

This is just a provocative image for the screen as students enter the room.

Lecturer's note: Be sure the "Rickroll" video is linked and ready BEFORE any students enter the room. It needs to be a surprise, so they can't observe you setting it up.



ASK: Who <u>Is</u> George Turklebaum? (They have read the story. Just get a quick answer here, not the whole story)

(Notes that wouldn't fit on the next page... "If you're ready to tell me this kind of thing really happened this year (2011), it did not. A Los Angeles County auditor, Rebecca Wells, 51, did die at work and was found by a security guard. But her death does not reflect on heartless coworkers. First, she did not die in her own office. She was across town from her base, in another county office, borrowing an empty cubicle in a row of empty cubicles with no one in adjoining cubicles. She had a meeting with a fellow auditor, who told police that Wells said she planned to work until about 6:30 p.m. Wells called a family member to say she'd be at work until 6:30 p.m. and family called police the next day when they learned she had not gone home. http://articles.nydailynews.com/2011-02-15/news/28619614 1 worker-medical-examinerscubicle



(Animation: Automatically goes from Weekly World News to Birmingham Mercury to a readable plain text transcript.)

Here's the story.

ASK: Can we deconstruct it a bit? What's the evidence? Is it verified? What about the sources? I-M-V-A/I-N. How close does the reporter come to opening the freezer? Any examples of transparency? Context? Are the key questions answered?

(As soon as someone says "Fake" switch gears.)

ASK: How do you know it's fake? (weak sourcing, suspicious verification, fails the "Smell Test")

A British tabloid ran it in 1999 and it has resurfaced multiple times since then: A BBC website, Canadian and U.S. Newspaper sites as well as on Human Resources websites. In 2009, it showed up on a website in Finland. Millions of people have seen the story, even though a British journalist debunked it in 2001.... Why won't the story die? The Turklebaum Lessons:

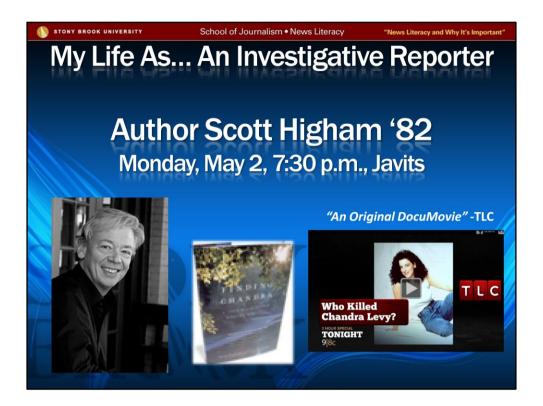
- Even a story that doesn't pass the Smell Test can go viral because a Turklebaum reinforces our preconceptions that corporate workplaces are dehumanizing and co-workers are uncaring and self-absorbed.
- Although it is a powerful tool for dissemination of knowledge and reliable information, the Web also has great power to spread disinformation.

The key principles of News Literacy, embodied in the Deconstruction Process, apply across all platforms. But, just as television does, the Web poses special challenges for news consumers searching for reliable

information. That is the thrust of today's lecture.

ASK: Do you think this could really happen? Really?





Our next My Life As speaker is Scott Higham, a 1982 graduate of Stony Brook whose latest book dissects spectacular police and news media mistakes in the investigation of the death of congressional intern Chandra Levy.

His day job is investigative reporter at The Washington Post.

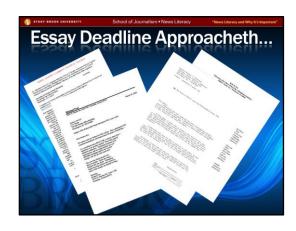
(The Docu-Movie airs Monday night, May 1 at 9 p.m. on TLC)



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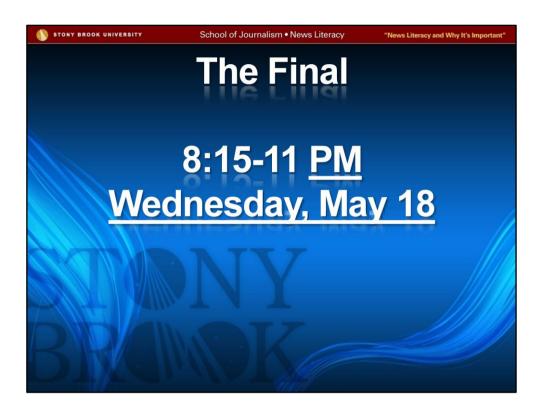
## Ask:

Your essay is due next week. Since you're now revising, let's hear some questions, or better yet, some conclusions you have reached in your letters to elected representatives.

Who is arguing IN FAVOR of a tuition increase? AGAINST marijuana legalization? For ground troops in Libya?

What's the most shockingly bad example of unreliable sources or weak journalism you have uncovered?

What the best example of reliable sources or powerful journalism?
Any surprises?



Students need to check their finals schedule to be sure they have no conflicts.

The News Literacy Final is 8 p.m. Wednesday night the 15<sup>th</sup>.

Stay tuned for your room location.



WARNING LECTURERS: YOUR NEXT CLICK LAUNCHES OUR "RICKROLL" PRANK.

SO...FIRST YOU'LL DO THE LECTURE INTROIT, THEN YOU'LL SET 'EM UP FOR SOMETHING SERIOUS.

WE DO IT AT THIS POINT IN THE LECTURE TO DRIVE HOME THE POINT THAT FINDING RELIABLE INFORMATION ONLINE IS DIFFICULT.

Today, we begin to close the 14-week circle of this course: On Day One we asked , "What is News Literacy?"

With the ancient and recent history of tyranny as context, we have thought about our own tolerance for the radical role free information plays in America's experiment with self-governance.

News Literacy skills matter, we have learned, when we step into our roles as informed leaders of our families, our workplaces and our communities and as engaged followers as well.

If anything, the Web increases our need for these skills.

Fortunately, it provides numerous tools for testing the truth of news.

With near-universal access to the Web's hourly tsunami, new information comes at us every second of our day.

Because the tools of production are so widely held, information is easily manipulated to play on our primal tendency to make snap judgments.

News Literacy in this Age demands that we be subtle and sophisticated judges of all the working parts of a news report.

Is the creator independent, or a shill?

Is the language neutral or not? Is the news outlet scrupulous about labeling, or is it trying to wrap opinion in the cloak of journalism?

What is the story made of: direct or indirect evidence? Independent or Self-Interested sources? Open-the-freezer reporting or I'll-take-somebody's-word-for-it reporting. What about that journalist: Has she been honest with you? Is it clear how she got her information and what compromises were made? What about context? Are you just told this is a big deal, or are you shown how this new information compares?

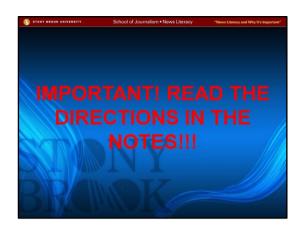
The final two lectures of this course challenge you to look at Facebook, YouTube, Google and Wikipedia with the wisdom that context provides:

(SERIOUS. QUIET. GRANDIOSE.)

Here is the most important video you'll watch all semester.

We debated whether we should have showed you earlier, but we weren't sure you were readv.

I need you to listen carefully. The News Fellow will bring up the volume to make sure you can make out the key words.



Insert rickroll.wmv on this slide. It MUST play full screen, AND LOUD and it MUST play automatically for this to work properly!!!



So sorry...couldn't resist.

But it's not just a prank.

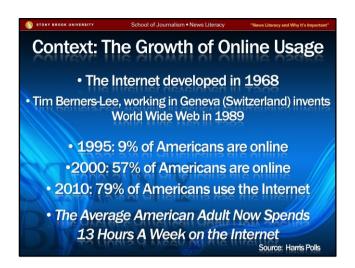
We rickrolled you to make the point that it is easy to be deceived online. That "double set of wings" that the printing press gave to untruth, according to Mark Twain???

Now untruth has a personal jet-pack and a GPS to find you.

Fake stuff on the internet can be indistinguishable from trash because anyone with a netbook can create professional-looking hoaxes, scams and propaganda. BUT...The power of the web is that you can quickly backtrack information to determine if it is created by an Accountable person or organization that is Independent and uses the journalistic process of Verification.

Sound familiar?

Verification, Independence and Accountability define the Journalism neighborhood online, just as in every other information medium



First some context.

You may take it for granted that even your grandma sees your Facebook page, but we have only recently become a wired nation. The PC only outsold the TV set for the first time in about 2004. (Intel)

IBM estimates that by 2006, there were close to 1 billion computers connected to the Internet.

And the smart phone outsold the computer for the first time this year. (Intel)

(by the way, Berners-Lee has since apologized for all those forward slashes. They were unnecessary. 'Just "seemed like a good idea at the time," he wrote in a 2009 article in the London Times."



As Americans migrated online, they tended to congregate around old names in news...even as they have begun to access the web from mobile devices. Interestingly, as news has become more of a social experience, with links to stories on Facebook or Twitter...with selection of information on Reddit and other sites...These old brands are still the main news outlets. But there's been this big change...



(Animation: Automatic rollout of examples)

BBC was <u>IT</u> for information in Great Britain. Now it's 6<sup>th</sup> among Briton's destinations online and the BBC, THE TOP NEWS site in the world is...45<sup>th</sup> in overall rankings.

