



## Improving Our News and Media Information Literacy

### A Let's Talk Democracy Forum

February 13 and 27, 2020 at the Queens Library/Forest Hills

## RESOURCES

### WEBSITES

- **Let's Talk Democracy** [www.letstalkdemocracy.org](http://www.letstalkdemocracy.org) A grassroots, non-partisan organization dedicated to educating people about our government, encouraging dialogue about the basic foundations of our democracy.
- **The Flip Side** [www.theflipside.io](http://www.theflipside.io) Forum presenter - Annafi Wahed is the Founder, Editor. A one-stop shop for smart, concise summaries of political analysis from both conservative and liberal media. Their goal is to become a news source for liberals, moderates, independents, conservatives, and even the apolitical.
- **Ad Fontes Media** [www.adfontesmedia.com](http://www.adfontesmedia.com) Their mission is to make news consumers smarter and news media better. Their Media Bias Chart is a unique way of laying out the complex media landscape in two dimensions: reliability, on the vertical axis, and bias, on the horizontal axis. People find it helpful because it's a useful taxonomy/system of classification for discussing a complex subject. They also have a detailed methodology for how they place sources on the chart. Link: [Ad Fontes Interactive Media Chart](http://www.adfontesmedia.com/interactive-media-chart) Article about the chart: [www.marketwatch.com/story/how-biased-is-your-news-source-you-probably-wont-agree-with-this-chart-2018-02-28](http://www.marketwatch.com/story/how-biased-is-your-news-source-you-probably-wont-agree-with-this-chart-2018-02-28)
- **Fair** [www.fair.org](http://www.fair.org) The national media watch group, has been offering well-documented criticism of media bias and censorship since 1986.
- **Snopes** [www.snopes.com](http://www.snopes.com) The internet's definitive fact-checking resource.
- **FactCheck** [www.factcheck.org](http://www.factcheck.org) A nonpartisan, nonprofit "consumer advocate" for voters that aims to reduce the level of deception and confusion in U.S. politics. They monitor the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews and news releases. FactCheck.org's SciCheck feature focuses exclusively on false and misleading scientific claims that are made by partisans to influence public policy. Link: <https://www.factcheck.org/scicheck>
- **Washington Post Fact Checker** [www.washingtonpost.com/news/fact-checker](http://www.washingtonpost.com/news/fact-checker)
- **CUNY School of Journalism Fact Checking** [www.researchguides.journalism.cuny.edu/c.php?g=547454&p=3756526](http://www.researchguides.journalism.cuny.edu/c.php?g=547454&p=3756526)
- **Pew Research Center on Journalism and Media** [www.journalism.org](http://www.journalism.org)
- **The School of Thought** [www.schoolofthought.org](http://www.schoolofthought.org) A nonprofit providing free education resources on critical thinking, creative thinking, and philosophy.

### BOOKS

**Black Ops Advertising** Book by LTD Media Literacy Forum presenter Prof. Mara Einstein.

[www.amazon.com/Black-Ops-Advertising-Content-Marketing/dp/1536625477](http://www.amazon.com/Black-Ops-Advertising-Content-Marketing/dp/1536625477)

*Black Ops Advertising dissects the rapid rise of "sponsored content", a strategy whereby advertisers have become publishers and publishers create advertising - all under the guise of unbiased information. Covert selling, mostly in the form of native advertising and content marketing, has so blurred the lines between editorial content and marketing message that it is next to impossible to tell real news from paid endorsements. In the 21st century, instead of telling us to buy, buy, BUY, marketers "engage" with us so that we share, share, SHARE - the ultimate subtle sell.*

## ARTICLES

**How to Recognize a Fake News Story** - Huffington Post Article 11/23/2016 Looks at how to sort stories on social media. [https://m.huffingtonpost.com.au/entry/fake-news-guide-facebook\\_n\\_5831c6aae4b058ce7aaba169?ncid=other\\_facebook\\_eucluwzme5k&utm\\_campaign=share\\_facebook](https://m.huffingtonpost.com.au/entry/fake-news-guide-facebook_n_5831c6aae4b058ce7aaba169?ncid=other_facebook_eucluwzme5k&utm_campaign=share_facebook)

**A Reminder That 'Fake News' Is An Information Literacy Problem - Not A Technology Problem**  
[www.forbes.com/sites/kalevleetaru/2019/07/07/a-reminder-that-fake-news-is-an-information-literacy-problem-not-a-technology-problem/-4ec30e686a6f](http://www.forbes.com/sites/kalevleetaru/2019/07/07/a-reminder-that-fake-news-is-an-information-literacy-problem-not-a-technology-problem/-4ec30e686a6f)

**The Growing Threat to Journalism Around the World** [www.nytimes.com/2019/09/23/opinion/press-freedom-arthur-sulzberger.html?smid=nytcore-ios-share](http://www.nytimes.com/2019/09/23/opinion/press-freedom-arthur-sulzberger.html?smid=nytcore-ios-share)

**Breaking News Consumer Handbook: Fake News Edition Podcasts** [www.wnycstudios.org/podcasts/otm](http://www.wnycstudios.org/podcasts/otm)  
OTM tackles sticky issues with a frankness and transparency that has built trust with over one million weekly radio and podcast listeners.

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# BREAKING NEWS CONSUMER'S HANDBOOK

## FAKE NEWS EDITION

1. Big red flags for fake news: ALL CAPS, or obviously photoshopped pics.
2. A glut of pop-ups and banner ads? Good sign the story is pure clickbait.
3. Check the domain! Fake sites often add “.co” to trusted brands to steal their luster. (Think: “abcnews.com.co”)
4. If you land on an unknown site, check its “About” page. Then, Google it with the word “fake” and see what comes up.
5. If a story offers links, follow them. (Garbage leads to worse garbage.) No links, quotes, or references? Another telltale sign.
6. Verify an unlikely story by finding a reputable outlet reporting the same thing.
7. Check the date. Social media often resurrects outdated stories.
8. Read past headlines. Often they bear no resemblance to what lies beneath.
9. Photos may be misidentified and dated. Use a reverse image search engine like TinEye to see where an image *really* comes from.
10. Gut check. If a story makes you angry, it's probably designed that way.
11. Finally, if you're not sure it's true, don't share it! *Don't. Share. It.*

ON **THE MEDIA**

ONTHEMEDIA.ORG