



fakebook[®]

Recognizing the Deceptions of Social Media

By Cait, Ethen, Magdalena, Michael

What is Social Media?

According to the Oxford Dictionary, social media is defined as the “websites and applications that enable users to create and share content or to participate in social networking.”

What type of social media platforms do you use?



Origins of Social Media

The first social media platform



Created in 1997, Six Degrees was designed by Andrew Weinreich and is considered to be the first social media platform.

Its sole purpose was to meet friends online. Users could create profiles and share them with one another.

Six Degrees was eventually dominated in the early 2000's by other, more advanced sites like LinkedIn, gmail, and Facebook.

Source: socialmediatoday.com

The Facebook logo, which consists of the word 'facebook' in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

Created in 2004 by Mark Zuckerberg, a Harvard University student. By 2005, Facebook had over 1 million users.

Facebook bought Instagram in 2006 for roughly 750 million and now owns roughly 50 small companies, including WhatsApp and Oculus VR.

Original purpose was for college interaction and to share information

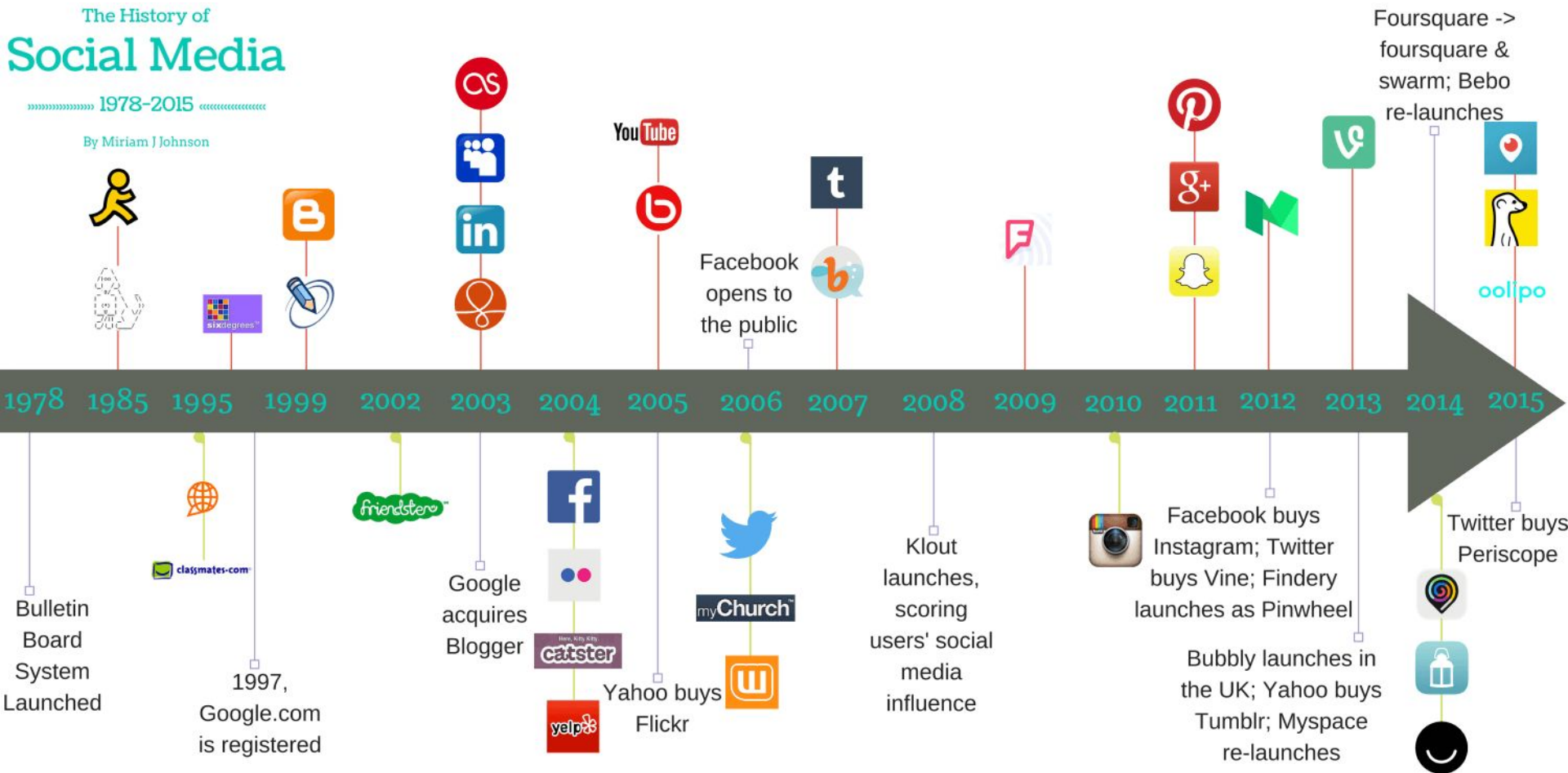
Recently, Facebook has been accused of a “fake news” platform and involved in a data harvesting scandal and hacking scandal.