That's not just humbling. It has cost news organizations a lot of money. News isn't in the top 10, 20, 30 or 40 destinations on the Web...which means they don't command the advertising dollars they did when they were unchallenged. But, what does it mean to say that Americans get their news "online"? Getting news online can come from the internet sites of traditional news outlets, such as <a href="www.nytimes.com">www.nytimes.com</a> or <a href="www.cnn.com">www.cnn.com</a>, but increasingly people (especially those under 30) are turning to social news websites such as <a href="www.digg.com">www.reddit.com</a>: The main distinguishing feature of these social news websites is that they replace the traditional role of a news editor with the collective judgment of readers themselves. The second feature of social news websites is that readers submit stories to be featured on the site. These news stories typically originate from <a href="primary">primary</a> news outlets, like CNN or the Times, and are then reposted on the social news site. The editorial judgment, which used to be performed by one (or a few) individuals, is thus distributed throughout the users and becomes an emergent property of the collective.

Social news websites rely on "collaborative filtering" of content. In the examples mentioned above, the users determine what news stories are popular. A second approach to "collaborative filtering" is having users judge the reliability and accuracy of a news story.

Newstrust (<u>www.newstrust.net</u>) relies on users to rate news stories based on typical journalistic values, such as fairness, context, and the weight of evidence provided in a story. Based on the cumulative ratings of individual users, higher-rated news stories are featured more prominently on the site.

A third type of social news is a website that relies completely on user-generated content. There are many examples of this: collaborative journalism, akin to Wikipedia for news (<a href="www.wikinews.org">www.wikinews.org</a>); "crowdsourced" news sites like NowPublic (<a href="www.nowpublic.com">www.nowpublic.com</a>); and other websites for citizen journalism such as IndyMedia (<a href="www.indymedia.us">www.indymedia.us</a>).



Here's another change. Now newsmakers bypass Editors and other restrictions by going directly to news consumers with raw information. This is an example of terrorists using You Tube.

But it's not just terrorists that do so.

Presidential campaigns now run on social media and once elected, everyone from Congress to the White House bypasses the press to deliver messages directly to the citizens.



Citizens turn those tides, too.

Here's the graph of Twitter traffic during the Egyptian revolution.

That's mostly citizen-to-citizen information, out of the hands of government.

http://mashable.com/2011/01/28/cairo-protests-twitter/



Of course, not all of it is serious stuff.

Here's one way to think about information overload. YouTube in November passed another milestone: 35 hours of video uploaded every minute. Think about how much data storage that is. Think of how little of this is actually useful information.

http://googleblog.blogspot.com/2010/11/youtube-highlights-11182010.htm



Here's a video we promise is NOT Rick Astley.

You've seen these kind of deconstructions on The Daily Show, Colbert, Anderson Cooper.

This one focuses on an Internet News theme we want to highlight.

(Clip duration 2:08)

Maddow mocks a defender of the "Obama's India Trip Cost \$200M/day" statistic (who says he found it on the Internet) and shows other things found on the web: unicorn meat that sparkles, etc...

http://www.thinkgeek.com/caffeine/wacky-edibles/e5a7/



Your grandparents were taught "You can't believe everything you read."

We're teaching you the same lesson.

## ASK:

Watching that, what other News Literacy lessons are illustrated?

(Source evaluation, Own Bias, Verification, Counterfeit Opinion, etc)



(Animation: each click brings up bullet point.)
USING THESE IMAGES, PROMPT STUDENTS TO THINK OF DISADVANTAGES OF NEWS ON
THE WEBFOR NEGATIVES, PROMPTED BY THE IMAGES

ASK: Thinking about your life and this course, what are some disadvantages the news consumer faces online? What are inherent disadvantages of the Web?

As I show these images, let's talk through them.

**Speed over accuracy**: (Problem for the dead at New Orleans was the LACK of speed. Problem with the reporting on the shooting of Rep. Gabriel Giffords was TOO MUCH speed, which pressures journalists to deliver to you unverified information.)

Confusion about what is and is not journalism: (Fox commentator from Maddow clip and Assange documents leaked wholesale...Even people who should know better, sometimes forget that just because it's on the internet, doesn't guarantee it's reliability, although it can look great.)

Irony of this age: (A lot of the "Information" of this age is data about where you are, who you know and what you look at and buy. At the same time, these technologies allow anonymous persons to reach a large audience, triggering what social scientists call the Disinhibition Effect...Nice people say horrible things when they think they are anonymous AND speaking to a crowd.) So...people's opinions online tend toward the nasty, Counterfeit Opinion Journalism has developed a uniquely nasty and personal style and that has had an effect on real fact-based Opinion Journalism, in which it has become more acceptable to make personal attacks and use vituperative language.



Text slide to review those points

## News on the Web – Disadvantages • Blurring of Lines Between News, Opinion, and Advertising • Underfunding of Newsrooms Erodes Quality of Journalism • Abundance Increases Odds You'll Choose Poorly

(Lecturer, with this set, you provide the idea first and then explore the examples in the next slide, so it's the opposite of the last sequence)

Here are ideas we have touched on earlier in the semester.

- 1. Online, the distinction between Information Neighborhoods gets blurry.
- 2. The shift to online and now mobile online news has taken money away from newsrooms and even app designers and put it mostly in the hands of Apple, Facebook and other companies who deliver the information, but do not employ the journalists who collect it. The result has been a lot fewer journalists out on the street. News organizations are experimenting with "citizen journalism" and other low-cost methods that amount to using amateurs to do what professionals once did.
- 3. At the same time, the explosion in the numbers of blogs, news websites and other outlets seems to increase the odds that News Consumers will wind up relying on unreliable information. Consider the University of Maryland study we discussed three weeks ago: Voters in the 2010 congressional election went to the polls with wrong information about fundamental issues such as the direction of the economy.



- Online, the distinction between Information Neighborhoods gets blurry. These ACAI BERRY ads look like journalism, but are just a way to sell more ACAI BERRY pills.
- 2. The shift to online and now mobile online news has taken money away from newsrooms and even app designers and put it mostly in the hands of Apple, Facebook and other companies who deliver the information, but do not employ the journalists who collect it. The result has been a lot fewer journalists out on the street. News organizations are experimenting with "citizen journalism" and other low-cost methods that amount to using amateurs to do what professionals once did. One example is a story like this, from CNN's iReport, that panicked the stock market with a false report of Jobs being rushed from the office via ambulance.
- 3. At the same time, the explosion in the numbers of blogs, news websites and other outlets seems to increase the odds that News Consumers will wind up relying on unreliable information. Consider the University of Maryland study we discussed three weeks ago: Voters in the 2010 congressional election went to the polls with wrong information about fundamental issues such as the direction of the economy. Are we finding reliable information, or gorging on videos of cats playing pianos?



Your job is WAY bigger than it was for news consumers before the Web.

Now more than ever, it's up to you to decide what's reliable and what's not.

If you rely on everybody else, you can be wrong.

It's easy to be too trusting of the technologies of the Web.

We'll get back to this, we just wanted to remind you.

And scare you a little.

Weirdest Google Algorithm story in a long time.

Excerpted/adapted From the 11/28 New York Times:

"DecorMyEyes, a New York eyeglass company, specializes in abusive, threatening customer service. Change an order and the guy goes ballistic.

Why? He has figured out that the more his customers complain online, the higher the traffic to his website. He explains it in one post on a website: "I just wanted to let you guys know that the more replies you people post, the more business and the more hits and sales I get. My goal is NEGATIVE advertisement."

Online chatter about DecorMyEyes, even furious online chatter, pushed the site higher in Google search results, which led to greater sales...facilitated by the quirks and shortcomings of Internet commerce



ANIMATION: EACH CLICK BRINGS UP A WORD But if you look at it another way, Your job as a news consumer is unchanged.

You still have to look for reliable information, which is still defined the same way.

No matter how slick it looks on your phone. No matter what your friends are linking to on Facebook, stay focused on VIA.

School Stony Brook University School	ol of Journalism • News Literacy "News Literacy and Why It's Important"
News on the Web- Advantages	
• Speed	Global
• Free*	Competition
Convenient	Archival
<ul> <li>Variety</li> </ul>	•Interactive /Shared
Democratic	•Multime dia
	* If giving up your data is the same thing as free.

## (Animation: Click for each bullet point)

And it's not all bad.

What follows is a series of Positive elements of life on the Web.

Information flows quickly, (AND its reliability can be tested quickly)

Many outlets do not charge a fee

Mobile devices mean its accessible almost anywhere Because the cost of production has dropped, the web is way more democratic, with a much broader variety of outlets than was previously possible.

Information is available more globally than ever before. With all those outlets, competition is fierce. That means flawed information is quickly outed.

Unlike a newspaper, which gets tossed, news on the web can be searched and found long after its publication date.

New technologies allow for new ways of displaying news, plus the explosion of social media has made news the heart of many Facebook, Twitter, Text and qq conversations.

The ability to run audio, video, still photos and text makes

The ability to run audio, video, still photos and text makes News on the Web a much richer experience



Old People, like me, tend to gripe about how the speed of News on the Web leads to more errors.

But it also allows for speedy correction of errors.

Not only do transparent news outlets correct their errors quickly online, there are now online organizations that do nothing but keep track of errors and keep you posted on them.

http://www.psdisasters.com/2011/04/fujitsu-hackjob.html



On Photoshop Disasters, and several other sites like it, sharp-eyed news consumers and ad busters keep track of impossible images and call attention to the sloppy work of page designers and others who use PhotoShop and other software to create fake images.

