



“Fake News” & Media Literacy

Susan LoRusso, Ph.D.

Assistant Professor

University of Minnesota

Hubbard School of Journalism & Mass Communication

lorus004@umn.edu

About Me



Grew up in Luck, WI



Lifelong love of the news



B.S. from UW-Stout



Graduate work at the University of Minnesota



Research focus on misinformation, conflicting information, & ambiguous information in the news



Teach courses on media literacy for students across campus and our journalism majors

Today's Agenda

- Definition of Media Literacy
- The 1st Amendment
- Principles & Practices of Journalism
- Brief Overview of the Evolution of News
- Definition of “Fake News” & Examples
- Definitions & Examples of Other Types of Problematic Information
- Tools to Use to Evaluate Information



Media Literacy

“The ability to identify different types of media and understand the messages they're sending.” —**Common Sense Media**

“The ability to **ACCESS, ANALYZE, EVALUATE, CREATE, and ACT** using all forms of communication.” —**National Association for Media Literacy Education**

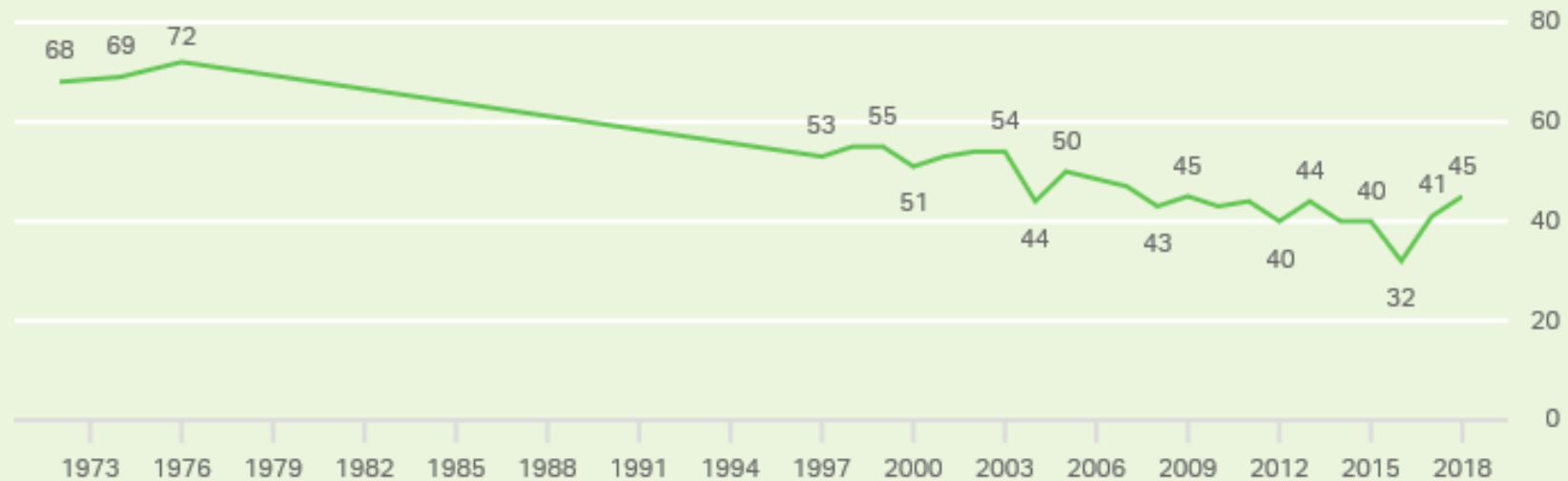
“Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms — from print to video to the Internet. Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.” —**Center for Media Literacy**

Trust in Media

Americans' Trust in Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount



GALLUP

First Amendment to the United States Constitution

“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or **abridging the freedom of speech, or of the press**; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.”

Why is the
press given
“freedom”?

Democracy is dependent on an informed electorate; access to information is essential to the health of a democracy because:

- Ensures citizens make responsible, informed choices rather than acting out of ignorance or misinformation
- Information serves as a “checking function” by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them

The Fourth Estate

- Three branches of government
 - Executive (President and administration)
 - Legislative (Congress)
 - Judicial (Supreme Court and lower Courts)
- Fourth Estate (Fourth Branch)
 - Press/Media

Essential Principles and Practices of Journalism

- First obligation is to the **truth**
- First **loyalty** is to citizens
- Discipline of **verification**
- Practitioners must maintain an **independence** from those they cover
- Serve as an **independent monitor of power (watchdog)**
- Provide a forum for **public criticism and compromise**
- Strive to keep the **significant interesting and relevant**
- Keep news **comprehensive and proportional**
- Practitioners must be allowed to **exercise their personal conscience**

[American Press Institute](#)



Conflict Between Principles of Journalism & Profit

- “Doing journalism” isn’t free
- Must appeal to the public

What do the people want?



Evolution of News

"HEEDLESS MOTHS," despite whatever claim it may make as a story or dramatic photoplay, is nothing but a bold bid to indecency. Produced by Perry Photoplays, it is the characteristic exhibition of certain new producers who bring nothing into the field but an insincere vehicle to make a little tainted money. Its star is Audrey Munson, who may or may not be remembered in an undraped celluloid demonstration satirically called "Purity." "Heedless Moths" had to have a story, and this one is laid in Greenwich Village, that over-rated and so-called artistic quarter of New York City. It is not an interesting story. It is a tiresome play. And let us hasten to add, in order that no craven pulse may quicken with anticipation, it does not even purvey the prurient thrill which is its thinly-veiled pretense. No one knew better than its producers that downright uncleanness could not be shown at all. So that all we have left is mock sentimentality, lachrymose titling, a considerable extent of unnecessary and unstimulating epidermis, and—boredom. Don't patronize it, for it is not worth your attention from any angle. If you do patronize it, you are adding fuel to the intolerant flame of censorship.

Opinion

America Deserves a Leader as Good as Jacinda Ardern

New Zealand's prime minister moved swiftly to ban weapons of mass killing after a gunman attacked two mosques.

By The Editorial Board

The editorial board represents the opinions of the board, its editor and the publisher. It is separate from the newsroom and the Op-Ed section.

March 21, 2019



Eriger Jui/Reuters

Letters to the Editor • Opinion

Voters have a gigantic responsibility



A student voter at the University of Northern Iowa's Cedar Falls on Sept. 28, 2012. (David Grecco/Getty Images)

Opinion • Letters to the Editor

March 25 at 5:27 PM

Robert Kagan's March 17 Opinions Essay, "[The strongmen strike back](#)," and Dana Milbank's March 17 Sunday Opinion, "[Run it like a corporation, they said](#)," provided different but alarming depictions of the same dangerous intersection. The former described threats to liberal democracy from foreign authoritarianism and American complacency. The latter observed this administration's preference for private profits over public safety, which contributes to the perception that our government is rigged for the wealthy and feeds the sense of apathy and powerlessness among many ordinary citizens.

Taken together, they're a bracing wake-up call that compels us to shed our cynicism and comfortable illusions and to urgently defend and reinvigorate our institutions.

In today's political climate, it's humbling to consider the courageous vision and determination that resulted in our Declaration of Independence and Constitution. They are the solid foundation upon which the infrastructure of liberal democracy is built.

Informed and engaged voters are the essential fuel that keeps that infrastructure vital and responsive. Without our participation, the institutions that protect us will atrophy, leaving our government susceptible to subversion for the benefit of interests other than the citizens it was designed to serve.

It's a compelling reminder of the critical importance of each and every vote.

James A. Lindsay Jr., Arlington

The Editorial Page



Evolution of News

Yellow Journalism



L.M. Slackens: The Yellow Press, showing William Randolph Hearst as a jester handing out newspapers, published by Keppler & Schwarzmann, October 12, 1910 (Library of Congress)

NATIONAL
ENQUIRER
THE WORLD'S LIVELIEST PAPER

FEATURE 15¢

Rita Hayworth Says...