Source: thestreet.com
Pocket-Lint.com

The History of Social Media

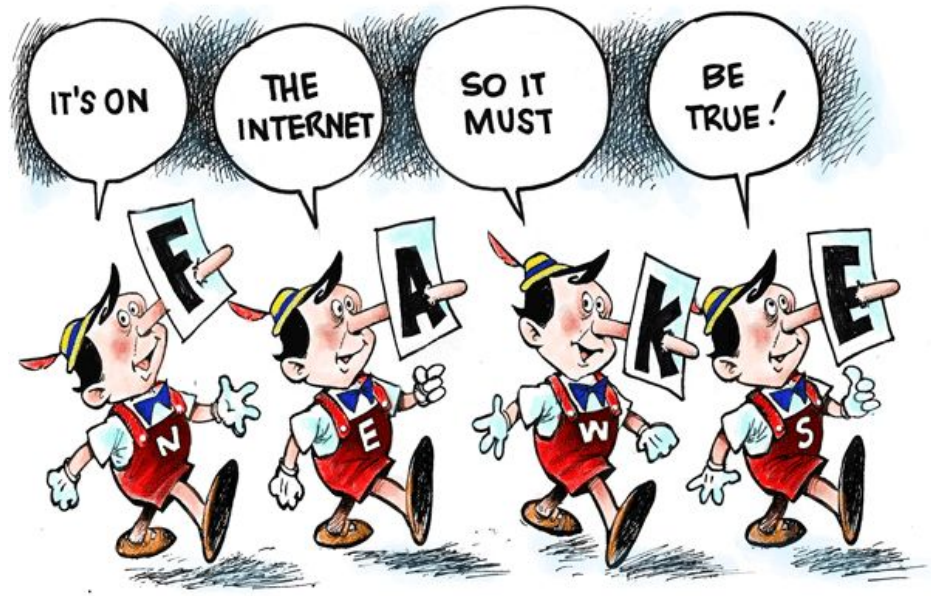
1978-2015

By Miriam J Johnson



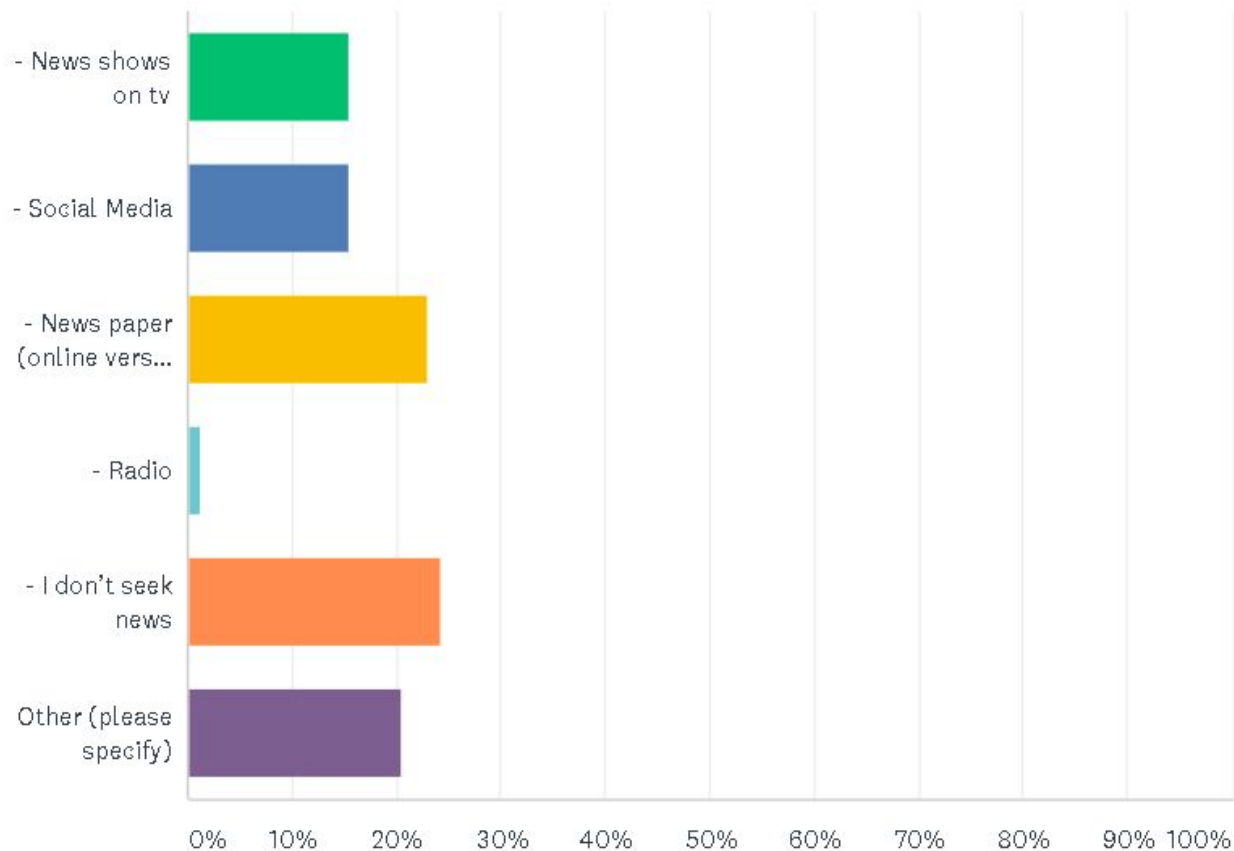
What Is Fake News?

Fake news is a neologism often used to refer to fabricated news. This type of news, found in traditional news, social media or fake news websites, has no basis in fact, but is presented as being factually accurate.



Where do you go to find your news?

Answered: 78 Skipped: 0



- Look at the website name
- Try looking at multiple sources for confirmation
- Try to look with a neutral lens
- Go further when researching a topic

HOW TO SPOT FAKE NEWS

CONSIDER THE SOURCE
Click away from the story to investigate the site, its mission and its contact info.

READ BEYOND
Headlines can be outrageous in an effort to get clicks. What's the whole story?

CHECK THE AUTHOR
Do a quick search on the author. Are they credible? Are they real?

SUPPORTING SOURCES?
Click on those links. Determine if the info given actually supports the story.

CHECK THE DATE
Reposting old news stories doesn't mean they're relevant to current events.

IS IT A JOKE?
If it is too outlandish, it might be satire. Research the site and author to be sure.

CHECK YOUR BIASES
Consider if your own beliefs could affect your judgement.

ASK THE EXPERTS
Ask a librarian, or consult a fact-checking site.

IFLA
International Federation of Library Associations and Institutions



NEWS IN BRIEF

Bernie Sanders Holds Secret Campaign Meeting With 15,000 Working-Class Democratic Donors

10/29/19 1:34PM

Trump fumes as Democrats get ready for 'sober and rigorous' public hearings

- TV crews move into halls of Capitol for first public testimony
- Trump calls on Republicans to defend him from 'total scam'