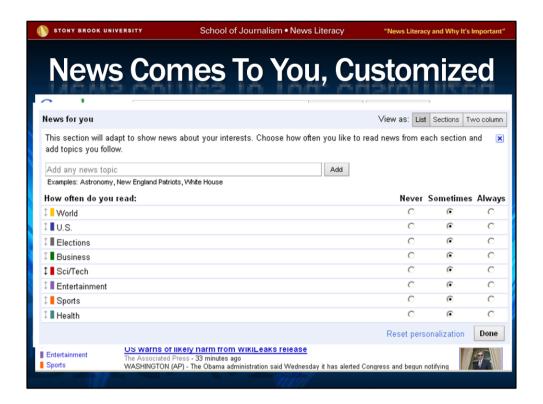
http://www.psdisasters.com/2011/04/fujit su-hackjob.html



In the last five years, most of the Web's traffic has moved to mobile applications that can run on a smart phone or iPad. Even Amazon's Kindle has a web browser and email. Now news is not only 24-7, it's 360 degrees and three dimensions. Almost anywhere you are, you can pick up the latest news.



RSS FEEDS: Customization...Web feeds benefit publishers by letting them syndicate content automatically. RSS benefits readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place. This breaks the traditional news product into individual pieces attractive for different reasons to hundreds if not thousands of audiences.



Couple that with Google Reader and in addition to signing up for news feeds, you create an ever-evolving custom newscast. Great for readers.



In addition to customization, the Web has created opportunities for you to interact with others interested in the same topics. you consume the story, you share the story, you react to consumer ratings and that drives you to the next story. It's still a solitary pursuit, but with parallel partners pursuing the same goals: information that alerts, diverts and connects us...reliable information we can use to make a decision, take action, make a judgment...



Google Reader and similar apps, make your findings available to people who value your judgment.

Why are we telling you things you already know?

CONTEXT...You came of age in this sea of always-on-shareable-mobile-multimedia news.

But to make sense of it, it helps to know things weren't always thus.

When you lead – and follow – in your various roles in life, it is important to think about how information shapes the world.



It used to be rare that anyone had a map of all the crime around their own home.

Now, almost any local newspaper can provide you with a customizable crime map to help you decide where to live, where to start a business, where to park.

http://longisland.newsday.com/newsday/crime/



But is all of this online information created the same?

Are Google, Facebook and Wikipedia reliable sources of information?

Let's take a look.

Say you're writing a paper about Martin Luther King, the Nobel Peace Prize winning civil rights leader from Atlanta, Georgia.

When you go looking, here's the Google payload: It checks your spelling, offers some images and then lists the top returns on similar searches. Number three on the list looks good.



There's a lot here, a student quiz, historical writings, various libraries, some disgressions into civil rights topics and...and what is this "peaceful in da hood" crap? Whaat? Whose site is this?



Martin Luther King.org is hosted by Stormfront.
Who is Stormfront?



The White Power logo makes it clear what's up. Stormfront as in Storm Trooper. You're on a site that repeats all the most negative rumors about King and emphasizes his flaws, while attacking his achievements and promoting white supremacist ideology.

That's their First Amendment right, but if you're looking for Independent information about King, Google's ranking system is clearly not based on reliability.



Which brings us to the next of News Literacy's key lessons: On the Web, Rank does not equal Reliability



Remember that journalistic truth is *provisional*. Because there is so much information available and from such a wide range of sources, from criminal to impeccable, you have the responsibility of figuring out the reliability of every piece of information you use.

You recall we talked in lectures 8 and 9 about critical thinking: that active evaluation of information that comes to you. Our goal is to move you from mere knowledge and comprehension to the higher levels of thinking: application, synthesis, analysis and evaluation. To do that kind of critical thinking, you take a foundational concept like VIA and put it to work, using consistent standards, stated in unambiguous terminology, to judge the information you encounter. That's the final, in a nutshell, so we're studying today, aren't we?



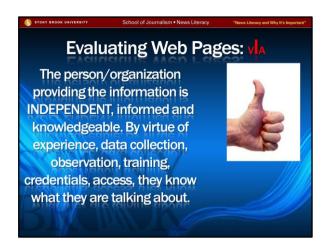
So, when searching for news online, it is your job to make sure you are getting the latest news that has been **Verified**. News on the Web is archival. A good thing. But you need to be alert to the date of a post. It may be two minutes old or two months old.



Students should judge whether they are looking at an **independent** website providing journalism, as they would judge any other news organization.

Is the website's primary mission to *inform* the public?

Does it in any way attempt to deceive the public? Independence means financial, emotional and intellectual independence. Self-interest is not, as we have been saying, a fatal flaw. But if the site is owned by BP, chances are you're getting the most positive information available about the health of the Mississippi Gulf Coast.



When you cover Congress or even a State Legislature as a reporter, you start to talk to your colleagues about people who are "Net contributors to the pool of common wisdom" and people who are "Net subtractors from the pool of common wisdom."

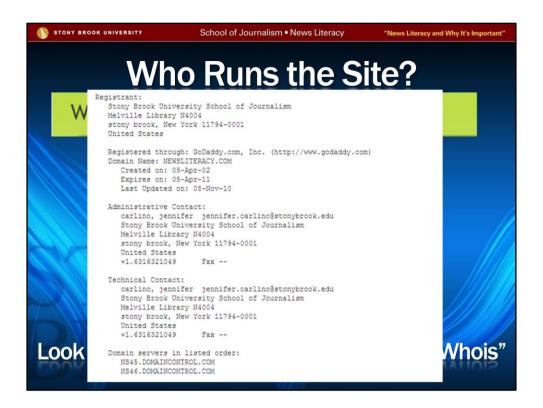
Ditto with websites. Some are useful. Some poison the public discourse by introducing bogus statistics, distortions and outright lies. That's why you should seek information from reputable, established sites and be skeptical of sites with no track record.



Students should always begin by considering what *information neighborhood* they are in. If they are in the news neighborhood, is this website **accountable** for the information they provide? Do they stand behind the material on their website?



- Look at the "About Us" page THIS IS KEY. STUDENTS SHOULD DO THIS EVERY TIME THEY ARRIVE AT A NEW SITE!
  - Is there contact information?
  - Is there copyright information?
  - Is there someone taking credit for the work?
  - What sites are linked to the page?



Not fool-proof, but worth a try is something called a "Who is" search (i.e. Who Is?)

Look up the Center for News Literacy website, and you'll find out it's registered to the Stony Brook University School of Journalism, care of Jen Carlino. Email her and she can provide information about us.



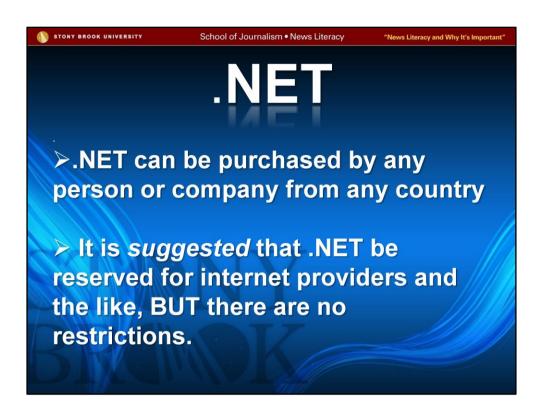
And now, while we're thinking about Independence and Accountability on the Web...

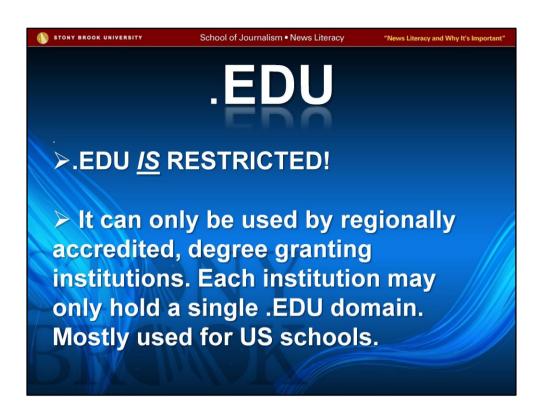
A quick lesson about domain names.

Don't assume a .org is a charitable or nonprofit, or that a .net is a hive of do-gooders.

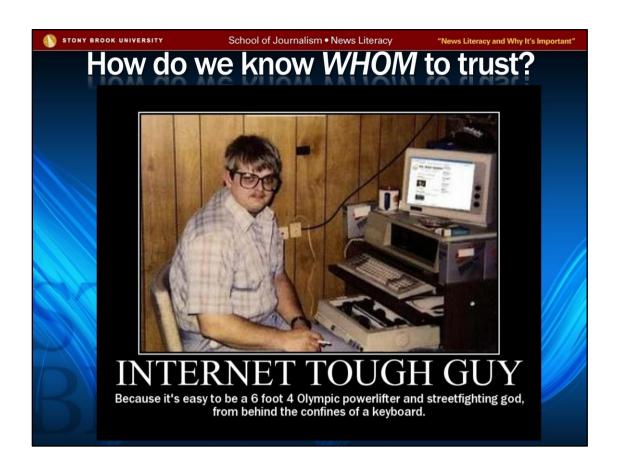
Here are the facts







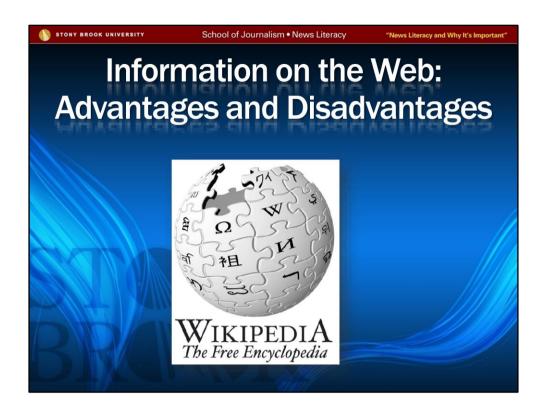




When you're deciding to rely on information from the Web, just remember this guy's face. On a chatboard, he pretends to be a 6-4 Olympic powerlifter and streetfighter.

