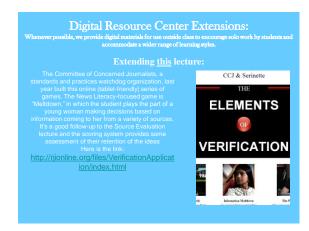
Lecturer Video Alerts:

No videos added But, there is a 75-slide animation of the growth (and hacking) of a Wikipedia entry All told, the animation takes about 4 minutes



After this lecture, students will be able to:

- Explain the crisis of authenticity caused by the anonymity of social and digital media
- Understand the particular challenges news consumers face when searching social and digital media for actionable information.
- Use specific examples to illustrate the difference between reliable and unreliable information found on social media
- Articulate the particular danger cognitive dissonance poses to news consumers seeking actionable information on social media

These skills relate to course outcomes 6,4,3,2,1

Perils of The Most Promising Ideas of This Age:

Disintermediation Moore's Law Crowd-sourcing

Or...

What Happens When EVERYONE Wields
The Power of Information?

The Promise and the Peril: Reliable Information on Digital Social Media



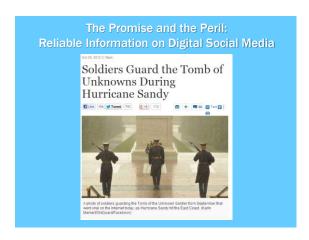
The Promise and the Peril: Reliable Information on Digital Social Media



















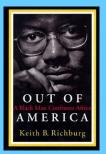








Extra Credit Event #3 May 1: The Power of Social Media in China



Keith Richburg

Veteran bureau chief for The Washington Post: 20 years in Beijing, Paris, Hong Kong, Jakarta, Nairobi and Manila and New York.

SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open a 7.45



News Matters!

Which Matters Made News on Your Homepage TODAY?

And

What Course Concepts Were on DisplayThis Week?

Context: The Growth of Online Usage

- 1968 First Internet-type file-sharing
- 1989 Tim Berners-Lee, working in Geneva (Switzerland) invents World Wide Web
 - 1995: 9% of Americans are online
 - •2000: 57% of Americans are online
- 2010: 79% of Americans use the Internet
 - The Average American Adult Now Spends
 13 Hours A Week on the Internet

ource: Harris Polls

What's Changing? Information Overload



Did the characteristics of reliable information change when news moved online?