I'M BACK FROM THE DEAD

**For Two Years
I Was a Zombie**



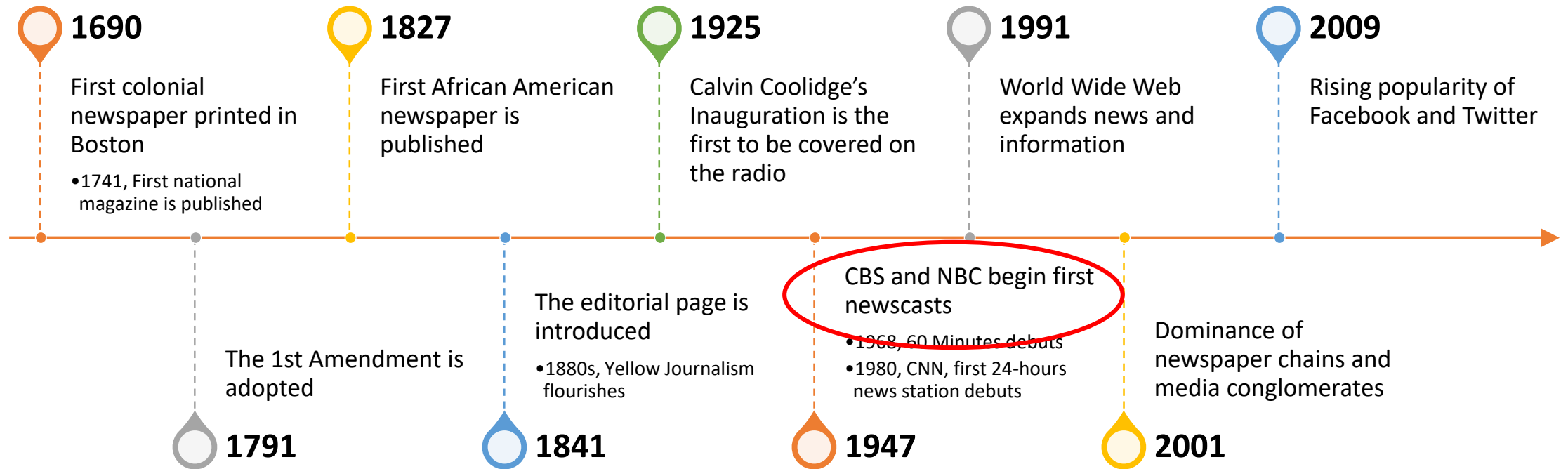
WEEKLY WORLD
NEWS

**Space creature survived
UFO crash in Arkansas!**

HILLARY CLINTON ADOPTS ALIEN BABY



**Secret Service building special
nursery in the White House!**



Evolution of News



Early Television News



60 Minutes

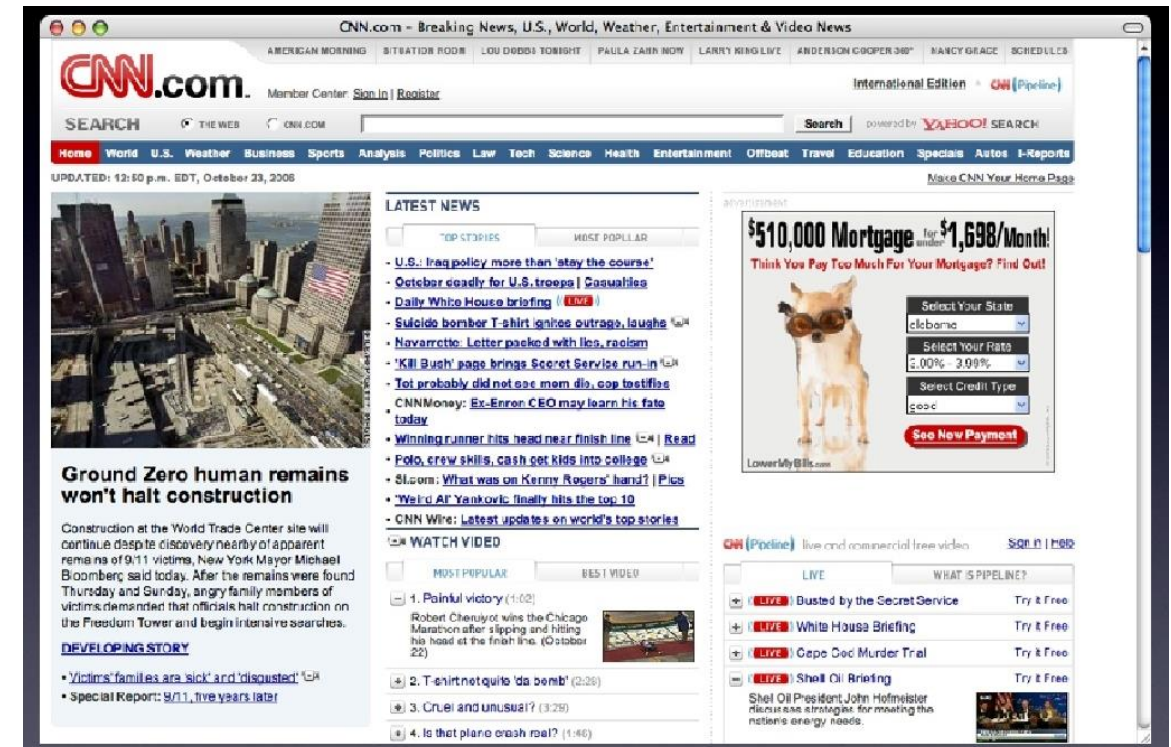


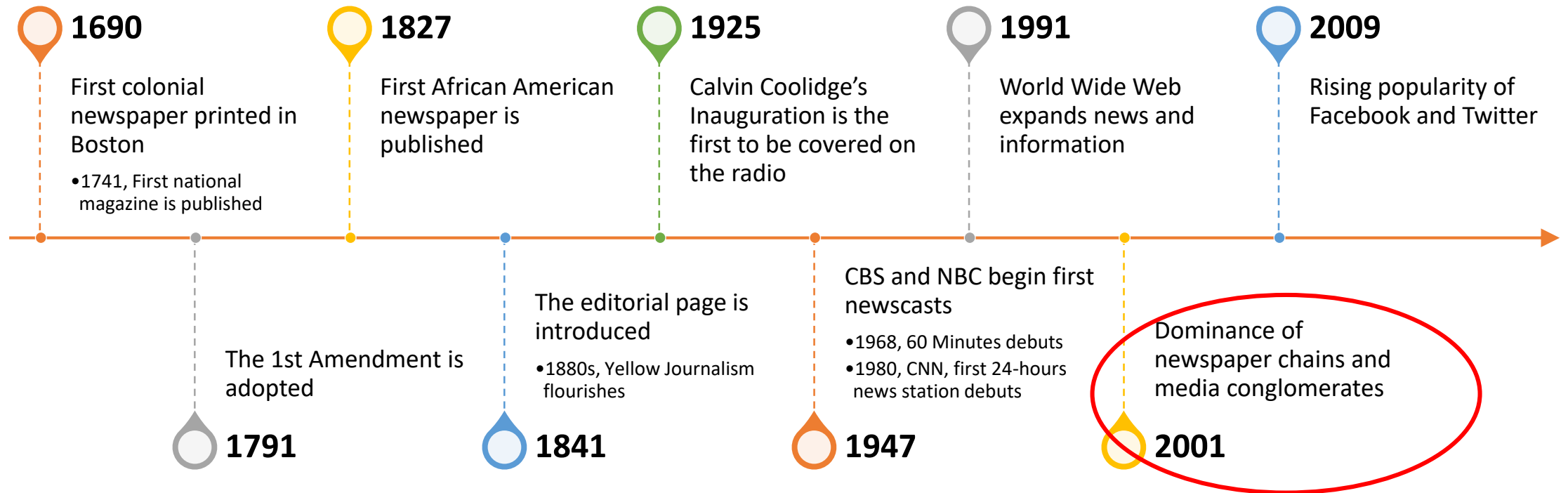
Cable News



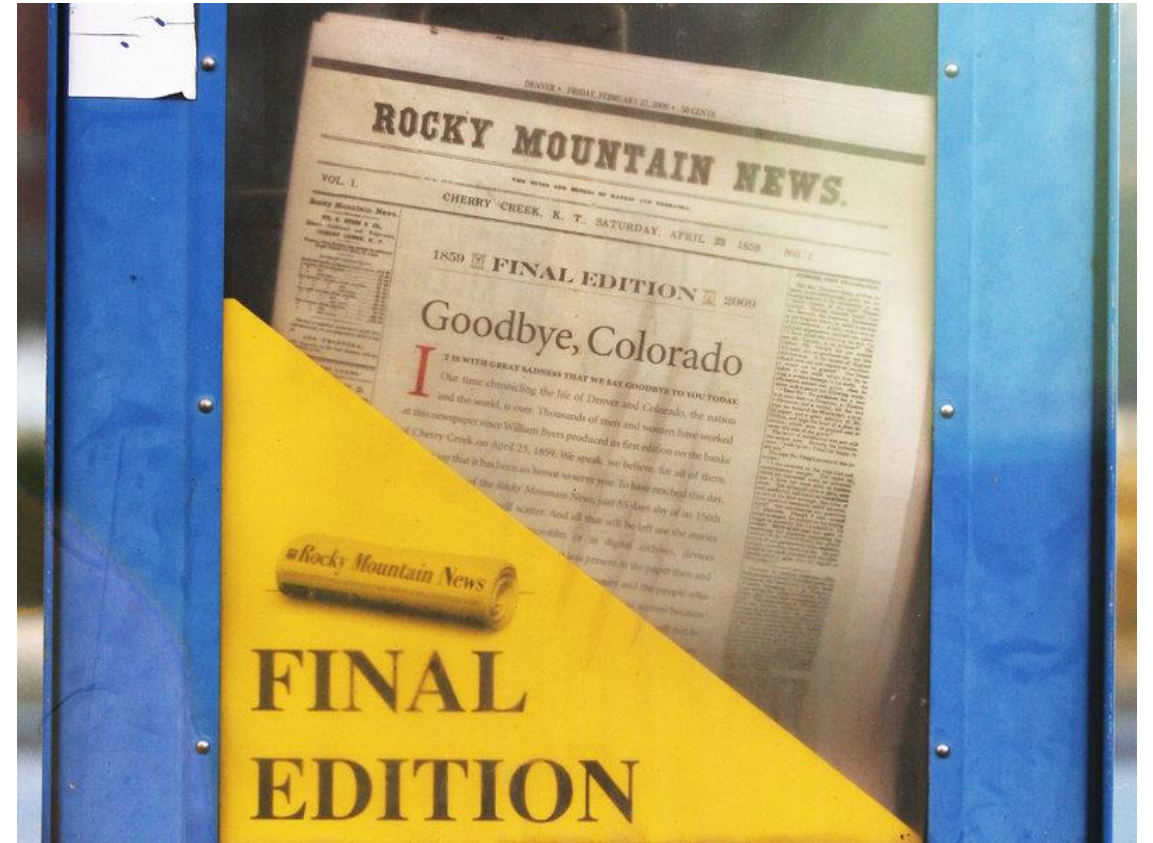
Evolution of News

Internet & News

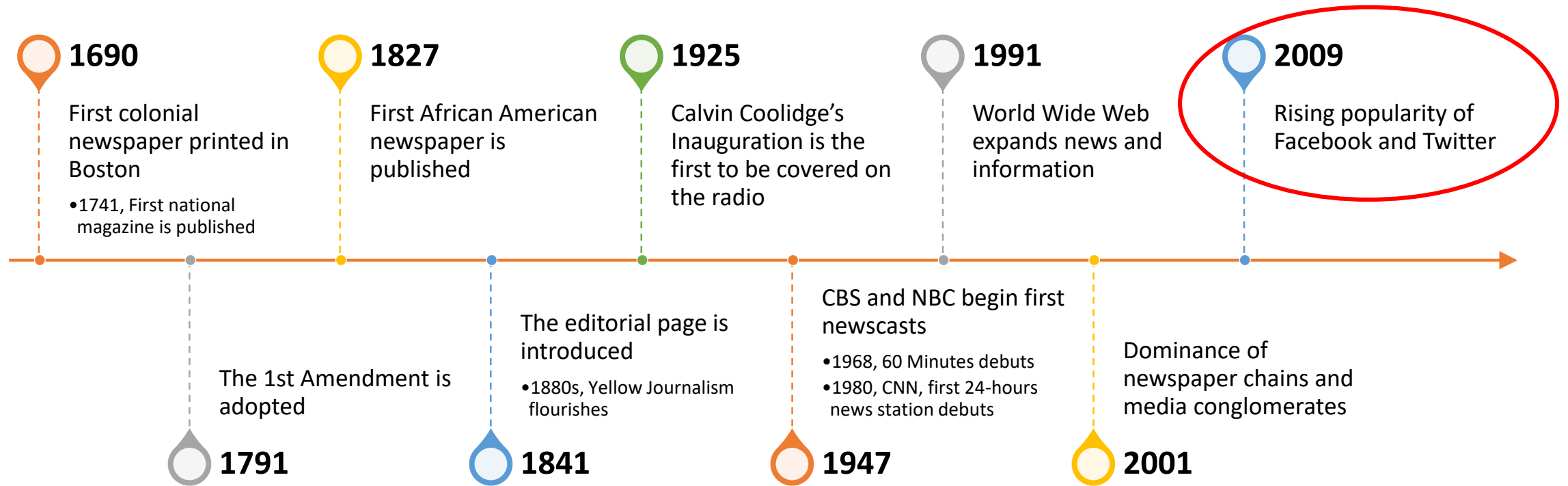




Evolution of News



Disappearance of Local/Regional News



Evolution of News



Web 2.0

Web 2.0

SaaS mashup posting bookmark cooperative review storage open-content embedding AJAX creation tags affiliation simplicity interacting blogging communities Atom automation early adopters peering scalability contribute communication interaction alpha collective intelligence productivity browser-based location-based rich interfaces file-sharing feed decentralized authoring comments tagging mapping applications folksonomies recommendations server-side self-publishing REST extensions standards discuss

on ation rank the long tail Silverlight interaction rate avatar information sharing browser-based location-based rich interfaces file-sharing feed decentralized authoring comments tagging mapping applications folksonomies recommendations server-side self-publishing REST extensions standards discuss

beta

working

microblogging recommendation self-publishing REST extensions standards discuss

Flash distribution convergence connecting Curl connections standards discuss

dot-com network outsource creativity OpenID startups freedom tag co create sharing metadata discuss

www.AppAppeal.com

Social Media & News

- Algorithms
- Clickbait
- Echo chambers
- Trending

Facebook Sidebar:

- Watch
- Marketplace
- Shortcuts
 - Stand Up Minnesota...
 - Pantsuit Nation
 - AEJMC Commission...
- Explore
 - Saved
 - Events
 - Pages
 - Groups
 - On This Day
 - Fundraisers
 - Friend Lists
 - Pages Feed
 - Photos
 - Pokes
 - See More...
- Feeds
 - Page
 - Group
 - Event
 - Advertiser

Main Feed:

Michelle Chan
36 mins · 11
