

News literate **you** and the future

IF YOU SEE SOMETHING, SAY SOMETHING.

What if your Blackout™ had lasted 100 days?

"Whaddya know...I actually do follow the news."

IT ALERTS, DIVERTS, CONNECTS

News is the grist of conversation

Officials Revive Goals on Containing Ebola After Signs of Wider Exposure in Mali
By BBC NEWS SERVICE, 10/29/14, 10:55 AM
The health officials of the World Health Organization (WHO) have said that the Ebola virus is spreading in West Africa, and that it has now reached a number of people who have been exposed to the disease in the past few weeks.

Canadian Prime Minister calls 'brutal and violent' Parliament attack terrorism



N.Y. man accused of aiding Islamic State, plotting to kill U.S. troops

IT ALERTS, DIVERTS, CONNECTS

News is the grist of conversation

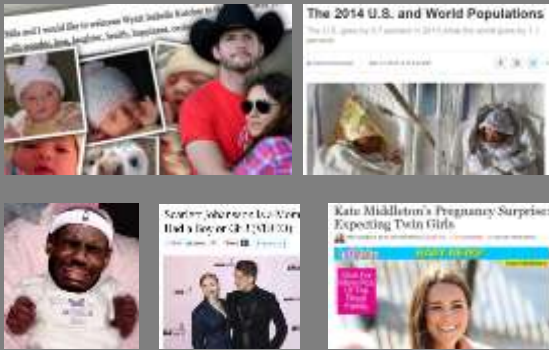
A Navy SEAL Who Claims To Have Shot Bin Laden Is Identified



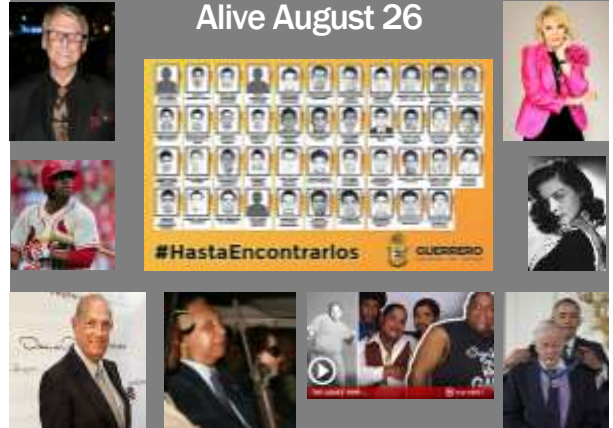
Ebola czar is new, but fight over qualifications is old Washington



Life begins...