Verification

ndependence

Accountability







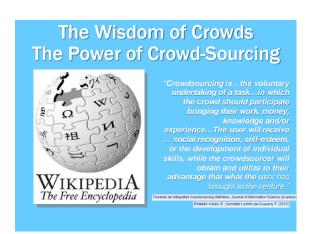


Key Lesson
Rank ≠ Reliability





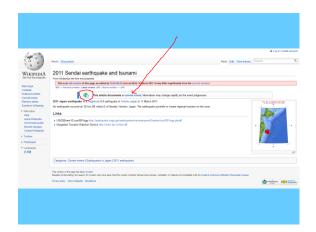








































































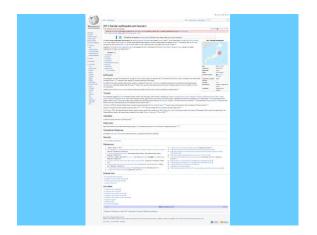


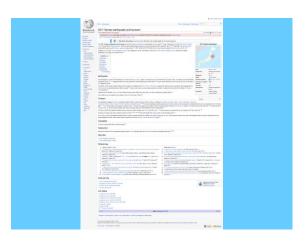










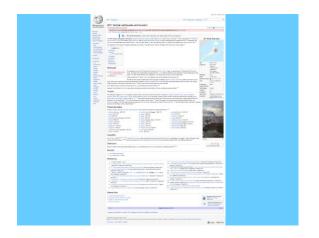










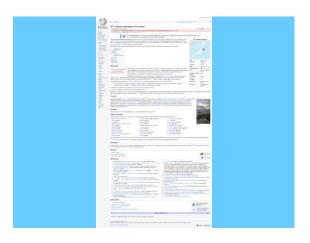


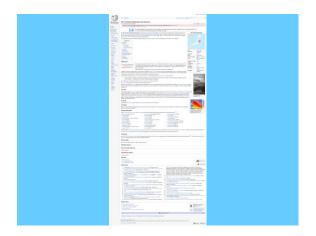














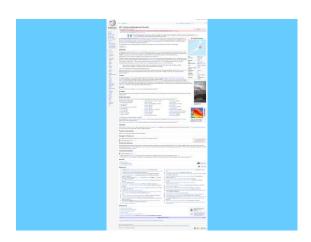


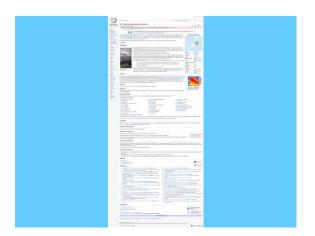




























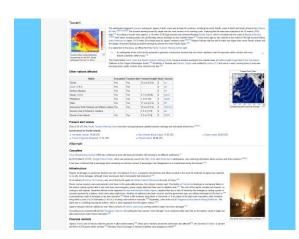


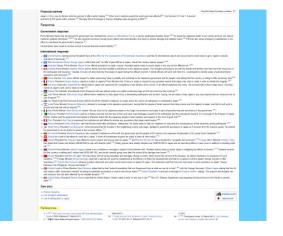


































Evaluating Web Pages: V_{IA} Articles provide evidence, reliable sources and transparency. Dates for page creation and content updates are provided Links are working (don't

Information on the page is not out of date

pages)

Evaluating Web Pages: vla

- Information is independent and verifiable
- Multiple sources are cited, ideally with a variety of viewpoints



- Links out to reputable , independent, or authoritative sites
 - News and opinion are clearly labeled

Evaluating Web Pages: vla

The person/organization providing the information is INDEPENDENT, informed and knowledgeable. By virtue of experience, data collection, observation, training, credentials, access, they know what they are talking about.



Evaluating Web Pages: viA

 "About Us" easily found, and with robust information about funding, ownership, contact numbers for corrections, etc.

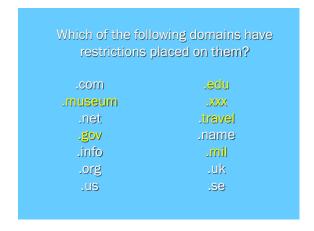


Look at the 'About Us' Page FALL Report For Service of Page 1 Market Country of Page 1 Market For Service of Page 1 Market For Serv





Can anyone register a URL at these top-level domains? .com .edu .museum .xxx .net .travel .gov .name .info .mil .org .uk .us .se

























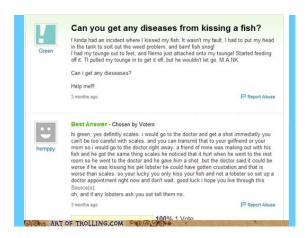














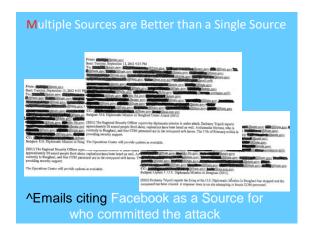
Reviewing this Lecture:

- 1. What are the advantages and disadvantages of sourcing your information from the Web?
- 2. How do you identify reliable information on the Web?















News on the Web - Disadvantages

- Emphasis on Speed Over Accuracy
 - Blurring of Lines Between News, Opinion, and Advertising

News on the Web - Disadvantages

- Abundance Doesn't Guarantee You'll Choose Quality
- "Disinhibition Effect" Makes Comment Sites
 Troll Habitat
- Underfunding of Newsrooms Erodes Quality of Journalism
- With No "Filters" There Are Also No Barriers to Partisans