What TripAdvisor doesn't publish may end up hurting you. A must-read for those who read reviews on TripAdvisor before booking vacations.
<https://la.msn.com/in2AAuJMF7m?m=en-us&ocid=News>

Hannah Murphy
Write a comment...

10 MinnPost
Sponsored
After three months of guessing and speculation, Minneapolis residents finally got a look this week at the inside workings of a handful of independent committees trying to influence this fall's city elections.

Sponsored: Sporto Alya Women's shoes
Epm.com
Top deals on top brands!

News Headlines:

- ISIS claims responsibility for New York truck attack, report says - foxnews.com
- United States Department of Justice Trump Says He's 'Very Frustrated' He Can't Order DOJ, FBI To... - huffingtonpost.com
- Bureau of Labor Statistics Economy adds 261K jobs in October - thehill.com
- Donald Trump on Social Media Twitter Employee 'inadvertently' deactivated Trump's account - thehill.com
- Vladimir Putin Putin, Trump may meet next week at APEC summit - reuters.com
- Near North Side, Chicago Shooting at Uptown Starbucks - chicagotribune.com
- WhatsApp WhatsApp messenger service suffers major outage - cbsc.com
- Thornhill, Colorado 3 killed in Colorado Walmart shooting; suspect identified - yahoo.com
- Xbox One Xbox One X review: This is the ultimate Xbox - social.techcrunch.com

Footer:

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

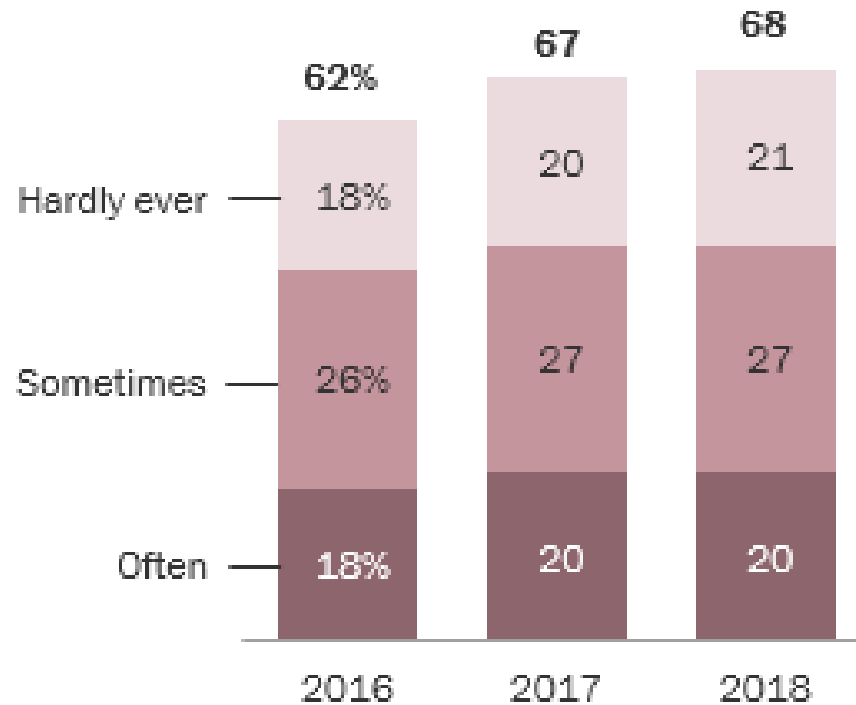
Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017

News on Social Media

No change in share getting news on social media in 2018

% of U.S. adults who get news on social media ...

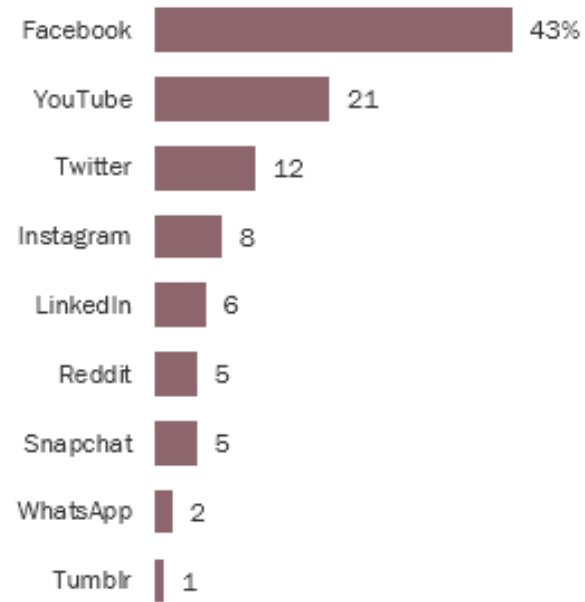


Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER

Social media sites as pathways to news

% of U.S. adults who get news on each social media site

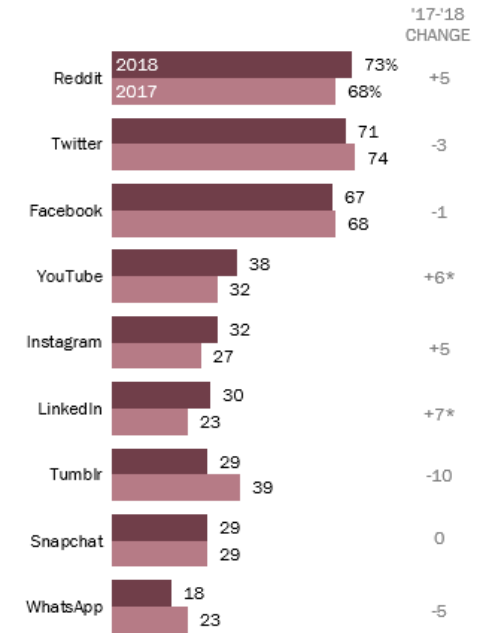


Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER

Reddit, Twitter, Facebook stand out as sites with the most news-focused users

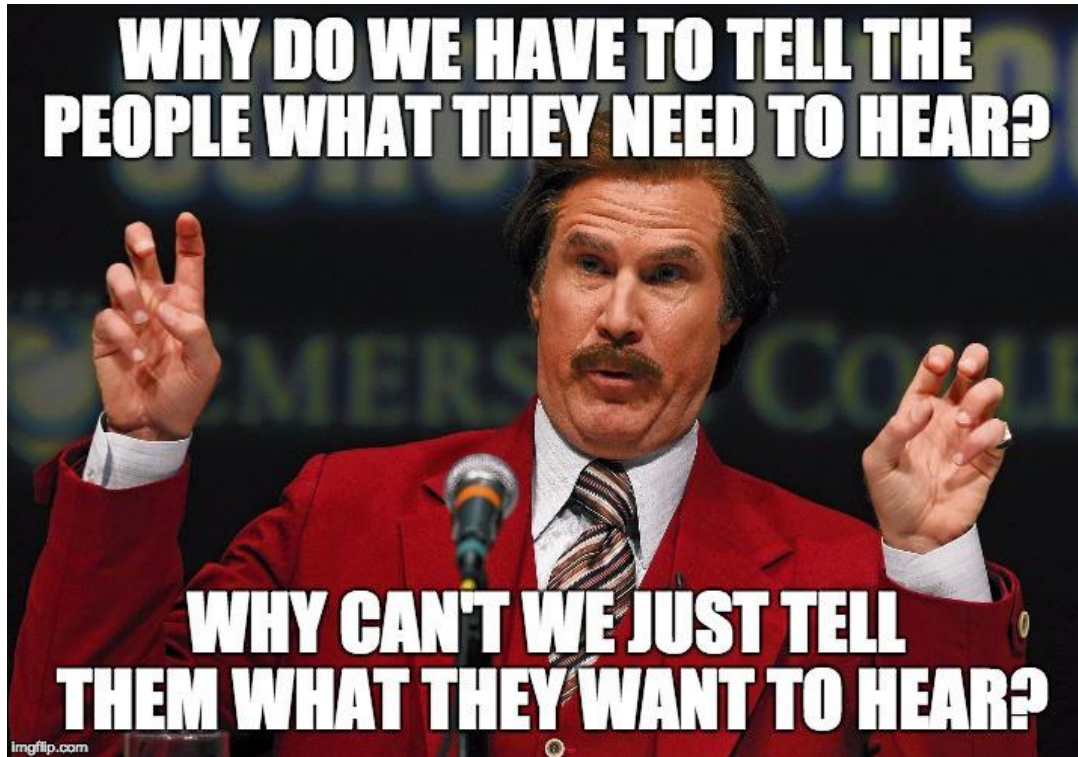
% of each social media site's users who get news there



*Change from 2017 to 2018 is statistically significant.
Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER

News on Social Media



What do the people want?