But how do you know he's not some chainsmoking Schmoe with a keyboard and a wifi modem? Who exactly are you getting information from? The advantage of news and information on the Web is that you can often back track and check where information is coming from.

Which leads us to a short lesson about Wikipedia...



ASK: how many use Wikipedia.? (Most studies say about 85% of students use it.)

Luckily, most studies of student research habits <u>say</u> you only use it as a starting point.

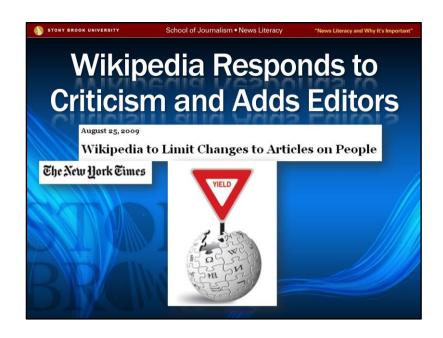
Why is that important?



In May 2005, an anonymous user created a five-sentence Wikipedia article about legendary civil rights-era newspaper editor John Seigenthaler, saying Seigenthaler, a confidante of Sen. Robert F. Kennedy "had been a suspect in the assassinations of U.S. President John F. Kennedy and Attorney General Robert F. Kennedy."

The information, which was false. remained on Wikipedia for three months.

Writing about it, he said "And so we live in a universe of new media with phenomenal opportunities for worldwide communications and research — but populated by volunteer vandals with poison-pen intellects. Congress has enabled them and protects them" — a reference to the protection from liability that Internet Service Providers are given under Federal law versus editorially controlled media like newspapers and television.



Wikipedia no longer permits unregistered users to create new bios of people.

But unregistered users are permitted to post additions or changes.

(BACKGROUND: (ugust 2007, the website WiklScanner began to trace the sources of changes made to Wikipedia by anonymous editors without Wikipedia accounts. The program revealed that many such edits were made by corporations or government agencies changing the content of articles related to them, their personnel or their work.

In practice, the Wikipedia is defended from attack by users checking pages and edits, computer programs ('bots') that are carefully designed to try to detect attacks and fix them automatically (or semi-automatically), filters that warn users making undesirable edits, blocks on the creation of links to particular websites, blocks on edits from particular accounts, IP addresses or address ranges.

For heavily attacked pages, particular articles can be *semi-protected* so that only well established accounts can edit them,or for particularly contentious cases, locked so that only administrators are able to make changes. Such locking is applied sparingly, usually for only short periods of time while attacks continue.)



Wikipedia pages include numerous tags that alert you when you are straying into articles that are new or haven't been edited much.

Learn what they mean and watch out for them.

## Be Skeptical

Does the article cite sources?

Does the information sound plausible?

Are there obvious problems with the writing style?

Be aware if you see the tag: [citation needed]

That may indicate unverified information

## Look Deeper

Links to articles by professional journalists.

Context about people, places and events in the news

Peek behind the scenes – read the *Discussion* page about the article.



At the very top of every Wikipedia entry, there is a "Discussion" tab.

There, you'll find notes from people who are doing the work on that particular subject, describing why they have made additions and subtractions. This is one of Wikipedia's transparency mechanisms.

But it's also where you'll find snarky debates about Barak Obama's birthplace, religious affiliation, etc.

On a Wikipedia page like this one, you quickly learn that super-partisans on both sides of the political divide appear to have unlimited time on their hands for: "Oh Yes He Did. Oh No He Didn't. Jerk. Moron. Sheep. Racist." and other brilliant debates of that type

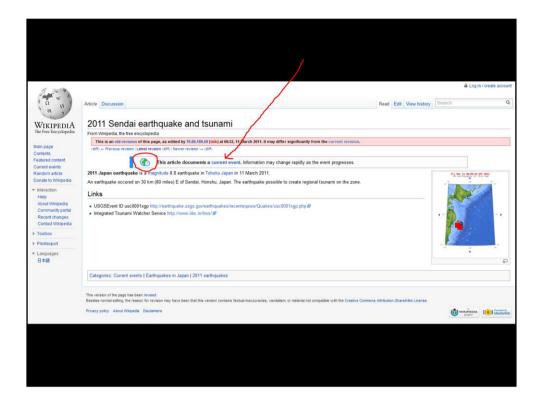


Notes to instructor: This animation of 75 slides plays automatically. It STOPS several times to highlight changes

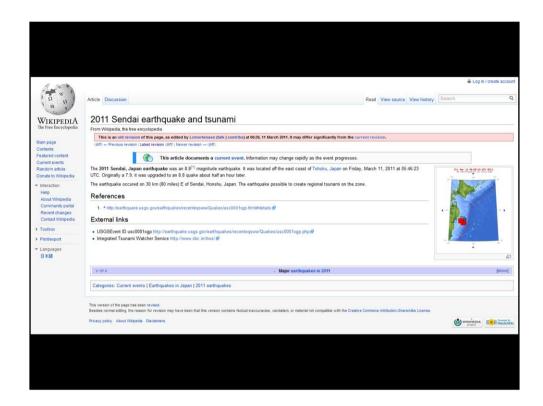
This Page has notes for all stops in order. You click to resume animation each time. Slide numbers are on this list for digital editor's convenience. You don't need to pay them any mind.

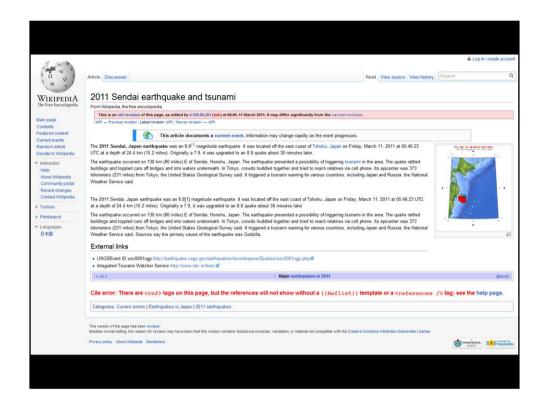
Let's look at a recent example. Here's the article created 06:18, 11 March 2011, <u>32 minutes</u> after the main quake in Sendai, Japan

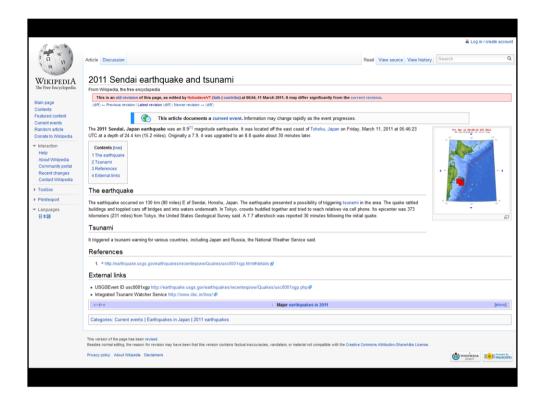
- 1. Slide 2 Article created 06:18, 11 March 2011, **32 minutes after** the main quake.
- 2. Slide 3Notice the CURRENT EVENT warning at the top of the page.
- 3. Slide 9 INFOBOX on right with casualties ("many injuries") and magnitude
- 4. Slide 21 New map
- 5. Slide 22 Revert to old map
- 6. Slide 25 Battle for map supremacy
- 7. Slide 31 New pictures
- 8. Slide 36 Notice links to LIVE VIDEOS on the bottom. Also, in the next several slides, pictures are added and removed
- 9. Slide 41 Pics come back
- 10. Slide 53 More information and references
- 11. Slide 54 VANDALISM!!
- 12. Slide 56 Restored
- 13. Slide 61 Bringing all the old pics back
- 14. Slide 71 Major lengthening of article, with many references
- 15. Slide 72 Here's what's in the article after 12 hours [1 of 4]
- 16. CLICK TO ADVANCE TO EACH OF THESE FOUR FINAL SLIDES



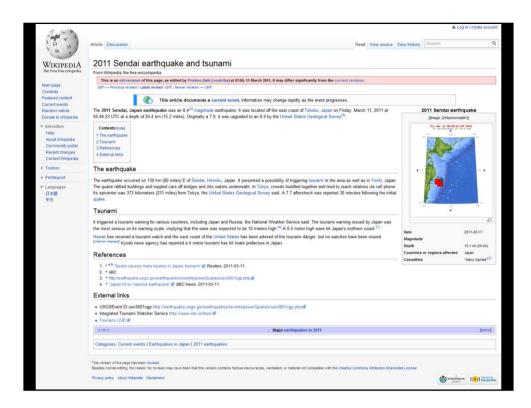
Notice the CURRENT EVENT warning at the top of the page.