Alive August 26

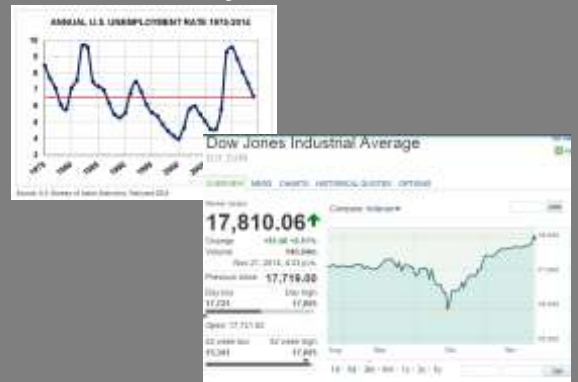


Relevant to you: The costs of war

49 U.S. TROOPS KILLED IN ACTION IN AFGHANISTAN THIS YEAR, 10 THIS SEMESTER

Cathcart, Michael A.	Sergeant 1st Class	Helton, Justin R.	Specialist
Kalaft, Christopher E.	Commander	Walker, Matthew H.	Private 1st Class
Walker, Jonathan D.	Major	Jones, Jason B.	Captain
Weathers, Andrew T.	Sergeant 1st Class	Wykstra, Jacob H.	Private 1st Class
Byus, Stephen		Perkins, Adrian M.	Specialist
Donahue, Michael J.	Major	Barreras, Martin R.	Command Sergeant Major
Strong, Charles C.	Sergeant	Rasmussen, Deric M.	Chief Warrant Officer
Arsenault, Brian K.	Specialist	Chandler, Christian J.	Private 1st Class
Mullalley, Christopher	Sergeant	Farrell II, Shawn M.	Sergeant
Loggett, Matthew J.	Sergeant 1st Class	Danyluk, Kerry M. G.	Specialist
Hairston, Samuel C.	Sergeant 1st Class	Chaffin III, James E.	Captain
Greene, Harold J.	Major General	Poirier, David L.	Master Sergeant
Gass Jr., Girard D.	Staff Sergeant	Erickson, Caleb L.	Lance Corporal
Hamilton, Jr., Donnell A.	Private 1st Class	Toriano, Aaron C.	Master Sergeant
Williams, Keith M.	Private 1st Class	Pelham, John A.	Specialist
Prange, Benjamin G.	Staff Sergeant	Skelt, Roberto C.	Sergeant
Spitzer, Thomas Z.	Sergeant	Landis, Christopher A.	Specialist
Wolff, Adam F.	Lance Corporal	Gray, Joshua A.	Private 1st Class
Stewart, David H.	Staff Sergeant	Bull, Edward	Chief Petty Officer
Garabrant, Brandon J.	Lance Corporal	Sipple, Andrew H.	Specialist
Hurne, Terry J.	Specialist	Lee, Daniel Tyler	Sergeant
Clouse, Justin R.	Corporal	Scobie, Drew M.	Sergeant
McDonald, Jason A.	Staff Sergeant	McAdams, Andrew L.	Chief Warrant Officer
Studenmund, Scott R.	Staff Sergeant	Lacey, William K.	Sergeant 1st Class
Toppen, Aaron S.	Private 2nd Class		

Relevant to you: Economic news



A thaw... and new chills



U.S., China agree to cooperate further on climate change

By Bruce G. Wilson

BEIJING — The United States and China said Tuesday they have agreed to intensify efforts to address climate change and to work together on finding a common platform ahead of a global summit on the issue at the end of next year.

Feinstein: U.S.-Russia relationship is at Cold War levels

WASHINGTON — Sen. Dianne Feinstein said Tuesday the United States' relationship with Russia is at Cold War levels.

News is driven by prominence and change

GOP takeover: Republicans surge to Senate control



Obama, During Congress, Acts to Overhaul Immigration

WASHINGTON — President Barack Obama said Tuesday he will sign legislation to overhaul the nation's immigration system and all 113 House Democrats of both major parties have pledged to support the measure.

In a written statement that first hour of the 11th hour that Congress opened in a new session, Mr. Obama said he would sign legislation to "get things off" and "start the process of fixing" the broken immigration system that he said has been the result of a "series of

Big numbers are big news

DNA Evidence Clears Two Men in 1982 Murder

WASHINGTON — DNA evidence has cleared two men of a 1982 murder, a case that has long been a source of controversy in the justice system.

Education
Sex offenses on U.S. college campuses

WASHINGTON — A report from the U.S. Department of Education says that sex offenses on college campuses are a widespread problem.

INTERNATIONAL BUSINESS T

CONNECT

Ebola Outbreak: 90,000 Deaths Predicted in Liberia's Montserrado by End of 2014 Without Urgent Intervention

So far, 7.8 million cars have been recalled from 10 manufacturers over explosive airbags

"Scientific truth is a statement of probability proportional to the evidence ... and it will change" (even in 100 days)

WWF: World has lost more than half its wildlife in 40 years

WASHINGTON — The World Wildlife Fund (WWF) says that the world has lost more than half of its wildlife in the last 40 years.

Alcohol ranked most harmful drug

WASHINGTON — A new study from the U.S. Surgeon General's office ranks alcohol as the most harmful drug.



Unmanned NASA-contracted rocket explodes over eastern Virginia

WASHINGTON — A small unmanned rocket launched by NASA's contractor exploded over eastern Virginia.



100 days of extreme weather



Prominent players drove big news



They died gathering the news





Your evaluations help us improve the course



Online evaluation site will soon open

Responses are completely anonymous (It's an off-site contractor)

Instructors and lecturers only see data after all grades are released.