Ratings, Clicks, Social Scientific Evidence
Demonstrates:

- Hard news isn't much of a priority by the public
- The public likes to be entertained

Combine these wants with an ad supported industry and you get:

- Proliferation of "news" outlets
- Less hard news
- Hyper-partisanship
- Rapid news cycles

FAKE NEWS

- At its core, journalism/news is meant to impact politics
 - Inform the public about policy
 - Substance over style
- What happens when the public is inundated with information, uninformed about journalism's role in democracy, and grows suspicious about "mainstream media"?

What is *Fake News*?

Dictionary.com's definition:

"False news stories, often of a sensational nature, created to be widely shared online for the purposes of generating ad revenue via web traffic or discrediting a public figure, political movement, company, etc."



Fake News is NOT:

News you don't agree with

Errors in news coverage

Established news organizations

COUNTERFEIT NEWS

SORRY FOR THE FAKE NEWS

LIES

CNN

DOW -170.6

...R AFTER SHE WAS LAST SEEN ON MAY 2, 2001

CNN.com

ARMY GRANTS D

FAKE NEWS

Russia, “Fake News” & Social Media


- Russian attempt to undermine democracy
- Facebook announced that Russia-linked political content reached an estimated 126 million users during the 2016 campaign season and into 2017
 - 3,000 Russian ads
 - Focused on divisive political issues as opposed to individual candidates
 - Drove people to certain pages which featured unpaid content
 - Continuing to sow discord
- Google found 18 YouTube channels that are associated with Russian efforts in the 2016 election



Multiple suspended
Twitter accounts
were made to look
like local U.S. news
outlets:


- PhoenixDailyNews
- OaklandOnline
- NewarkVoice
- NewOrleansON
- KansasDailyNews
- JacksonCityPost
- HoustonTopNews
- ElPasoTopNews
- DetroitDailyNews
- St.LouisOnline
- RichmondVoice
- DailyLosAngeles
- DailyNewsDenver
- DailySanDiego
- DailySanFran
- DallasTopNews
- ChicagoDailyNews
- Atlanta_Online
- TodayBostonMA
- TodayCincinnati
- TodayCleveland

HEART OF TEXAS

 **Heart of Texas**
Sponsored · 15

[Like Page](#)

Hillary Clinton has a 69 percent disapproval rate among all veterans. Indeed, there are many reasons for it. First of all, Benghazi: four people died on her watch and she did not send help. Secondly, Hillary refused to apologize to all veterans, when she has made several remarks about veterans "embellishing" the situation at the VA. Finally, Hillary is the only one politician (except Barack Obama) who is despised by the overwhelming majority of American veterans. If Hillary becomes the President of the US, the American army should be withdrawn from Hillary's control according to the amendments to the Constitution.



**HILLARY CLINTON HAS A 69 PERCENT
DISAPPROVAL RATE AMONG
ALL VETERANS**

800 Reactions · 54 Comments · 308 Shares

Targeted at people who had expressed interest in conservative commentators, such as Laura Ingraham, Bill O'Reilly, & Rush Limbaugh

Those who expressed interest in Christianity, Jesus, & "Conservatism in the United States"

Cost: \$1

 **Army of Jesus**
Sponsored · 

 Like Page

Today Americans are able to elect a president with godly moral principles. Hillary is a Satan, and her crimes and lies had proved just how evil she is. And even though Donald Trump isn't a saint by any means, he's at least an honest man and he cares deeply for this country. My vote goes for him!

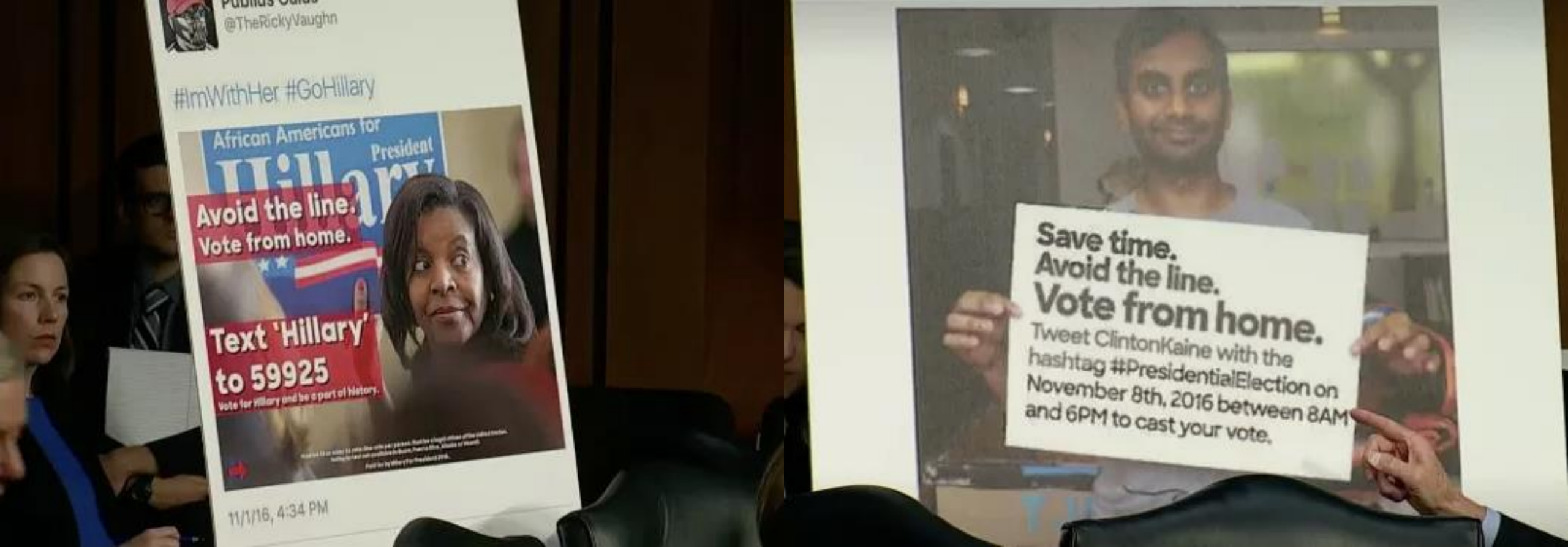
**SATAN: IF I WIN CLINTON WINS!
JESUS: NOT IF I CAN HELP IT!**



PRESS 'LIKE' TO HELP JESUS WIN!