Obama to Testify Against Trump in Impeachment Hearings



FAKE



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REAL

Obama to Testify Against Trump in Impeachment Hearings



FAKE

The Problem of News On Social Media

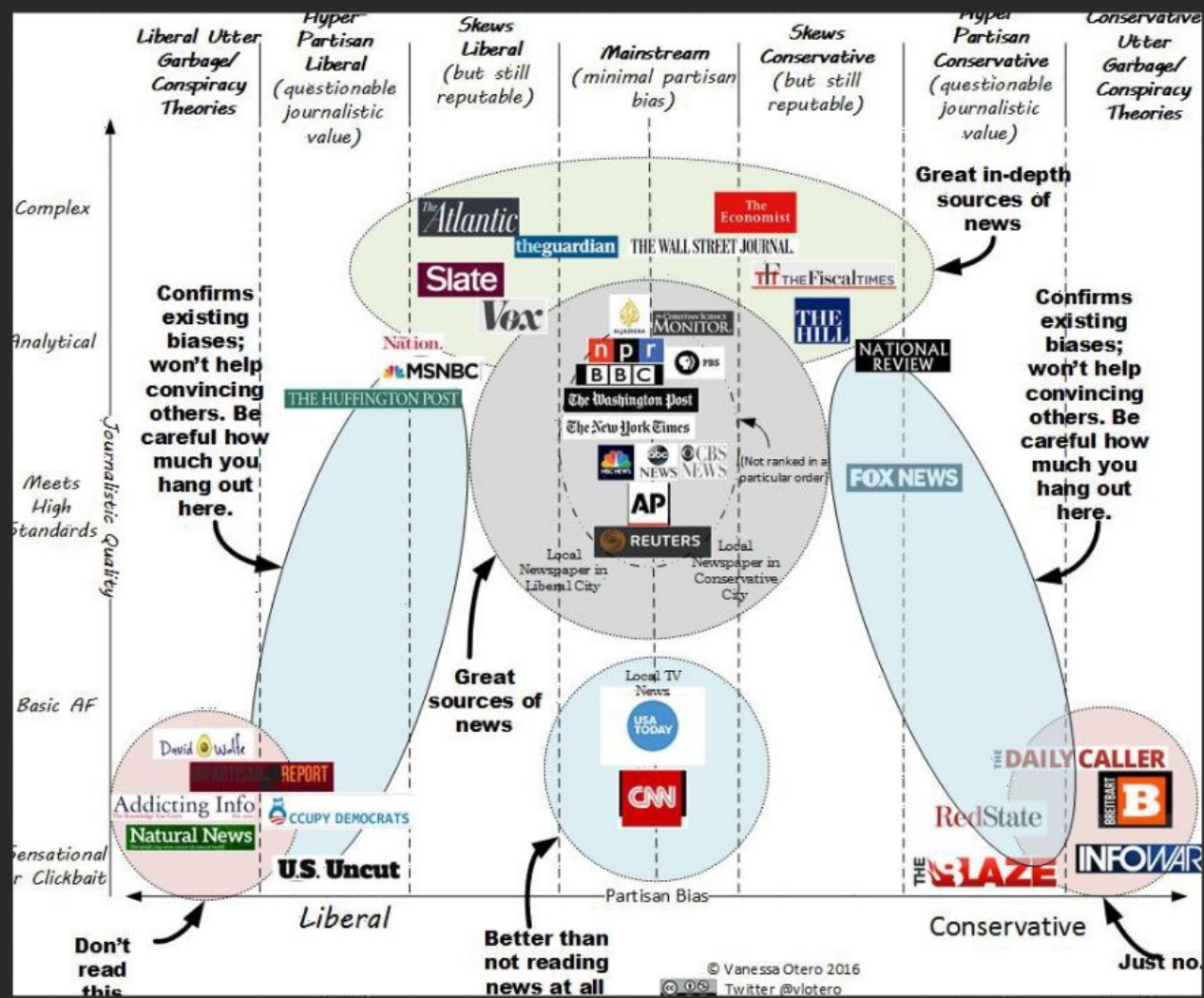
- Information Cascades
- Information glut
- Echo Chambers
- Filter bubbles
- Sock Puppet
- Catfishing



Reliable Sources

Now that we know some tips on spotting fake news, how do we find RELIABLE news sources?





Even Further: Filter Bubbles

The way you view the internet may not be the same as the people sitting next to you

- Data from your online searches, likes and other data can be used to filter what content you see with the use of things like cookies.