Past student evaluations have led to:

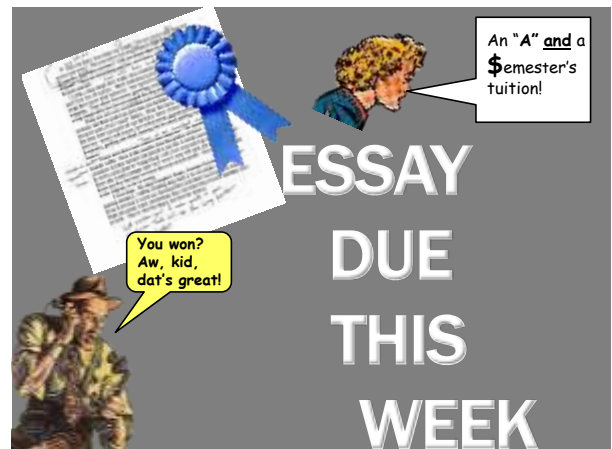
- Changes in course textbooks
- Changes in assignments
- Changes in faculty (both retention and release)

Last week's Quick Quiz

1. Talk tab, warnings, captions and tags all provide transparency and help establish the reliability of Wikipedia entries.
2. Use IMVAIN to judge reliability of tweets and try to establish authenticity. Look at the bio, watch for the checkmark on celebs and be skeptical of tweets purportedly from newsmakers.

Your questions and comments ...

- ❖ "How much verification must occur before a reliable news organization publishes a tweet?"
— Tom Wimmers
- ❖ "Is it possible to truly avoid information overload and still stay current?"
— Joseph Gallagher



This is cheating



And it's easy to spot

News Literacy Final Exam

Monday, Dec. 15

8 a.m.

Javits 100

Prepare for...

3 Video news deconstructions
(Approximately 1 hour)



1 Print news story deconstruction
(Remaining time)



You may bring one standard notebook-size page of study notes (front and back)

Final Exam Excerpt F 2013

The News Literacy Final

How did you do?

Overall, how reliable is information from this source?

Put an "X" in the appropriate box, then explain your rating.	<input type="checkbox"/>	Very Unreliable
	<input type="checkbox"/>	Somewhat Unreliable
	<input type="checkbox"/>	Somewhat Reliable
	<input checked="" type="checkbox"/>	Very Reliable

Explain: **This is a so-brater. He's an expert and not talking about his own recently published paper, but someone else's. He has the right background and experience.**

Multiple (Collaborated)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Less Solitary
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Explain: **His conclusions are backed by the authors of the new study.**

Authoritative/Informed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unauthoritative/Uninformed
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Explain: **Pediatrician discussing childhood immunizations.**

Named	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anonymous
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Explain: **Named, specialty listed, title's solid.**

Overall, how reliable is information from this source?

Put an "X" in the appropriate box, then explain your rating.	<input type="checkbox"/>	Very Unreliable
	<input type="checkbox"/>	Somewhat Unreliable
	<input type="checkbox"/>	Somewhat Reliable
	<input checked="" type="checkbox"/>	Very Reliable

Explain: **Dr. Altman stays within her expertise, which is considerable and appropriate. This is who you want to hear from on the question.**

How did you do?

14. There are political activists who say scientists have understated the risks posed by vaccinating children. Are their doubts fairly addressed in this news report? Using course concepts, explain your answer. (2 points)

Students would get a little latitude on their answer, providing their evidence and arguments are sound.

If, for instance, a student says skeptics don't need to be included in this story, they have to use the News Literacy definition of fairness: to the evidence and then cite the extensive evidence provided in the report and the underlying "Journal of Pediatrics" study.

If, on the other hand, the student says the report should have included doubters and skeptics, the student would need to build an argument around the idea that skeptics' claims are equal—in evidence—to the claims of science.

15. Can you conclude from this report that you should have your children vaccinated? Using course concepts, explain your answer. (2 points)

A student can conclude in favor of vaccination because this is only one of several studies that found vaccination does not raise risks of autism. Both the CDC and another group of scientists find there is no elevated risk. The pediatrician points out the risks inherent in not acting.