97 Reactions · 15 Comments · 29 Shares

 Like  Comment  Share

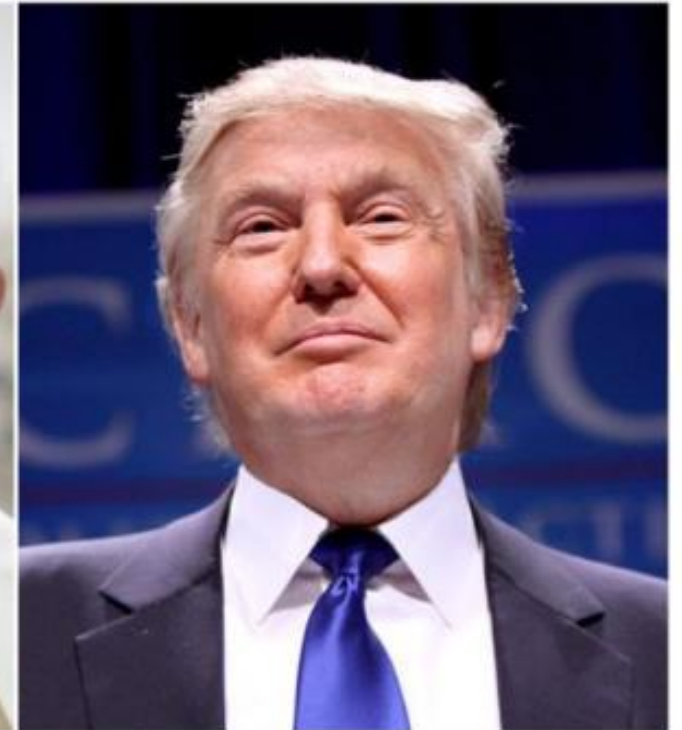


FAKE NEWS

Fake News

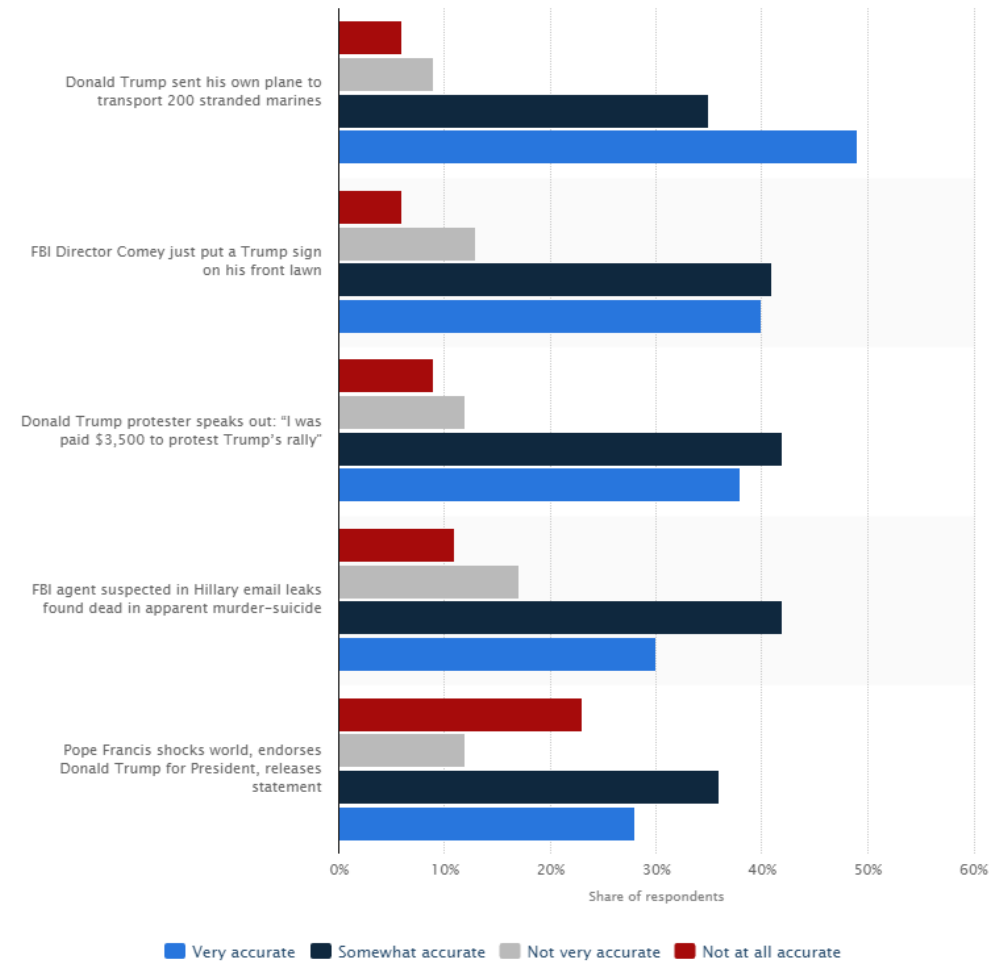
Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



Fake News & Media Literacy

Perceived accuracy of fake news headlines in the United States as of December 2016



Additional Information:

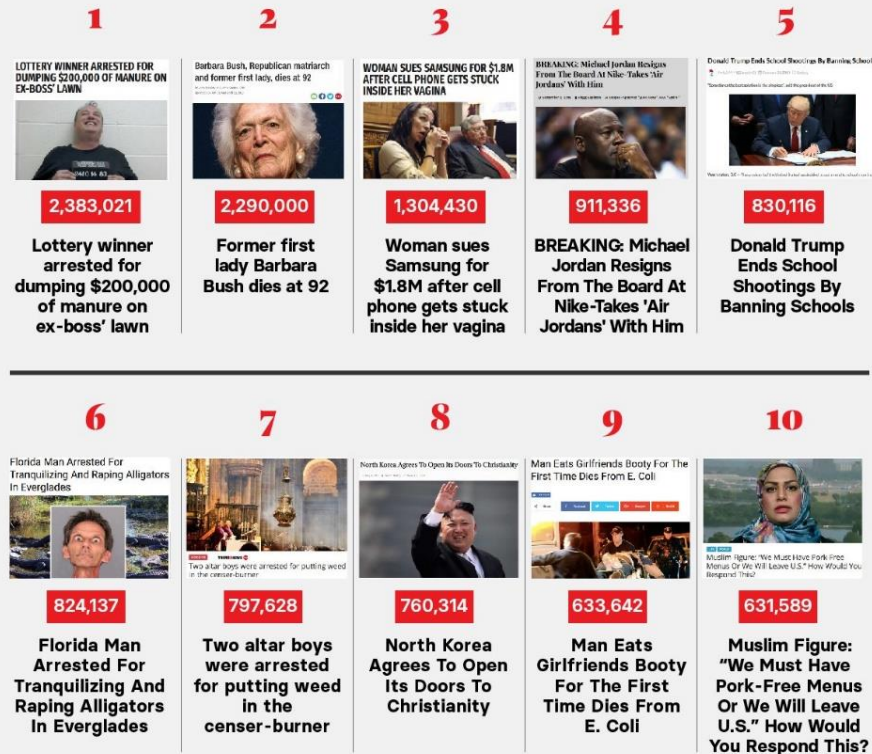
United States; Ipsos; BuzzFeed; November 28 to December 1, 2016; 3,015 Respondents; 18 years and older; based on respondents who recalled seeing the headline

© Statista 2017

Sources:

Ipsos; BuzzFeed

Top 10 Fake News Articles by Facebook Engagements



Top 10 Domains

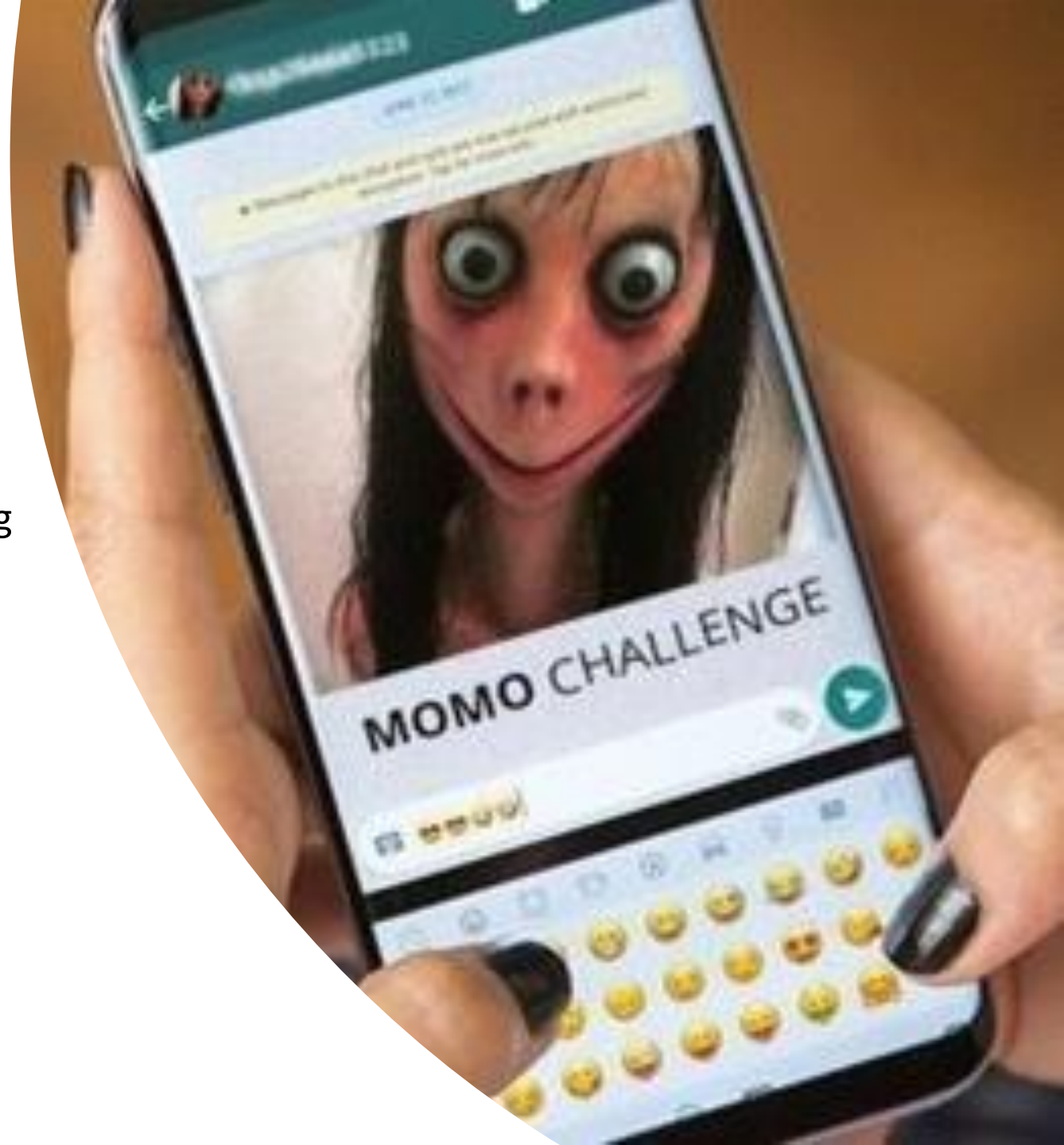
Number of URLs in top 50 fake news stories of 2018



Not all "Fake News" is from Russia...

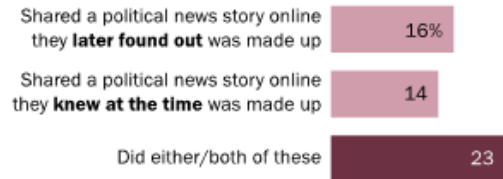
The Momo Challenge

- Went viral in July 2018 and February 2019
- Reported that children and teenagers were being enticed by “Momo” to perform a series of dangerous tasks including violent attacks, self-harm and suicide
- Claims included that Momo was being inserted into seemingly innocuous YouTube & YouTube Kids videos
- No evidence these videos exist
- Good example of an urban legend & moral panic



About one in four report sharing fabricated news – whether aware at the time or not

% of U.S. adults who say they ...