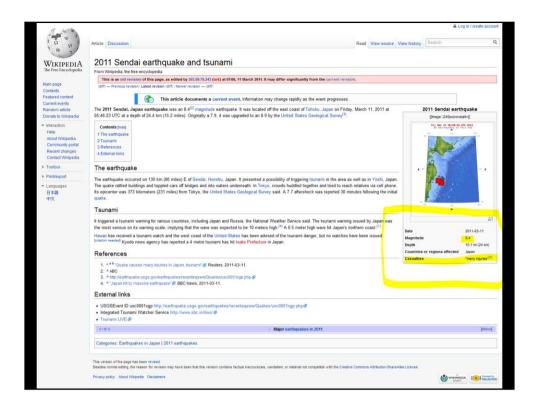




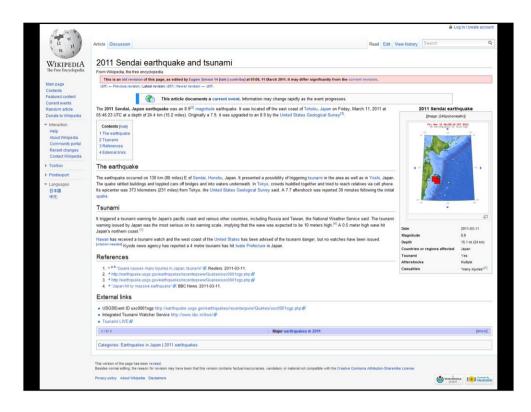


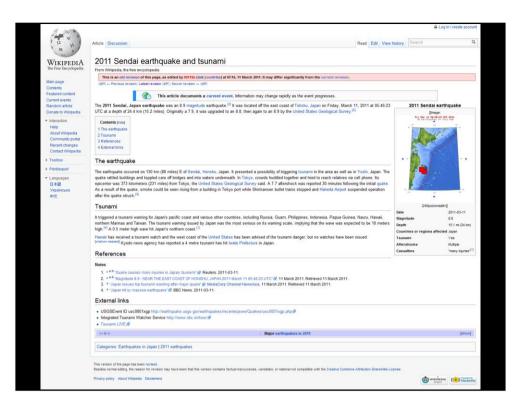


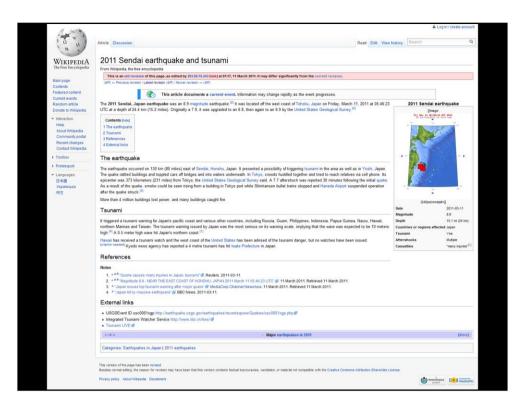


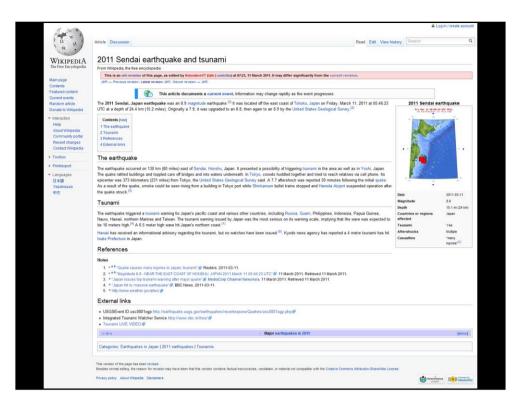


INFOBOX on right with casualties ("many injuries") and magnitude







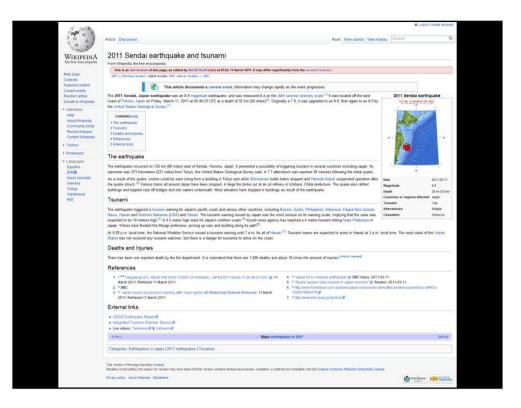




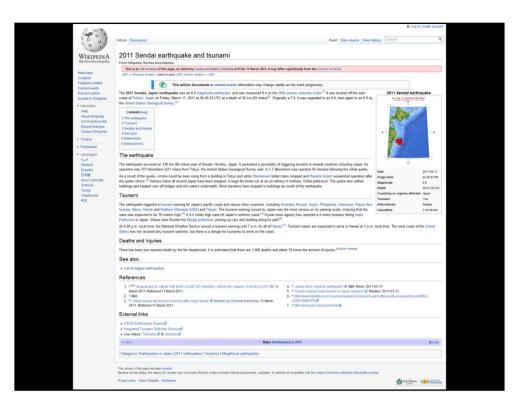


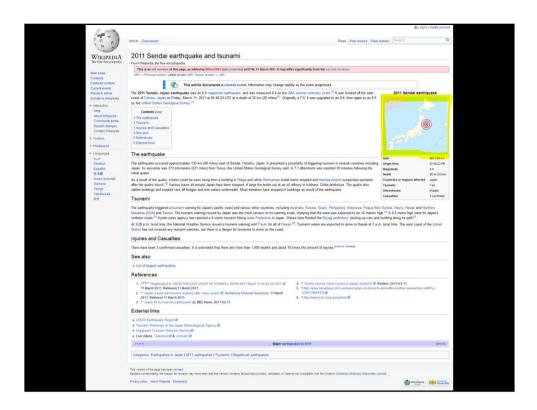








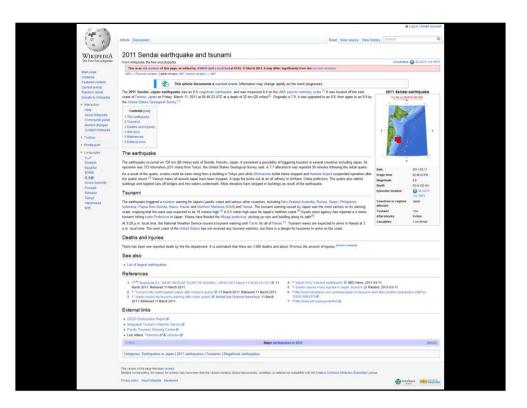


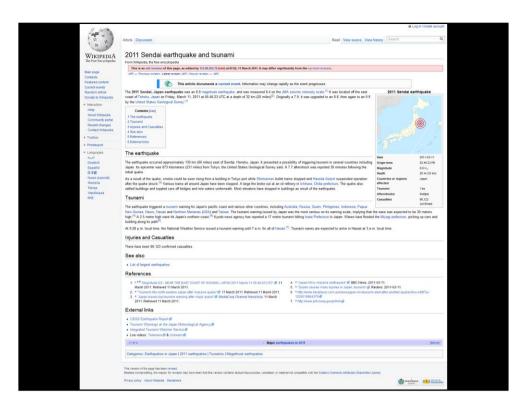


New map



Revert to old map

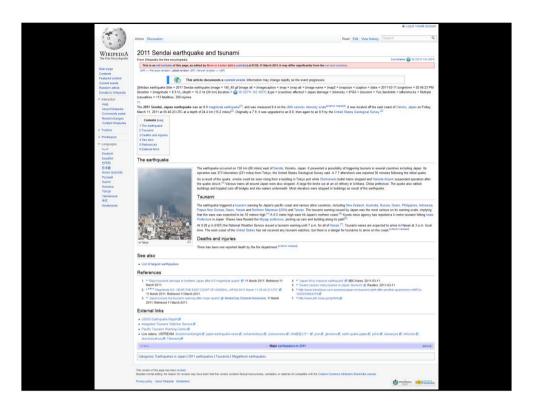