Need more practice?

Spend three hours on this interactive class

Poynter.NEWS UNIVERSITY

Watching TV News: How To Be a Smarter Viewer

newsu.org/courses/watching-tv-news-how-be-smarter-viewer-0

After this lecture, you should be able to:

1. Articulate the key lessons of News Literacy
2. Quantify News Literacy's toll on their life and make a "Return On Investment" calculation.
3. Explain three roles News Literacy prepares them to inhabit.

Use what I've learned here even when I'm not paying attention to the news.

Would you share this?



Would you share this?



I-M-V-A-I-N

A SYSTEM FOR EVALUATING THE RELIABILITY OF SOURCES

Independent sources are better than self-interested sources



I-M-V-A-I-N

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Independent sources are better than self-interested sources

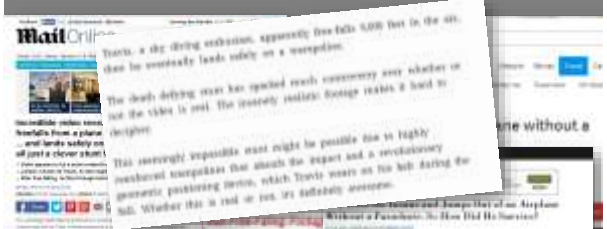


I-M-V-A-I-N

A SYSTEM FOR EVALUATING THE RELIABILITY OF SOURCES

Independent sources are better than self-interested sources

Multiple sources are better than single sources



I-M-V-A-I-N

A SYSTEM FOR EVALUATING THE RELIABILITY OF SOURCES

Independent sources are better than self-interested sources

Multiple sources are better than single sources

Sources who **V**erify with evidence are better than sources who assert



I-M-V-A-I-N

A SYSTEM FOR EVALUATING THE RELIABILITY OF SOURCES

Authoritative/**I**nformed sources are better than uninformed sources

Named sources are better than unnamed sources



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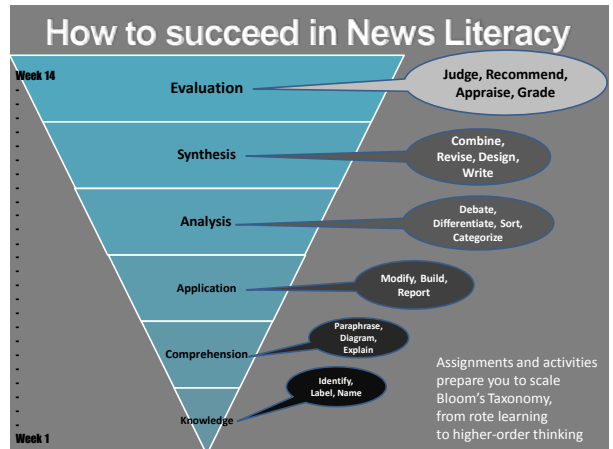
Named sources are better than unnamed sources



From **Gutenberg and Zuckerberg** to **deconstruction** in 100 Days



~1% of your life, so far



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The Key Lessons of News Literacy

6. On the Internet, rank and popularity do not necessarily mean reliability.

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The Key Lessons of News Literacy

12. Make time for the news. In the digital age, it is hard work. Don't judge one outlet on the basis of one mistake. Look for patterns.

REMEMBER?