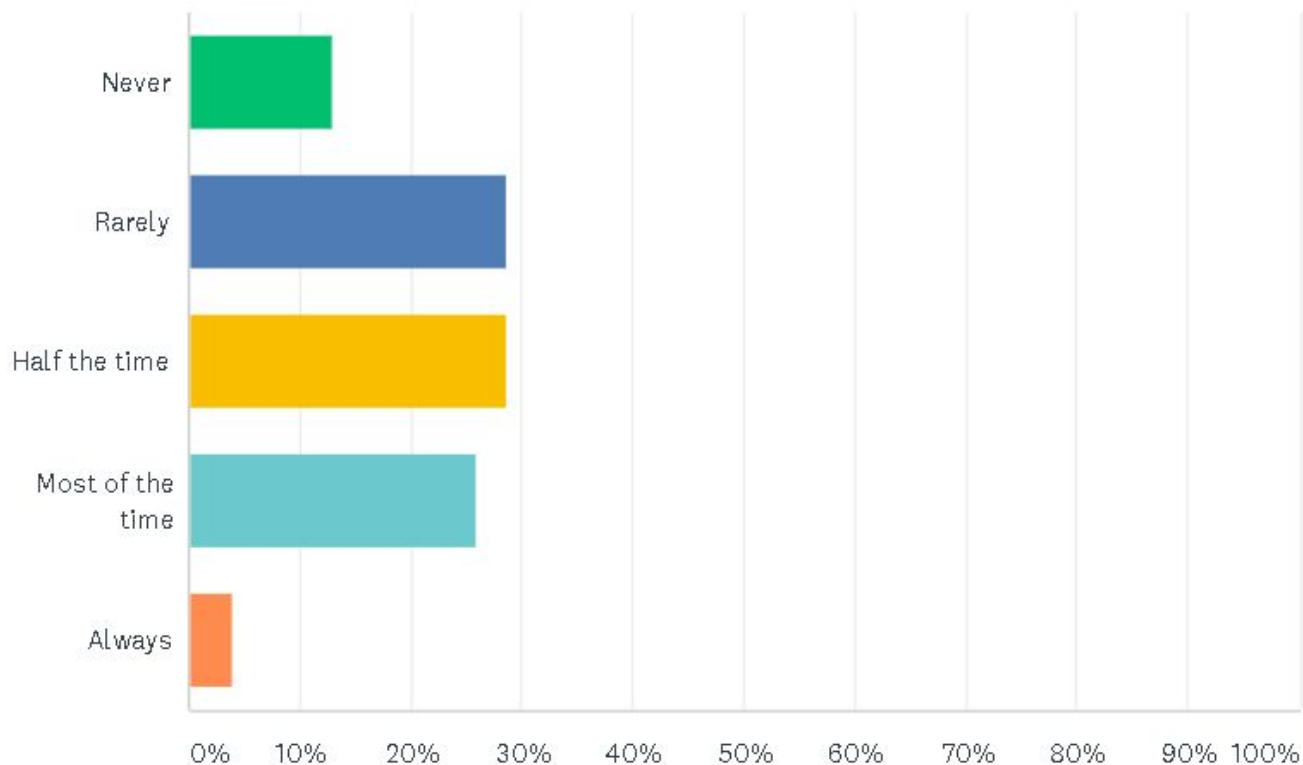
Emotional Responses

- Why do people argue on social media?
- The Backfire Effect
 - “The Misconception: When your beliefs are challenged with facts, you alter your opinions and incorporate the new information into your thinking.
 - The Truth: When your deepest convictions are challenged by contradictory evidence, your beliefs get stronger.”¹



How often do you find yourself emotionally influenced by social media?

Answered: 77 Skipped: 1



Rational Arguments On an Irrational Platform

1. Supply the Missing Context
2. Keep it positive and personal
3. But don't be afraid to go public
4. Get them to research the topic
5. Look in the mirror



Thank you!

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Sources gathered from

1. Dr.Kirby's Google Knowing class Fall 2019
2. <https://youarenotsosmart.com/2011/06/10/the-backfire-effect/>
3. Socialmediatoday.com
4. thestreet.com
5. Pocket-Lint.com
6. <https://www.google.com/imgres?imgurl=https%3A%2F%2Frevolutionarypaideia.files.wordpress.com%2F2011%2F01%2Ffacebook-fakebook4.jpg&imgrefurl=https%3A%2F%2Frevolutionarypaideia.com%2F2011%2F01%2F13%2Ffacebook-is-becoming-fakebook-2%2F&docid=cGwLdYJwQAY4ZM&tbnid=ASAeQsAwdgioWM%3A&vet=10ahUKEwj206H9wujlAhUGqZ4KHREIDWsQMwiBASglMAg..i&w=720&h=289&bih=754&biw=1536&q=fakebook&ved=0ahUKEwj206H9wujlAhUGqZ4KHREIDWsQMwiBASglMAg&iact=src&uact=8>