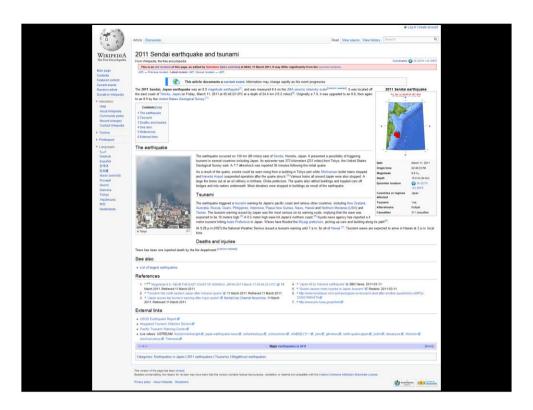




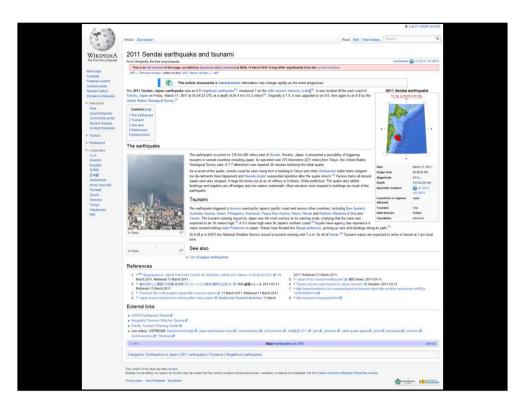
Battle for map supremacy

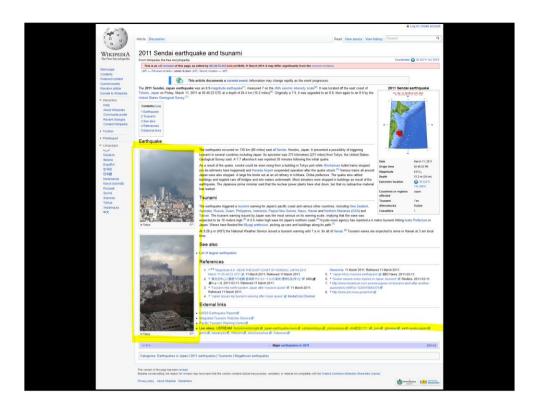








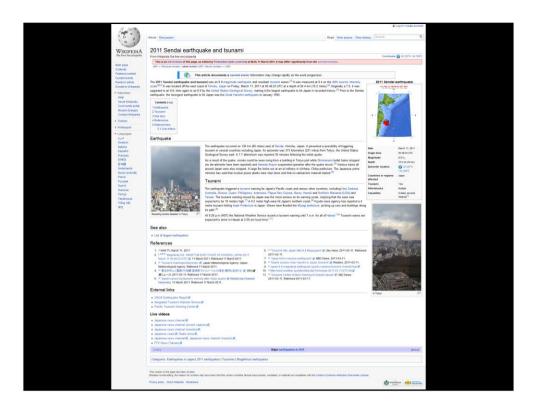


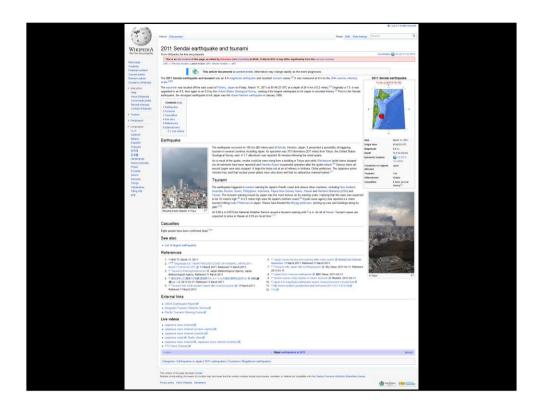


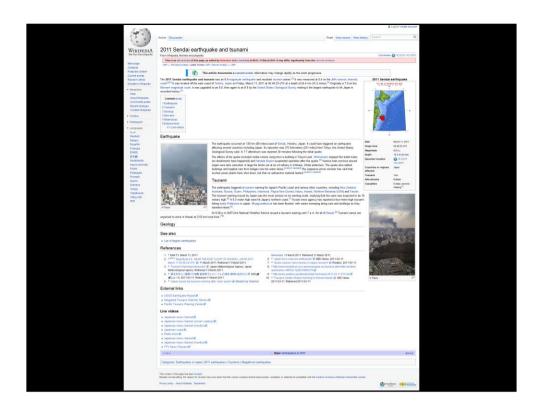
New pictures



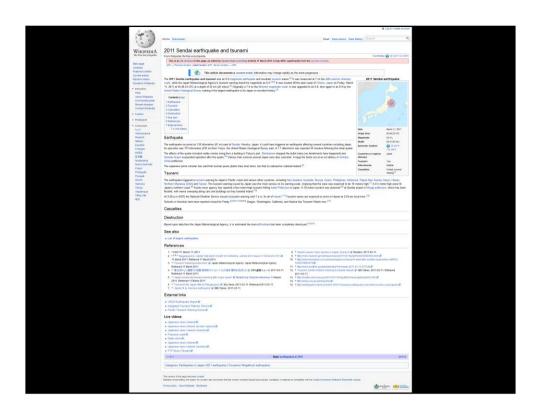


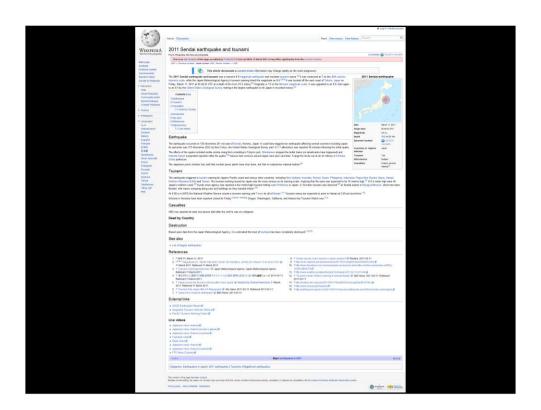


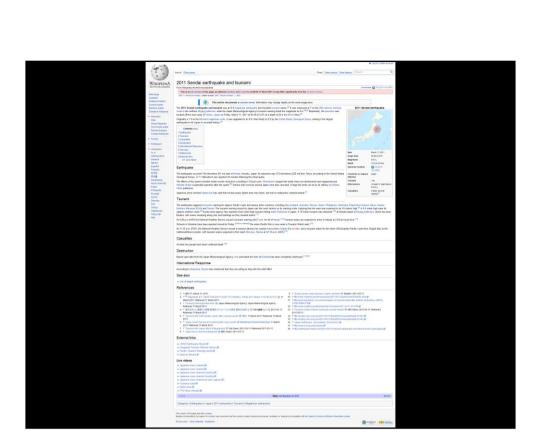




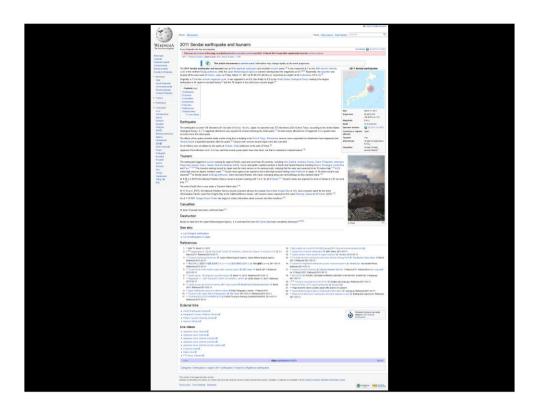
Notice links to LIVE VIDEOS on the bottom. Also, in the next several slides, pictures are added and removed.



