



# The REAL Deal on FAKE News

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**What is news?**

**A report of recent events**

*Merriam Webster Dictionary*



# **News values**

**(determine news worthiness)**

**Prominence**

**Impact**

**Timeliness**

**Proximity**

**Human interest**

# **News qualities**

**Accurate**

**Balanced**

**Truthful**

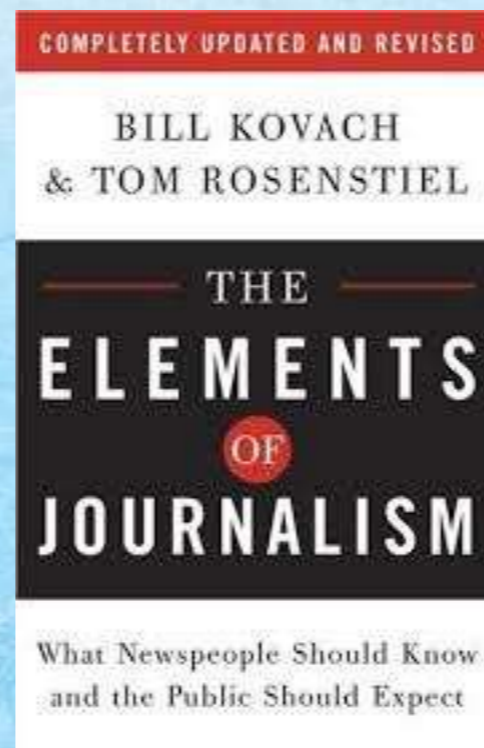
**Objective**

**Impartial**

**Etc.**

# The elements of journalism

## By Bill Kovach and Tom Rosenstiel



# **The elements of journalism**

**Its first obligation is to the truth**

**Its first loyalty is to citizens**

**Its essence is a discipline of verification**

**“Journalism ... is more than providing an outlet for discussion or adding one’s voice to the conversation.**

**“Journalism carries with it a responsibility to improve the quality of debate by providing verified information and intellectual rigor. A forum without regard for facts fails to inform and degrades rather than improves the quality and effectiveness of citizen decision-making.”**

*The Elements of Journalism*



**What has become of the news as social media sharing, eyewitness accounts (citizen journalism), and online news startups (e.g., BuzzFeed) become the norm?**

# **Main source of news today**

**In the U.S., 60% of Americans get their news from social media,**

**WHERE FAKE NEWS AND HOAXES PROLIFERATE**

# **What is FAKE NEWS?**

**WHAT: Stories that are not true, which are deliberately spread or shared**

**HOW: Mainly through Internet-based media, or online platforms**

**WHY: To mislead others, often for dubious political agenda**



**“Phivolcs to Batangas residents: No tsunami after quake”**

**“False alarms are absolutely unnecessary in times like this; the scenario itself is already quite scary, and people should not be stampeded into panicked actions by baseless, irresponsible reports that may only add to potential disorder in the aftermath of calamity.”**

*Editorial Philippine Daily Inquirer, April 8, 2017*

# **FAKE NEWS**

**Manipulation of public opinion**

**Distortion of reality**

**Unwarranted polarization**

# Two kinds of FAKE NEWS

**1. False stories that are deliberately posted online even if the person writing them knows that they are fabricated.**

**2. Stories that *may* have some truth to them, but they're not completely accurate. This is because the people writing them ... don't check *all* of the facts before publishing them, or they might exaggerate some of them.**