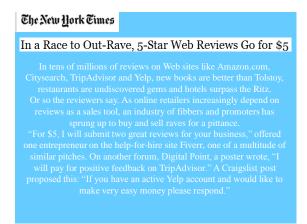




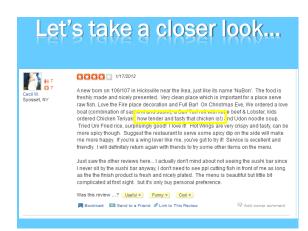


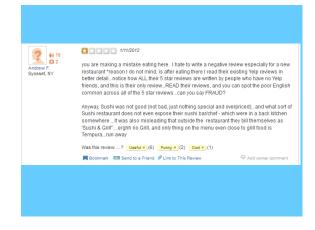


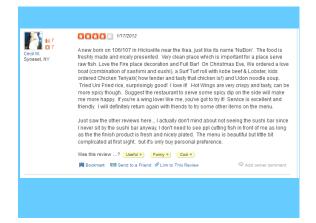










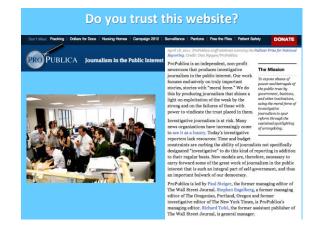






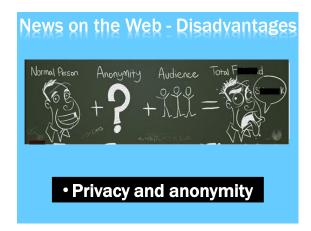




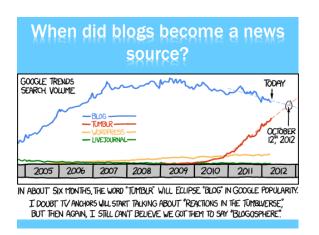


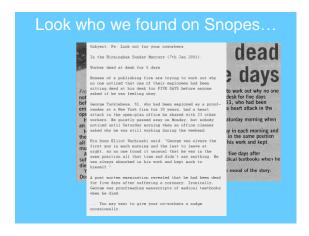


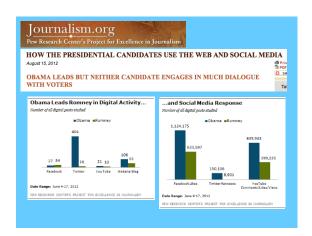




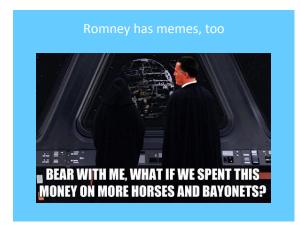


















Transparency on the Web: About Us

About snopes.com

The snopes.com website was founded by Barbara and David Mikkelson, a husband and wife team who live and work in the Los Angeles area. What they began in 1995 as an expression of their shared interest in researching urban legends has since grown into what is widely regarded by folklorists, journalists, and laypersons alike as one of the World Web Web's seemfal resources. Snopes.com is routinely included in annual. 'Best have made multiple appearances as guests on national news programs such as 20/2/0, ARC World News, CNP Sanday Morning, and NPR's Alf Tings Considered, and they and their work have been profiled in numerous major news publications, including The New York Timus, the Los Angeles Times, the Web Istreet, the Web Istreet Journal, and that magazine's "Your America: inspiring People and Stories' series."

With ower 15 years' experience as professional researchers and writers, the Mikkelsons have created in sropes, com what has come to be regarded as an online touchstone of numor research. Their work has been described as paintaking, scholarly, and reliable, and has been lauded by the world's top folklorists, including Jan Harold Brumand. Gard Halber, and has been lauded by the world's top folklorists, including Jan Harold Brumand. Gard Halber, and publishers' agents about doing a series of books, but they remain uncommitted at this time, preferring instead to continue focusing their efforts on their web site. Nevertheless, hundreds of the Mikkelsons' articles have been cited by authors in a 6,320 results for Sathara Mikkelsons' common, and verifices for their orticles never the continue focusing the continue focusing the continue focusing the profession and the continue focusing the focusing the continue focusing the continue focusing the continue focusing the continue focusin

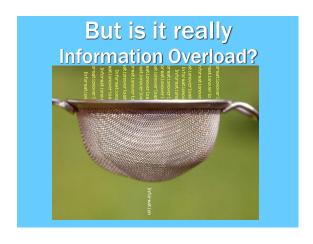


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Los Angeles Times

Pope Francis' election reopens Argentina 'dirty war' wounds

Some continue to question what Jorge Mario Bergoglio did or didn't do during the 1976-1983 military dictatorship.

March 14, 2013 | By Andres D'Alessandro and Chris Kraul, Los Angeles Time