A Taxonomy of Information Neighborhoods

	Verification	Independence	Accountability
Advertising	Although false advertising is illegal, advertisers are given broad leeway to make any false claim without conducting substantiating work.	The selling class controls the content and placement of an ad to increase sales.	Ad writers and producers do not sign their work. Clients occasionally purchase corrections.
Promotion Publicity	PR and publicists usually control the content of product placement or event sponsorship to create public awareness. How visible it does not give its content or reliability facts.	The event planner controls content, to create a public placement or make public statements to improve the client's image.	Producers and PR staff rarely sign their work, but do sometimes request to correct errors publicly.
Propaganda	Effective propaganda mixes facts with logical conclusions or suggestions to persuade a cause, a person or a group of people.	A government or movement creates a one-sided or exaggerated message to influence opinions or direct behaviors.	Propagandists do not sign their work and do not publicly correct errors.
Entertainment	Confirmation or verification builds the point. Entertainment that is likely to seek and build an audience.	The producer controls the content and can therefore support any point of view.	Entertainment producers do sign their work. They do sometimes correct errors publicly.
News	Journalism is defined as a process of verification that aims to confirm essential facts.	A code of ethics forbids journalists from joining or working for any interest group.	Journalists sign their work and are responsible for its accuracy. They correct errors publicly.
Raw information	Facts are filtered on either side: information is by definition essential. It may contain facts, it may obscure it.	Usually unknown. The person putting it out is not not held an agency.	Anonymous or not, the source of raw information is not held accountable for how the information gets used.

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The Key Lessons of News Literacy

1. Always know what information neighborhood you're in.

With so much video, how do you know what is opinion and what is reporting?



Language clues

Journalism, opinion journalism
and mere assertion:
What's reliable and what is not

Everyone is entitled to
his own opinion,
but not his own facts.



Daniel Patrick Moynihan,
former UN ambassador and
four-term U.S. senator
from New York.

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The Key Lessons of News Literacy

2. In the news neighborhood,
differentiate news from opinion.

Examples of **provisional** truth

NEWSDAY, SEPT. 15, 2009

NEWSDAY, SEPT. 16, 2009

NEWSDAY, SEPT. 18, 2009

NEWSDAY, SEPT. 17, 2009

NEWSDAY, SEPT. 15, 2009

The Hofstra rape case

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The Key Lessons of News Literacy

3. Follow a story over time.

Multiple sources, multiple viewpoints



I-M-V-A-I-N

A SYSTEM FOR EVALUATING THE RELIABILITY OF SOURCES

Independent sources are better than self-interested sources

Multiple sources are better than single sources

Sources who **V**erify with evidence are better than sources who assert

Authoritative/**I**nformed sources are better than uninformed sources

Named sources are better than unnamed sources


N★L | The Center For NEWS LITERACY

The Key Lessons of News Literacy

4. Evaluate sources, evaluate sources,
evaluate sources.




Which candidate got higher grades at Yale?



"Does anyone in America doubt that Kerry has a higher IQ than Bush? I'm sure the candidates' SATs and college transcripts would put Kerry far ahead."

Novell Barnes
 - Former Executive Editor of the New York Times
 "The 'Dumb' Factor"
 Washington Post, August 27, 2004



USA TODAY 6/10/2005 **In fact, Bush's were a tad higher. His four-year average was 77; Kerry's 76. Both were C students. Kerry graduated from Yale in 1966, Bush in 1968.**

→ During the campaign, Kerry refused to waive privacy restrictions for the full file, but gave the Navy permission to release the documents last month, the Globe reported.

The transcript showed that he got four Ds in his freshman year, Bush received one D in his four years, in astronomy. At the time, Yale considered grades between 70 and 79 a C and 60 to 69 a D.

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The Key Lessons of News Literacy

5. Always ask: Did the reporter open the freezer?

martinlutherking.org

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About 74,900,000 results

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A Historical Perspective

Historical essays are the mainstay of the social sciences. They are the primary means of communicating research findings to other scholars in the field.

Historical essays are typically written by historians and other social scientists. They are often used in classrooms and as a means of advancing the field of study.



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 The Papers of Martin Luther King Jr.

Historical Writings
 The Autobiography of Martin Luther King Jr.
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The Key Lessons of News Literacy

- 6. On the Internet, rank and popularity do not necessarily mean reliability.

FACTS
EVIDENCE
DATA



FACTS
EVIDENCE
DATA



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The Key Lessons of News Literacy

- 8. Be open to information that challenges your own biases and assumptions.

Should you re-post everything?



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The Key Lessons of News Literacy

10. Remember: In the digital age, we are all publishers as well as consumers.



The future of news



Your opportunities and responsibilities

Three roles in your future

1. Citizen news consumer
2. Publisher producer
3. Watchdog

From Ben to Brin



Entrepreneurs shape the news

A turning point: Mass circulation newspapers emerge



1830: Benjamin Day introduces
The New York Sun – first 'penny press' paper

The old business model is disrupted



Craigslist, and the resulting loss of ad revenue, kills the old business model.