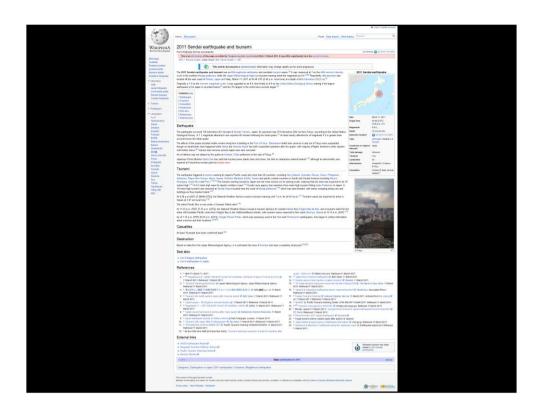


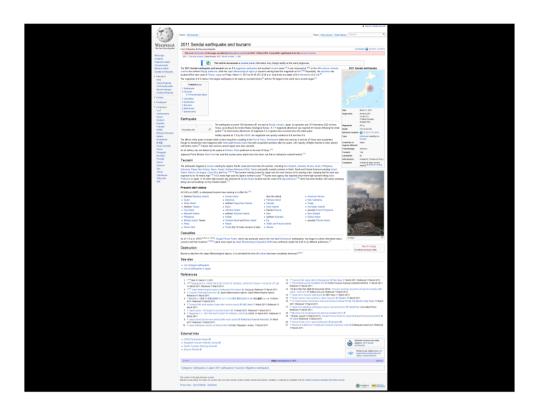


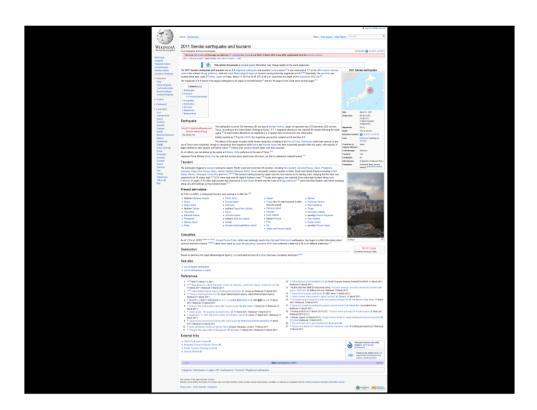


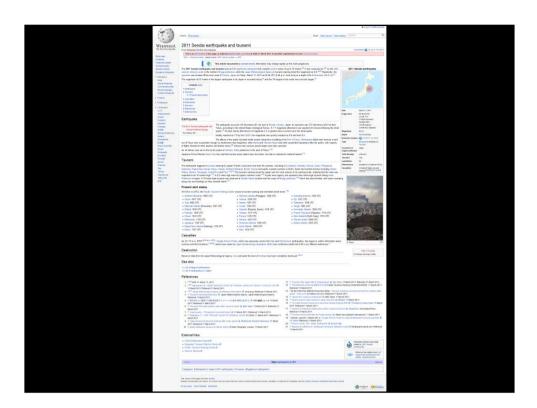


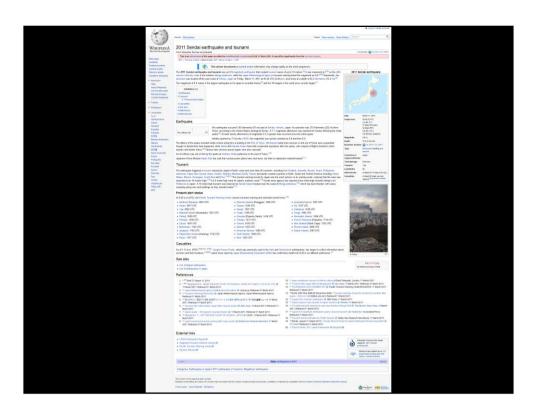
Pics come back

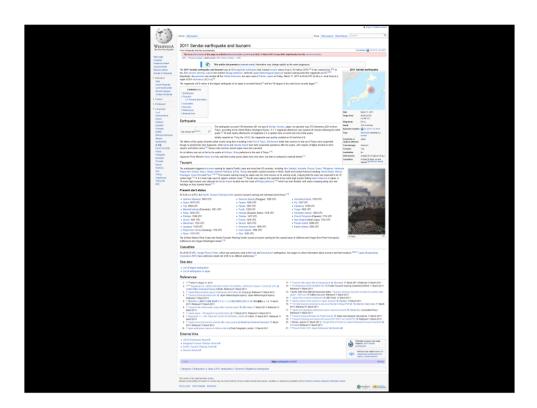


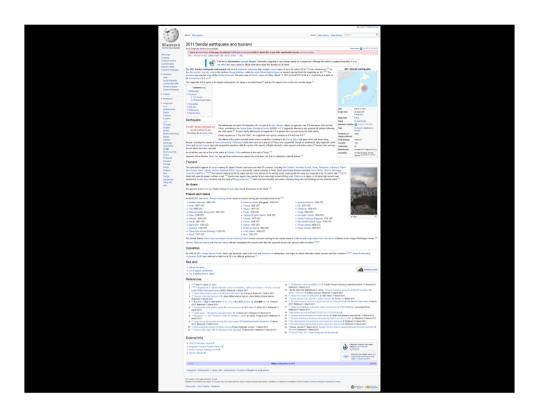


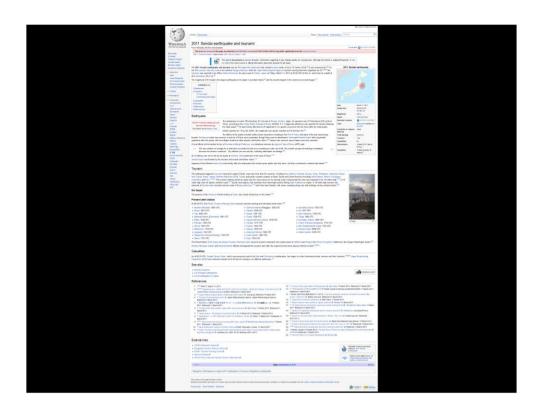


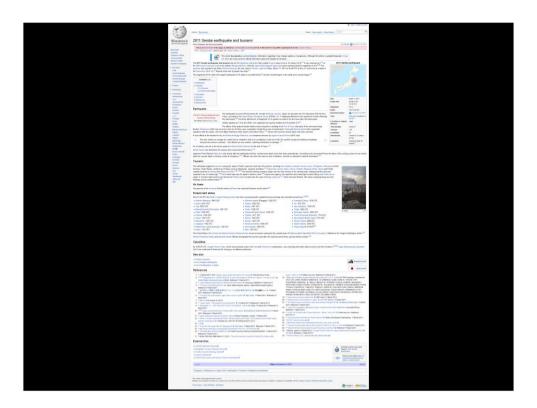


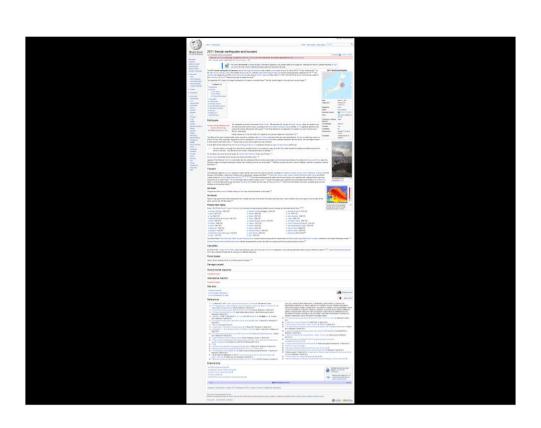


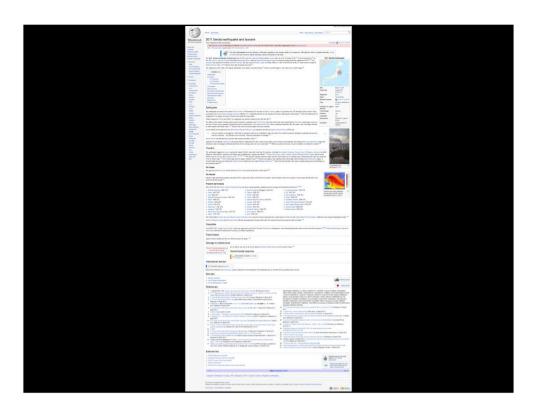


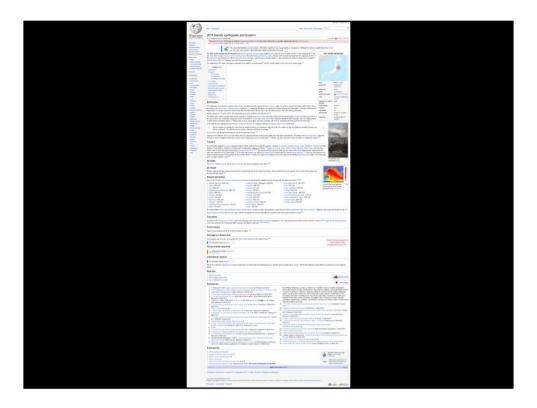




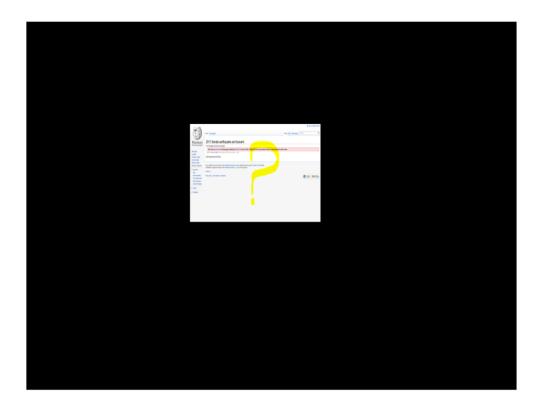




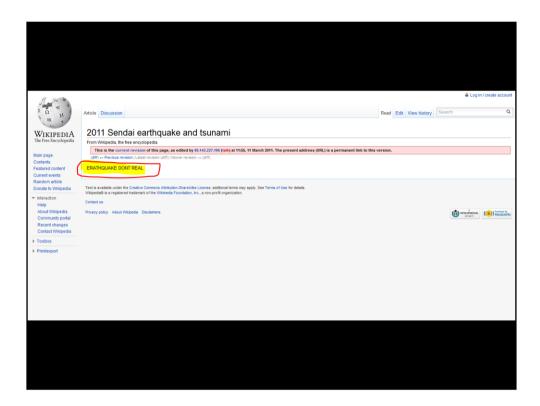




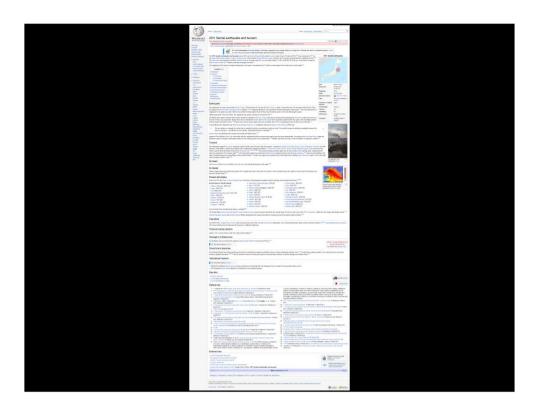
More information and references



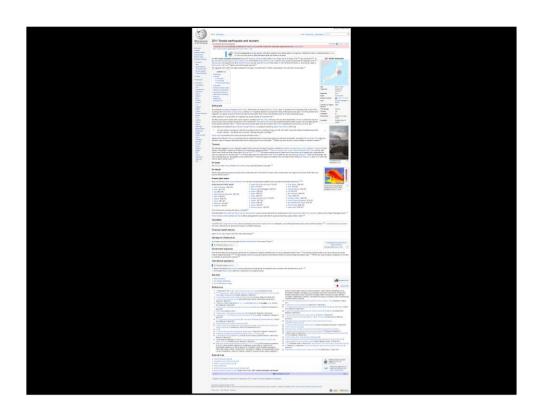
VANDALISM!!

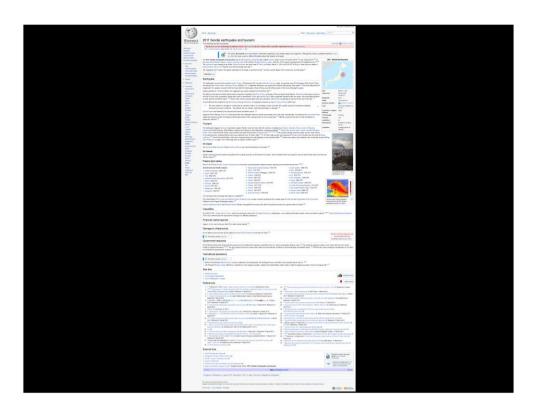


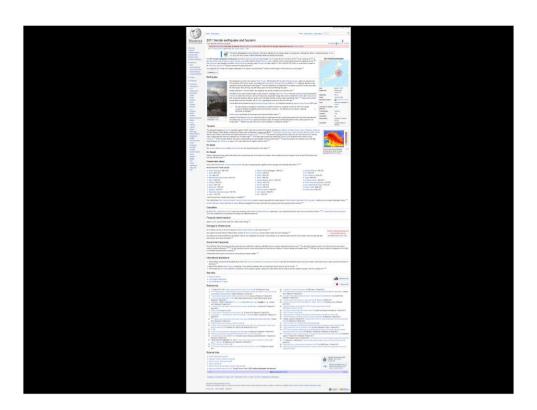
## VANDALISM!!