***BBC, <http://www.bbc.co.uk/newsround/38906931>***



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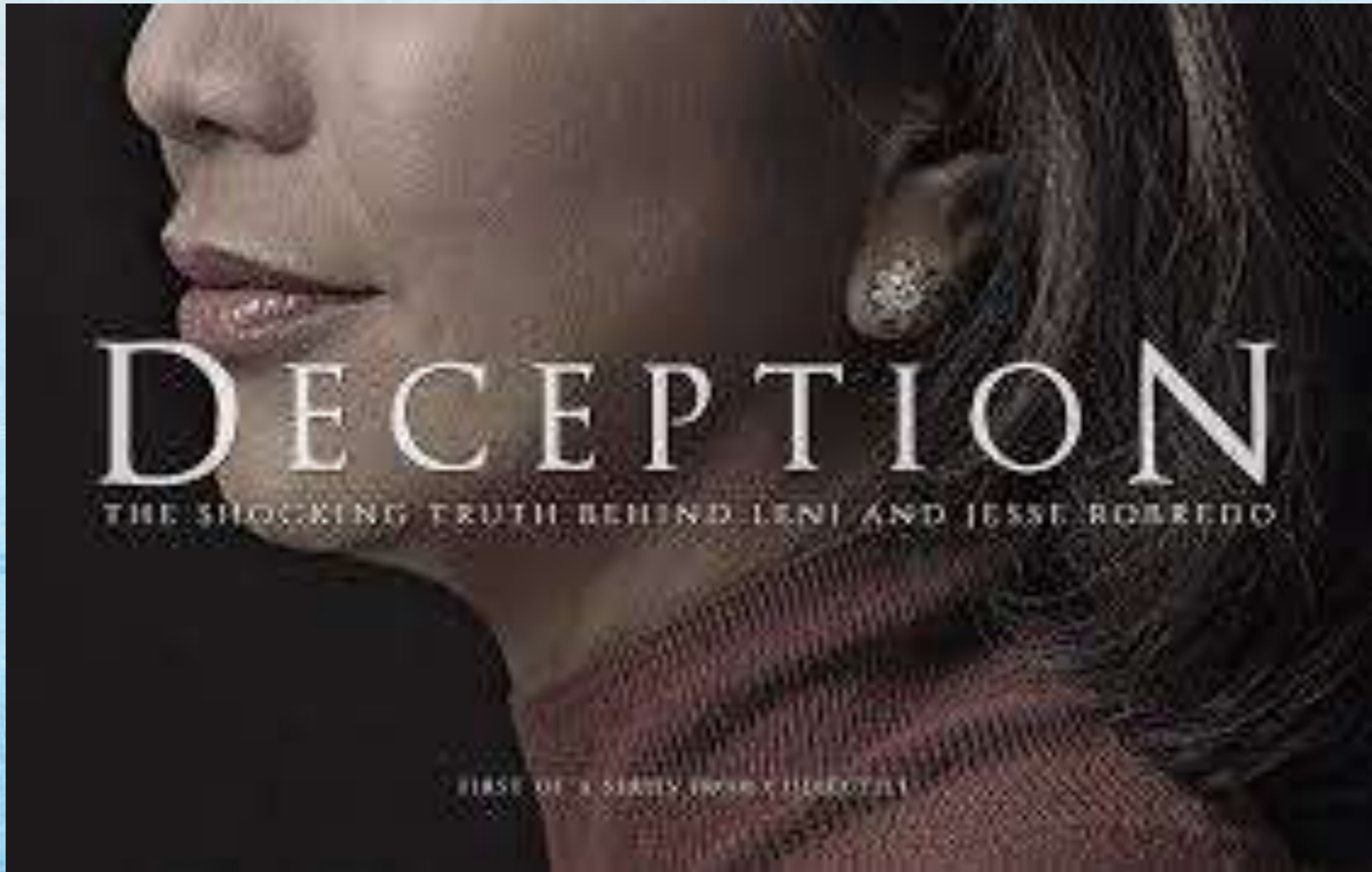
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# DECEPTION

THE SHOCKING TRUTH BEHIND LENI AND JESSE ROBREDO

FIRST OF A SIXTY EPISODE DOCUMENTARY

elitist mindsets in trying to keep up with the Joneses to be good in appearances but rotten to the core. Ngek! Our righteous battles against drugs and crime are fierce and relentless because we face the Devil himself. We cannot be soft or let our guards down lest we ourselves will be devoured and be defeated!



# **FAKE News is real with serious, even fatal, consequences**

**“On 4 December, a North Carolina man opened fire at the Washington pizzeria Comet Ping Pong, which an online conspiracy theory purports to be the headquarters of a child sex ring run by Hillary Clinton.”**

# **Spot the difference (How to spot fake news):**

**Check the source. Does the website look genuine?**

- ABCnews.com.co**
- Has the story been reported anywhere else**
- Is it on the radio, TV or in the newspapers?**
- Have you heard of the organisation that published the story?**

# Other easy steps to identifying fake news

## Do a visual assessment

— Assess the overall design. Fake news sites often look amateurish, have lots of annoying ads, and use altered or stolen images. Overall, does the news article and website seem high quality?

## Check the About Us section

— Does the site provide detailed background information and contacts?

*ProQuest*

# **Other easy steps to identifying fake news**

## **Identify the author**

**— Fake news articles often don't include author names. Does the article have a trusted author?**

## **Identify the Central Message**

**— Read the article carefully. Fake news articles often push one viewpoint, have an angry tone, or make outrageous claims.**

**Does the article seem fair, balanced, and reasonable?**

*ProQuest*

# **Other easy steps to identifying fake news**

## **Assess Spelling, Grammar, and Punctuation**

**— Does the article have proper spelling, grammar, and punctuation?**

## **Find Other Articles**

**— Search the internet for more articles on the same topic. If you can't find any, chances are the story is fake.**

**Are there multiple articles by other news outlets on this topic?**

## **Turn to Fact Checkers**

**— FactCheck.org, Snopes.com, PolitiFact.com are widely trusted fact-checking websites.**

*ProQuest*

# Coopting of 'fake news' by politicians



**“Duterte spokesperson: NY Times sounded like a paid hack”**



**Donald J. Trump** @realDonaldTrump

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Any negative polls are fake news, just like the CNN, ABC, NBC polls in the election. Sorry, people want border security and extreme vetting.

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4:01 AM - 6 Feb 2017 64K 37K 164K

Tweet your reply

**Bill Ingram** @TheRocketGuy · Feb 13  
Replying to @realDonaldTrump  
Contrary to your belief, just because people tell pollsters they don't like you it doesn't make them FAKE.

1



**Donald J. Trump** @realDonaldTrump  
45th President of the United States of America  
Washington, DC  
Joined March 2009

# **FAKE NEWS**

**“This is the first time this sophisticated political propaganda machinery has been used in the Philippines.”**

**— Maria Ressa, Rappler**



**Just facts. No alternatives.**