Advertisers have more choice and more control



- Advertisers have direct access to consumers
- Ad dollars migrate from mass audience to target audience

Who will pay for newsrooms?

Options already being tested:

- The consumer
- Nonprofits
- The government



What would you pay?



Boulder, Colorado



Correspondent's salary



Dump in southern China



Tacoma, Washington



A helicopter flight around Hong Kong

Total '60 minutes' expenditure for reporting:
Up to \$100,000

What's at stake: Who will open the freezer?



600 newspapers with a D.C. Bureau in 1985. Today, there are less than half that number.

Will watchdog journalism survive?



Pro Publica funds investigative journalism with donations.

The Atlantic gives advertisers "native content"



In the future, who will report the news?



Bloggers? Journalists? Citizen journalists?

iReport/Egypt/Syria



Citizens committing acts of journalism



Q&A: Clark Medal winner Matthew Gentzkow says the Internet hasn't changed news as much as we think

"The main fear that the final state of producing good news are still really high. It's easy to put up a website, but to produce original reporting news content is still really expensive."

Your power as a consumer



Your intellectual
and commercial **choices**
will make a difference

- Which news organizations will survive and thrive?
- Will the country make decisions based on reliable information ... or misinformation?

What if
you
demand verification?



Code of ethics

Society of news-literate citizens

1. Ask: Did the reporter open the freezer?
2. Follow the story

Three roles in your future

1. Citizen news consumer
2. Publisher producer
3. Watchdog

In the digital age ...



... we are all producers,
publishers and broadcasters...

In the digital age ...



PINAC
Be the Media

Ferguson's citizen journalists revealed the
value of an undeniable video

Dan Gillmor

Use the police stop beating communities as war zones and people as enemy combatants.
Keep your phone handy.

... we are all producers,
publishers and broadcasters...

Now that you know,
will you uphold these standards
when you publish?

Verification

Independence

Accountability

Three roles in your future

1. Citizen news consumer
2. Publisher producer
3. Watchdog

If you keep journalists honest,
your voice
can be amplified



**IF YOU SEE
SOMETHING,
SAY
SOMETHING.**

The quick quiz

1. What **date** and **time** and **room** do you need to remember to take the final exam?
2. What can you bring to the final?
3. Write a question we can answer to clarify today's lesson ... or a comment that will help us improve our work.

**Email or hand the answers
to your recitation instructor**



hus endeth the Lesson...



Did the reporter open the freezer? Explain.

Evaluate these sources. Explain your rating.

DRUNK YOUTUBER

What can you conclude about the extent of the hand sanitizer problem? Explain

Source Evaluation Chart using DFACT rating scales		
Put an "X" in the appropriate boxes. Then explain each rating.		
Source: Ashley Young		
Intentional X	Self-Interest	
<p>Explain: She has nothing to do with what is going on beneath her on the backbridge. She is only a person who heard someone calling out for help, and ran out her phone to video what was happening. She is not connected to the FBI Customs agents, or the victim.</p>		
Multiple Observations X	Law/Policy	
<p>Explain: The story doesn't present anyone else despite the crowd of officers and the obvious presence of many other people in the video.</p>		
Verifies X	Accurate	
<p>Explain: The video serves as verification that Riggs was indeed the driver that he was on the ground, pulled and surrounded by enough agents to indicate him easily or just walk him out.</p>		
Authoritative Information X X	Qualitative/Quantitative	
<p>Explain: Eyewitnesses are worth almost as much as a piece of cold, hard truth. She is not an immigration agent, witness to the victim, an expert on being, an expert on respiratory. But she is informed on what she saw because she was there and has tape of what she observed. Even that she speaks Spanish and English enhances her as a witness.</p>		
Narrative X	Anonymous	
<p>Explain: Neutral, although I wish I knew more about her.</p>		

HOW YOU KEEP SCORE