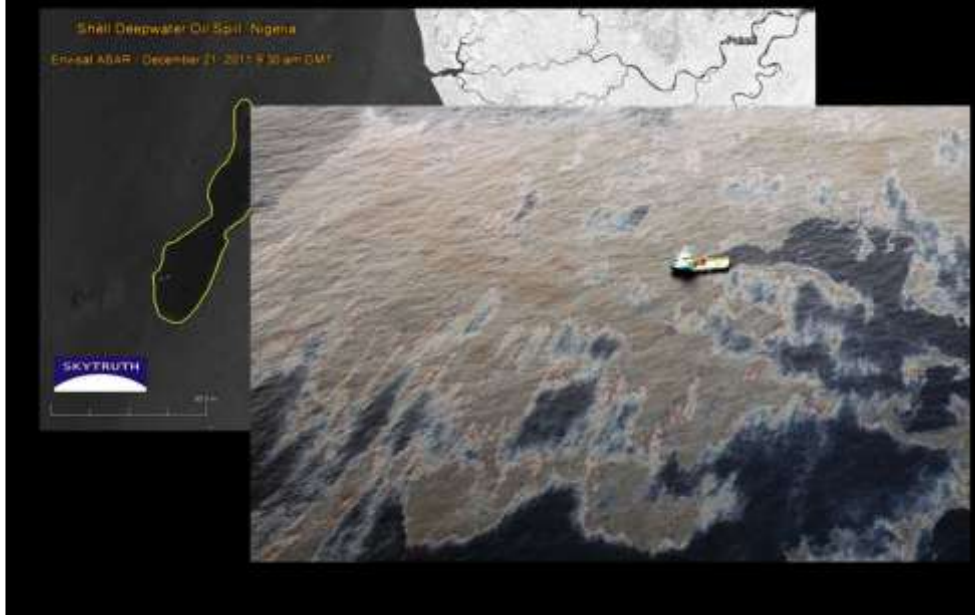
Iran accuses U.S. of staging pirate rescue like a 'Hollywood drama' as military drills escalate in the Gulf



<http://www.dailymail.co.uk/news/article-2083645/Iran-accuses-U-S-staging-pirate-rescue-like-Holl>

http://www.cbsnews.com/8301-202_162-57356062/u.s-ship-rescues-iranians-at-sea-again/

100-mile oil slick off Nigerian coast, caused by a deepwater oil rig operated by Shell



Power of information, news on the web

<http://www.nytimes.com/2011/12/23/science/earth/oil-spill-moves-toward-nigerian-coast.html>