Source: Survey conducted Dec. 1-4, 2016.
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

Majority say fake news has left Americans confused about basic facts

% of U.S. adults who say completely made-up news has caused ____ about the basic facts of current events

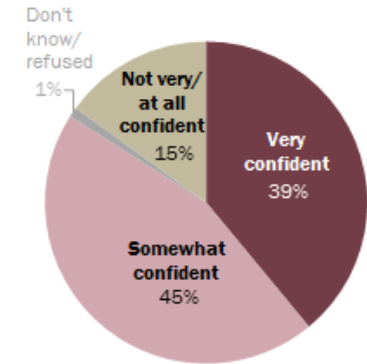


Source: Survey conducted Dec. 1-4, 2016.
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

Majority are confident in their ability to recognize fake news

% of U.S. adults who are ____ in their ability to recognize made-up news

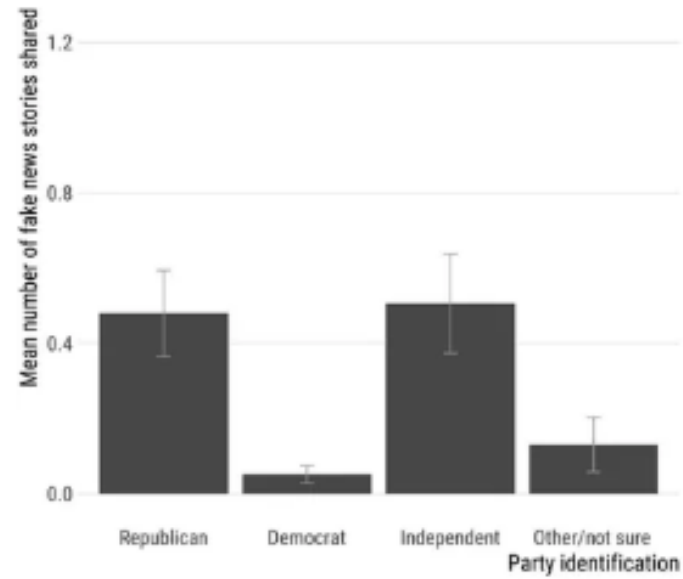


Source: Survey conducted Dec. 1-4, 2016.
"Many Americans Believe Fake News Is Sowing Confusion"

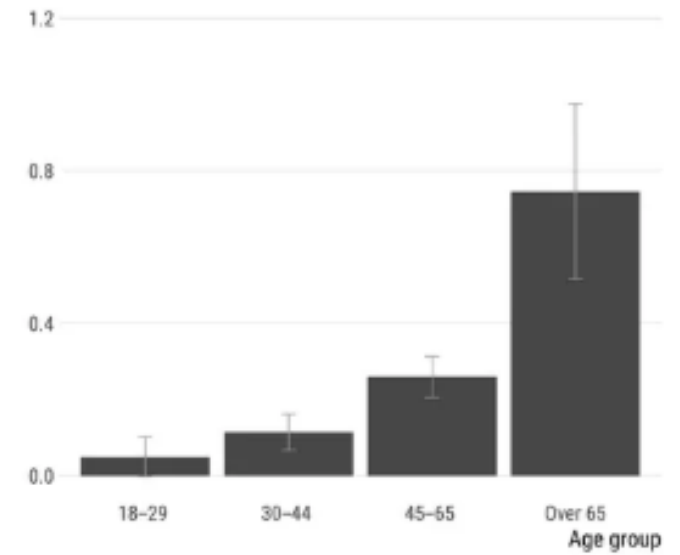
PEW RESEARCH CENTER

Media Literacy

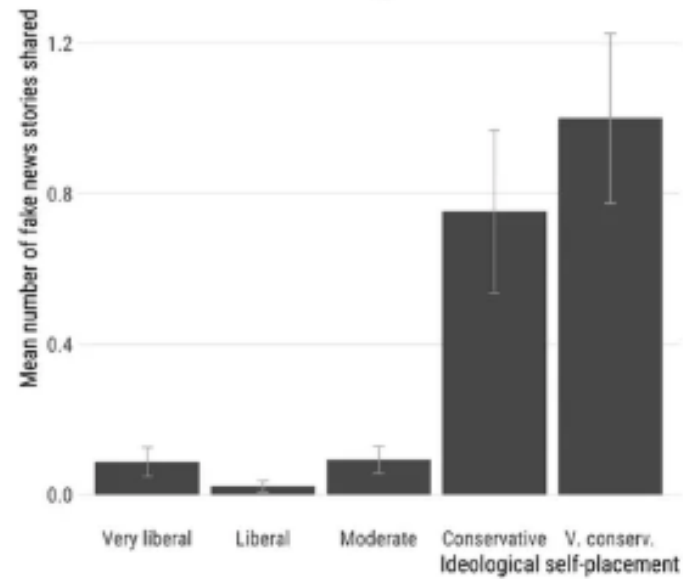
Who is Sharing Fake News?



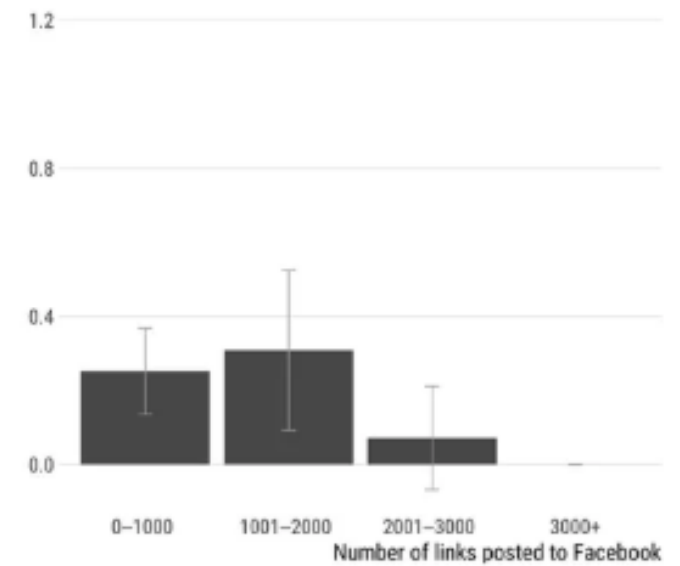
A



B



C



D

Fake news stories shared around the 2016 election. | Less than you think: Prevalence and predictors of fake news dissemination on Facebook — Sciences Magazine

HOW TO SPOT *FAKE NEWS*

Top 3 Checks You Should Ask About EVERY Source

A SIMPLE CHECKLIST



Visual Check

- Look at the background & site layout. Is it well made?
- Are there ads from products you recognize?
- Does the title use CAPS?
- Avoid headlines that provoke strong emotions.

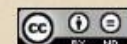
Site Check

- Check the web address. Be careful of URLs that are similar to popular news sources (i.e. .com.co).
- Check the "About Us" section on a website.
- Who wrote the information? Is it biased?

Fact Check

- Are other sources covering the story? If not, then it's most likely not accurate.
- Read reputable & multiple sources.
- Are there links in the article to other sources?

For More Info Please Visit: <http://libguides.hacc.edu/fake-news>



Information Issues beyond Fake News

Misinformation

Clickbait

Satire

Errors in Reporting

Opinion



Inaccurate, misleading, or oversimplified

- “False or unsubstantiated beliefs that are confidently held by members or the public, potentially distorting their issue preferences.” (Nyhan, 2010)

*****Word of the Year (2018)—
Dictionary.com**

- “False information that is spread, regardless of whether there is intent to mislead.”

Misinformation:

Clickbait

Promoted Links

Ads by Revcontent ▶



Highest Paid Actor On Earth And You Do Not Know His Name

Forbes



Learn Why Harry's Razors Are Taking The Internet By Storm

Harry's



TV Commercial Stars Uncovered: You Won't Believe Who They Really Are!

OtherBuzz



Diabetics: Do This 1 Thing Before You Eat Sugar

Smart Blood Sugar



New Unauthorized Video Could Force Hillary to Give Up Her White House Dreams

Health Sciences Institute



CBD Oil Now Available In MA, Says Hemp Company

Healthy Report



5 Survival Secrets That We Lost To History!

The Lost Ways



The Algorithm That Can Calculate Your Shirt Size in Seconds

Proper Cloth



TIME

Yesterday at 7:00am · 🌐

It's the result of a complex mathematical problem equation.



UPS Trucks Don't Turn Left and Neither Should You

It has saved UPS millions of dollars

TIME.COM



CNN Breaking News

@cnnbrk



Following

14-year-old girl stabbed her little sister 40 times, police say. The reason why will shock you.

cnn.it/1eDwRlj

↩ Reply ↻ Retweet ★ Favorite ... More

RETWEETS

740

FAVORITES

285



3:08 AM - 23 Jan 2014

Clickbait

[THE ONION](#)[THE A.V. CLUB](#)[DEADSPIN](#)[EARTHER](#)[GIZMODO](#)[JALOPNIK](#)[JEZEBEL](#)[KOTAKU](#)[LIFEHACKER](#)[SPLINTER](#)[THE TAKEOUT](#)[THE ROOT](#)[POLITICS](#)[SPORTS](#)[LOCAL](#)[ENTERTAINMENT](#)[OPINION](#)[OLYMPICS 2018](#)[VIDEO](#)[CLICKHOLE](#)

Pope Francis Finds Self In Hell After Taking Wrong Turn In Vatican Catacombs



Nation Not Sure How Many Ex-Trump Staffers It Can Safely Reabsorb



23AndMe Forensic Kit Informs Customer What Crimes He's Committed

FRESNO, CA—Marveling at how a tiny bit of DNA could provide so much information about a person, local man Travis Fleming told sources Friday that he had recently learned what crimes he committed thanks to the 23AndMe forensic kit. “I spit into

Satire

Correction: During a live Special Report, ABC News reported that a confidant of Lt. Gen. Michael Flynn said Flynn was prepared to testify that then-candidate Donald Trump instructed him to contact Russian officials during the campaign. That source later clarified that during the campaign, Trump assigned Flynn and a small circle of other senior advisers to find ways to repair relations with Russia and other hot spots. It was shortly after the election, that President-elect Trump directed Flynn to contact Russian officials on topics that included working jointly against ISIS.



CORRECTION of ABC News Special Report: Flynn prepared to testify that President-elect Donald Trump directed him to make contact with the Russians *during the transition* -- initially as a way to work together to fight ISIS in Syria, confidant now says. abcn.ws/2ixWHDL

10:53 PM - Dec 1, 2017

3,459 5,359 people are talking about this



45 CONGRESS SECURITY THE NINE TRUMP/AMERICA STATE

Editor's Note

Updated 10:44 PM ET, Fri June 23, 2017



On June 22, 2017, CNN.com published a story connecting Anthony Scaramucci with investigations into the Russian Direct Investment Fund.