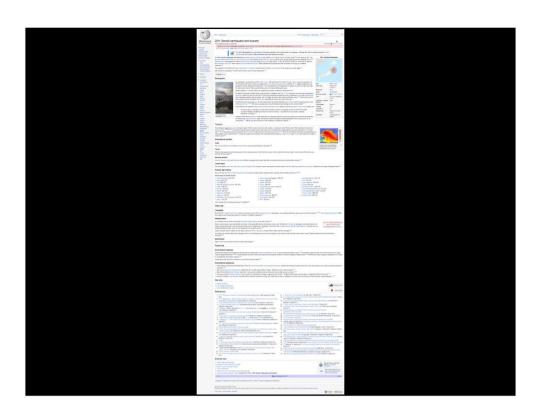


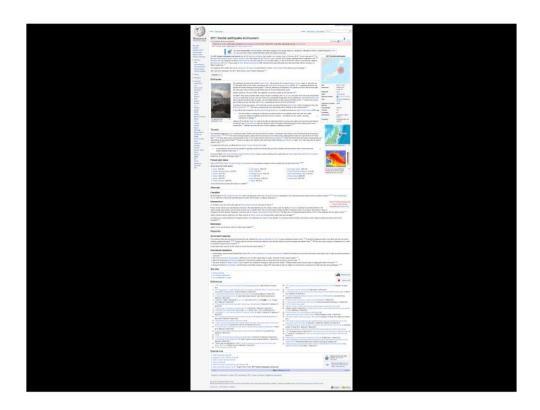
Restored







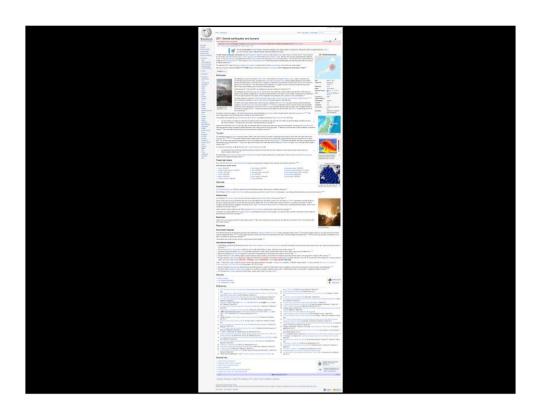




Bringing all the old pics back

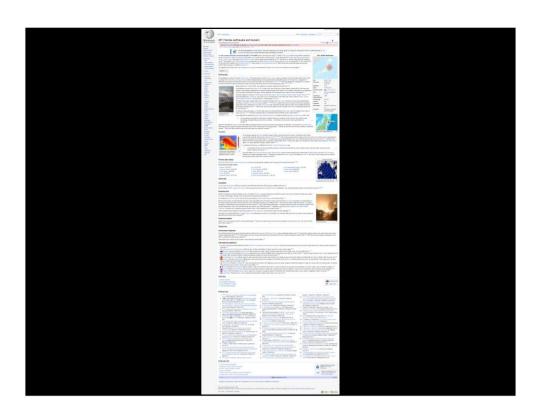




















Major lengthening of article and many references



Here's what's in the article after 12 hours [1 of 4]

A standard encyclopedia entry, with maps and photos (and a tag warning this is a current event)

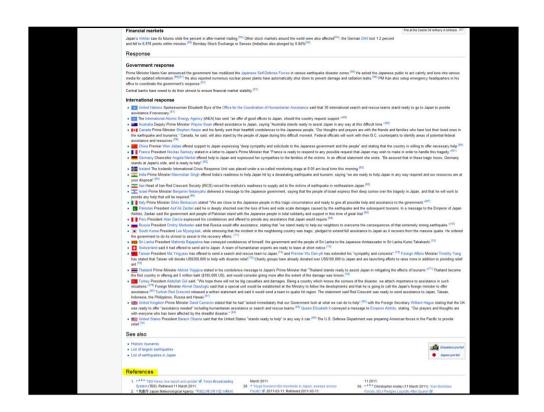
CLICK TO ADVANCE TO NEXT SLIDE

to Constitution (Constitution Constitution C	hite [20]21 [24] Acco and with wa e Prefects danger of a statement	(\$22,23) The tsu inding to Kyodo aves sweeping a use in Japan. A t tsunami flooding t to the press; a	nami warning issued in news agency, a 10-m saide cars and floodin 0.5-meter (20 in)-high g prompted warnings in an official from the Pa- s size has the potenti	by Jap eter (3 g vario wave I for alm cific Ts	an was the m (3 ft) high tsun us buildings a nit Japan's no lost the entire lunami Wamir	nost serious on its warm nami was observed floo as they traveled inland, inthern coast [26][15] Rej a Pacific basin [29] ing Center said.	ning scale, implying that the wave iding Sendai Airport, which is loc [27] Kyodo news agency has repr	ast of North and South America from Alz was expected to be 10 meters (33 ft), used mear the cost of Myrage prefecture, othed a four-meter (13 ft) high tsunami hit ar was higher than some Pacific islands centre within minutes and more
								nia and Oregon from Point Conception,
			hington border. [23] Re is were closed for the			and Astoria, Oregon we	ere notified by reverse 911 and si	rens in early morning hours to evacuate  Transi Transi Transi
Nation	Fuarus	tion Trunami	alert Tsunami heigi	ht Dar	ut Sources			
Taiwan	Yes	Yes	10 cm (3.9 in)		1311			250 100 20
Guam U.S.A.	Yes	Yes		0	[92]			- 2G / J / W
Northern Mariana	Yes	Yes		0	(32)			
Hawaii, U.S.A.	Yes	Yes	2.1 m (6.9 ft)	0	(33(34)			-
Philippines	Yes	Yes	1 m (3.3 ft)	0	[20][26]			
Palau	Yes	Yes	11 cm (4.3 in)	0	[36]			
Indonesia's North Sulawesi and Maluku island:	Yes	Yes	10 cm (3.9 in)	0	(36(37)(21)			Estimated toursami travel time forecast
Russia's Sea of Okhotsk's coastline			3.3 m (11 ft)	0	[36]			
Russia's Kurll Islands	Yes	Yes	3.3 m (11 ft)	0	(38)(39)			
Present alert status Since 5:55 UTC the Pacific Tsunami Warning ( Arrival times for Pacific Islands	Center has	been issuing fr		nami v		estimated arrival times.	[49][41]	
Present alert status Since 5:55 UTC the Pacific Tsunami Wanning C Arrival times for Pacific Islands • Kermadec Islands: 16:56 UTC • French Polymesia (Papeete): 17:14 UTC	Center has			th Cap	varnings and e		• Easter Island: 23:83	итс
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Present alert status Since 5.55 UIC the Pacific Tunnam Warning C Antivat times for Pacific Islands Kermands Inlands - 16.9 UIC Franch Palynesia (Papeste): 17.14 UTC Aftermath Casualties Tolay Desdicasting System (TBS) has confirm By 99.30 March 12 UTC, Google Plesso Frede	ed at leas	it 300 dead and as previously us	New Zealand (Nort    Pitcaim Island: 20    another 530 missing sed in the Halti, Chile,	in six	ramings and e e): 17:23 UTC C different prefer	ectures.[1]	Easter Island: 23:03 i  cting information about survivors	
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Here's what's in the article after 12 hours [2 of 4]

Robust sub-categories of information, on geologic information, casualties, infrastructure damage and economic impacts...

CLICK TO ADVANCE TO NEXT SLIDE



Here's what's in the article after 12 hours [3 of 4]

A catalogue of the international response to Japan's need.

CLICK TO ADVANCE TO NEXT SLIDE



Here's what's in the article after 12 hours [4 of 4]

And a page of links to the references cited in the Wiki entry.

ASK: What's better, cite Wikipedia, or click on the links and cite the original source material?

Why?

If you had gone to this page after it was hacked, you'd get bad information. And there still may be land mines left there by vandals...So

The most important rule? Go to Wikipedia <u>first</u> to get ideas. But never go there last, or you risk grabbing vandalized content.

It is, as you were taught in high school, a TERTIARY source, not a primary source.



(Students were assigned to go to the RYT site and check it out. It looks slick, but it's a fake: Broken links, no contact information, and some really crazy hoaxes about nanotechnologies etc.)

ASK: Has anyone been treated at this hospital?
Anyone have a family member who works here?
So... what did you find on this site?
Any observations?
(And so on. Try to get the skeptics to talk about what tipped them off)

http://www.rythospital.com/2008/



There are those on the web who can help you to bust information you suspect is bogus.

One of the better-respected sites is Snopes.com. It started out as a collection of urban myths, tracked back to their origin. Now, Snopes specializes in busting online hoaxes and myths.



Snopes proved so useful, it spawned imitators.

There is so much unreliable information slung about in politics that two organizations, FactCheck.Org and Politifact.org have started websites dedicated to checking the claims of politicians and calling them on it when they stretch, bend or break the truth.



Here's one way to remember your role as a news consumer and citizen in the Information Age...The Web is an ice cream palace...



You've got your Good Ol' Vanilla. Like the NY times.



If you are feeling a little more selfindulgent, you can choose some sinfully delicious Chocolate.

Like TMZ, it mostly follows the rules, mostly has redeeming qualities.



Or, you can blow your diet and choose Rocky Road: Facebook updates, mass mail. It's a mélange of truth, fiction, humor, etc. Chocolate ice cream is the base, but this is a trashy mix. Oh, yeah, and it's got plenty of nuts in it. And fluffy marshmallows. It's a 'rocky road' to be on. No verification, might not be true. But we all consume it. Often blindly, from a "trusted" friend. http://www.huffingtonpost.com/2009/01/0 6/steve-jobs-dead-how-them n 155639.html



Remember our conversation in lecture 6 about Counterfeit Opinion Journalism?

Some people don't really want ice cream at all. They'll settle for a counterfeit like this Soymilk stuff.

Without a care, they dig into Acai berry spam, hoaxes, and other stuff like that.

Might be delicious to some, but it's absolutely not ice cream.

(Last image is generated with a fake news generator.)



Did we mention nuts? Lots of nuts. The comments boards, particularly the anonymous ones, are the toppings.



Our point is that the web is like an information ice cream palace. Lots of stuff all together.

It's up to you to choose.

http://www.idfa.org/news--views/media-kits/ice-cream/