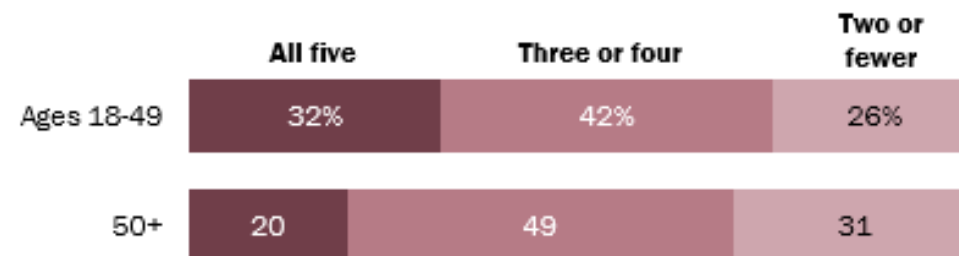
That story did not meet CNN's editorial standards and has been retracted. Links to the story have been disabled. CNN apologizes to Mr. Scaramucci.

Errors in Reporting

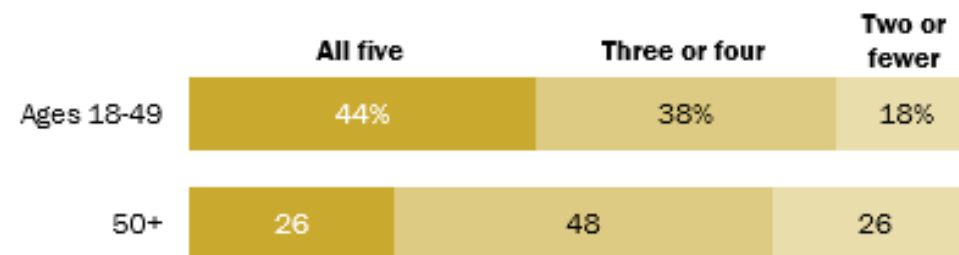
Fact vs. Opinion

Younger Americans are better able to distinguish between factual and opinion news statements

% of U.S. adults in each age group who correctly classified ____ factual statements as factual



% of U.S. adults in each age group who correctly classified ____ opinion statements as opinion



Note: Skipping a statement was counted as not correctly identifying it as factual or as opinion.

Source: Survey conducted Feb. 22-March 4, 2018.

PEW RESEARCH CENTER

Fact vs. Opinion

“Immigrants who are in the U.S. illegally have some rights under the Constitution.”

“Immigrants who are in the U.S. illegally are a very big problem for the country today.”

Verifiability: Can you independently verify it?

Accuracy: Is it accurate?

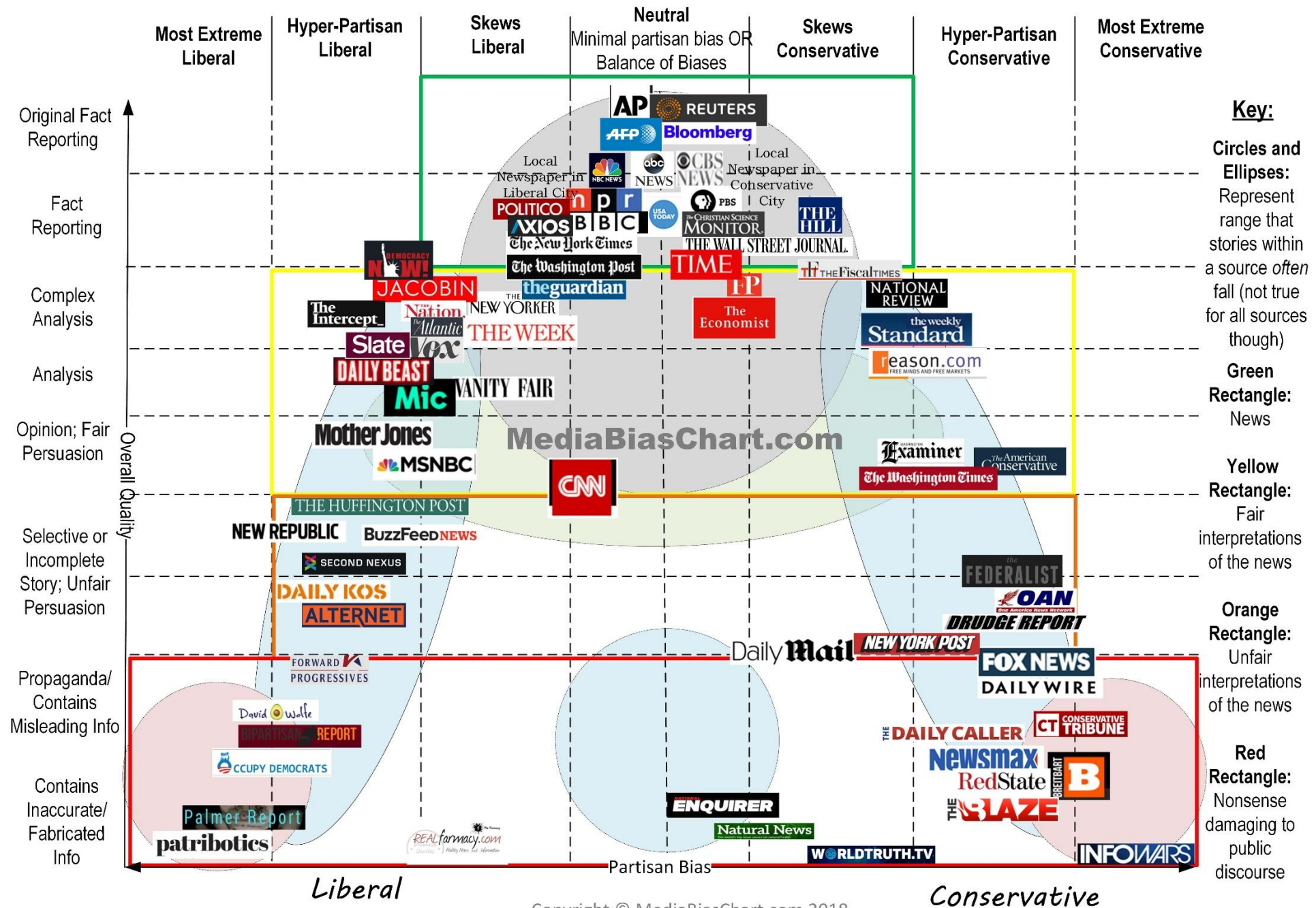
Recency: Is it current?

Reputation: Is it trustworthy?

External Consistency: Do sources give conflicting information?

Bias: What is the author/organization's point-of-view on the topic?

Tests of Evidence



Basics of Information Evaluation

WHO...
...is telling me this?

WHY...
...are they saying / sharing it?

HOW...
...do they know what it is they are telling me?
...can I verify the information if I have questions?



[Snopes.com](https://snopes.com)

A light blue downward-pointing arrow indicating a flow from Snopes.com to the next website.

[Fakenewschecker.com](https://fakenewschecker.com)

A light blue downward-pointing arrow indicating a flow from Fakenewschecker.com to the next website.

[Realorsatire.com](https://realorsatire.com)

Factchecking Websites are Your Friends

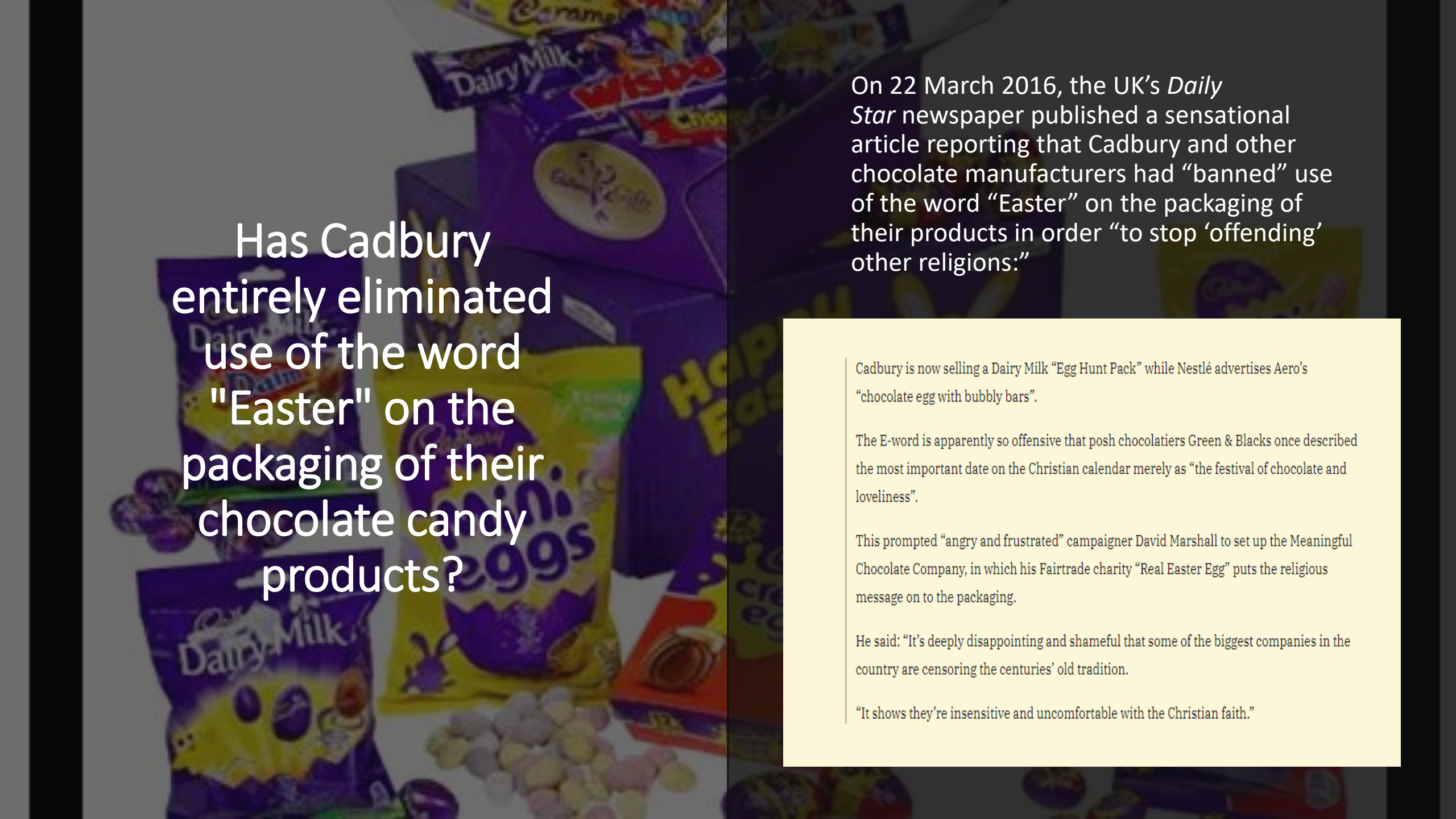
Is Disney/Pixar Releasing Boo (Monsters Inc. Sequel) in July of 2020?

- Went viral on Facebook recently
- Concept art from a fan

How could we verify?

- Find the original post on Facebook (TOE: Reputation/Accuracy)
- [Check Snopes](#)
- (TOE: External Consistency)
- Check Disney/Pixar websites/social media accounts for current/future products (TOE: Accuracy/External Consistency)





Has Cadbury
entirely eliminated
use of the word
"Easter" on the
packaging of their
chocolate candy
products?

On 22 March 2016, the UK's *Daily Star* newspaper published a sensational article reporting that Cadbury and other chocolate manufacturers had "banned" use of the word "Easter" on the packaging of their products in order "to stop 'offending' other religions:"

Cadbury is now selling a Dairy Milk "Egg Hunt Pack" while Nestlé advertises Aero's "chocolate egg with bubbly bars".

The E-word is apparently so offensive that posh chocolatiers Green & Blacks once described the most important date on the Christian calendar merely as "the festival of chocolate and loveliness".

This prompted "angry and frustrated" campaigner David Marshall to set up the Meaningful Chocolate Company, in which his Fairtrade charity "Real Easter Egg" puts the religious message on to the packaging.

He said: "It's deeply disappointing and shameful that some of the biggest companies in the country are censoring the centuries' old tradition.

"It shows they're insensitive and uncomfortable with the Christian faith."

How could we verify *The Daily Star's* claim?

- *The Daily Star* is a tabloid publication (TOE: Reputation)
- Check into David Marshall (quoted in the article) (TOE: Bias; Verifiability)
- Are others reporting on the topic? (TOE: External Consistency)
- What does Cadbury have to say? (TOE: Accuracy/External Consistency)



Is Joe Perry Dead?

How could we verify?

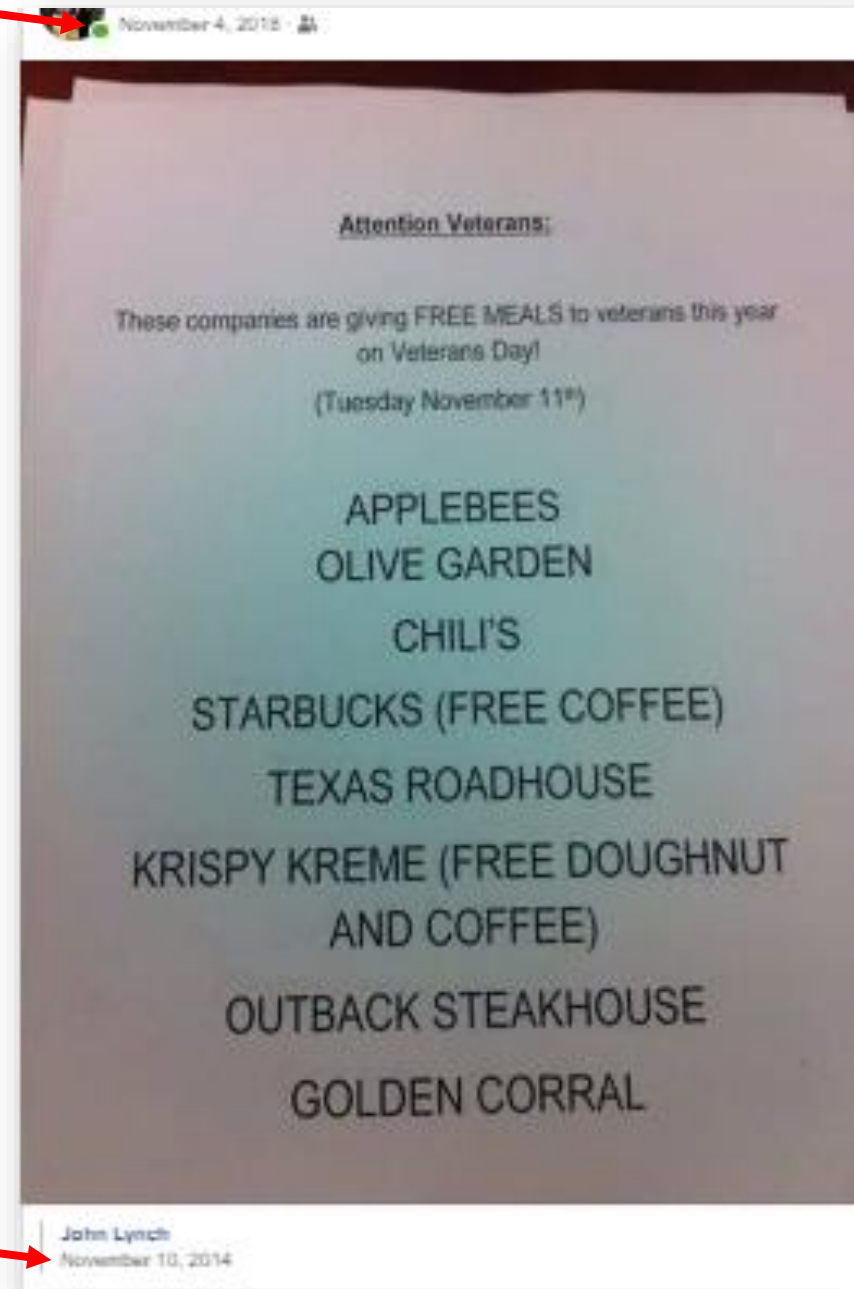
Consider the source (TOE: Reputation/Bias)

- *The Weekly Observer* is a tabloid publication

Is anyone else reporting this story?
(TOE: External Consistency)



What's the Issue Here?



Did Michael Jordan Resign from Nike's Board & Take Air Jordan's with Him?

HOME ABOUT

ABOUT

TrumpBetrayed.us is a subsidiary of the "America's Last Line of Defense" network of parody, satire, and tomfoolery, or as Snopes calls it: Junk News. Because they're too stupid to understand what "satire" means.



Michael Jordan has walked away from the Board of Directors at Nike, taking his patented "Air Jordan" line with him. While Jordan has made no public statement, his spokesman, basketball great Art Tubolls, told us under the condition of anonymity:

"Michael is a patriot. His father served this country. His grandpappy was raised free by a man who fought for the South. He doesn't have this hatred for everyone because kids don't listen to cops. He's completely against the hiring of a traitor and is taking his shoes elsewhere."



Air Jordans are Michael's own design. He obtained the patent for the exclusive pump and anti-gravity

Verifiability: Can you independently verify it?

Accuracy: Is it accurate?

Recency: Is it current?

Reputation: Is it trustworthy?

External Consistency: Do sources give conflicting information?

Bias: What is the author/organization's point-of-view on the topic?

Tests of Evidence

HOW TO SPOT *FAKE NEWS*

Top 3 Checks You Should Ask About EVERY Source

A SIMPLE CHECKLIST



Visual Check

- Look at the background & site layout. Is it well made?
- Are there ads from products you recognize?
- Does the title use CAPS?
- Avoid headlines that provoke strong emotions.

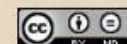
Site Check

- Check the web address. Be careful of URLs that are similar to popular news sources (i.e. .com.co).
- Check the "About Us" section on a website.
- Who wrote the information? Is it biased?

Fact Check

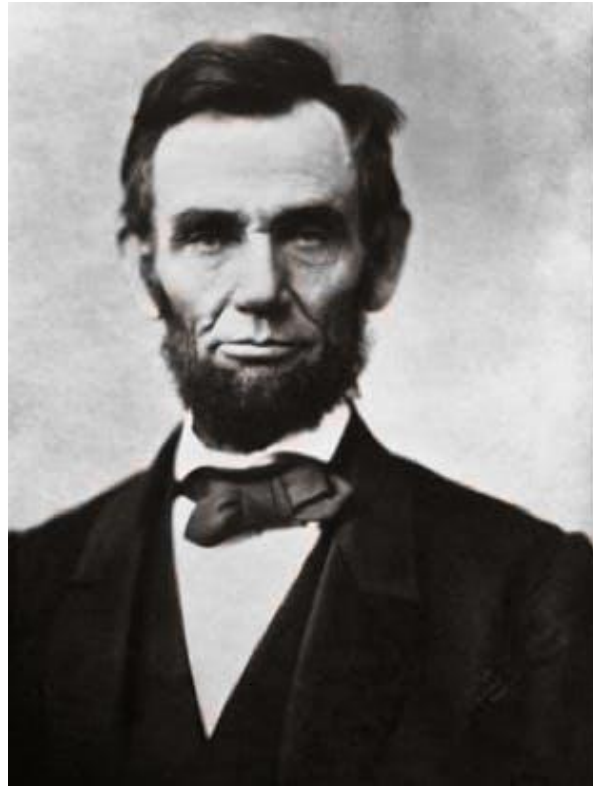
- Are other sources covering the story? If not, then it's most likely not accurate.
- Read reputable & multiple sources.
- Are there links in the article to other sources?

For More Info Please Visit: <http://libguides.hacc.edu/fake-news>



Thank you!

Susan LoRusso
lorus004@umn.edu



**“Don’t believe
everything you
read on the
Internet just
because there’s
a picture with a
quote next to it.”**

—Abraham Lincoln