

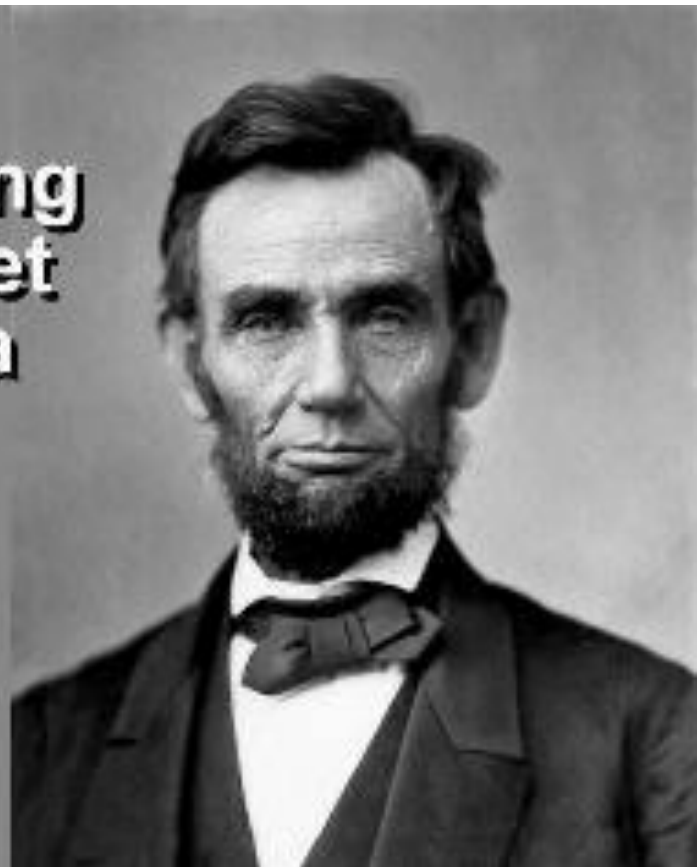


# AARP Fact Tracker

Sorting Fact from Fiction Online

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

**— Abraham Lincoln**





“It said so on the internet, so it must be true.”

– Abraham Lincoln



## Serious Consequences

Easy to Create,  
Easy to Spread...



## What is MediaWise?

MediaWise's mission is to empower people of all ages to be more critical consumers of content online. We teach people key digital literacy skills to spot misinformation and disinformation so they can make decisions based on facts, not fiction.

 MediaWise Poynter.



## Agenda

- Why misinformation is created
- Why it spreads
- Red flags to watch for
- How to verify information for yourself



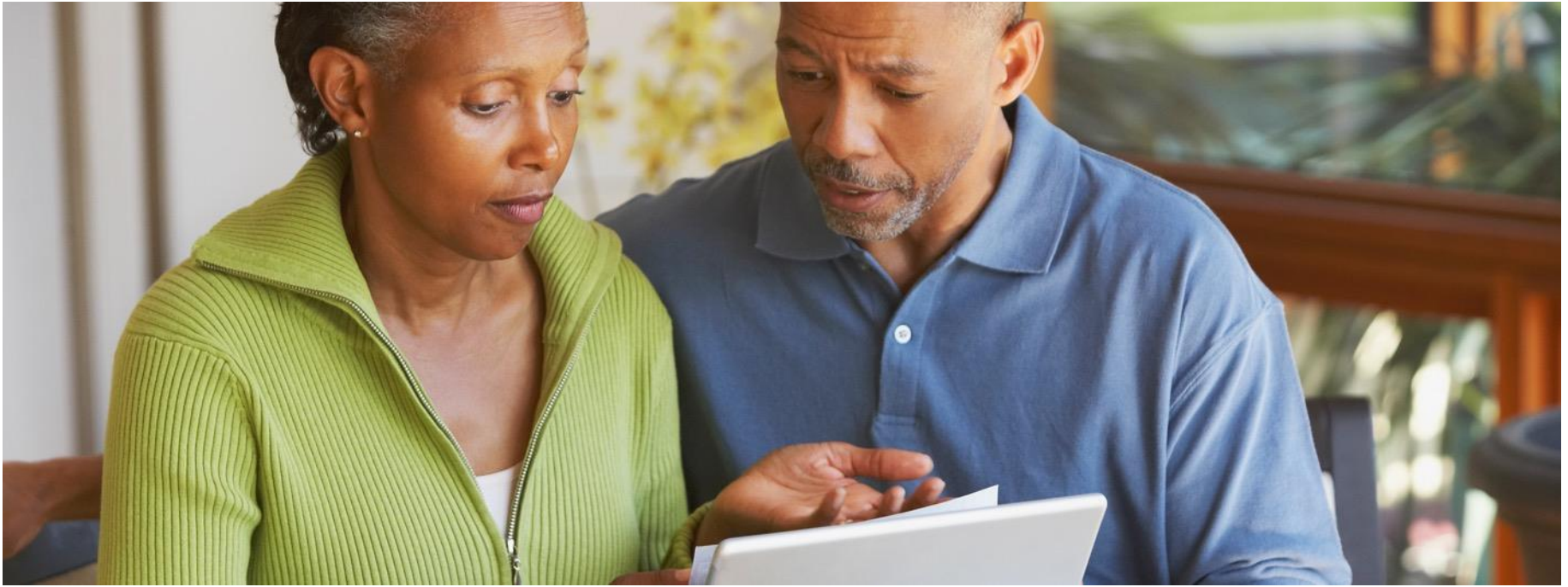
# Check Your Facts – Trivia



Stanford History  
Education Group



What percentage of people in the U.S. have shared something false online?

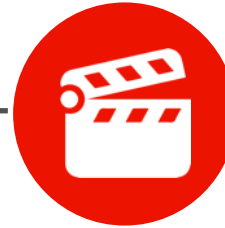
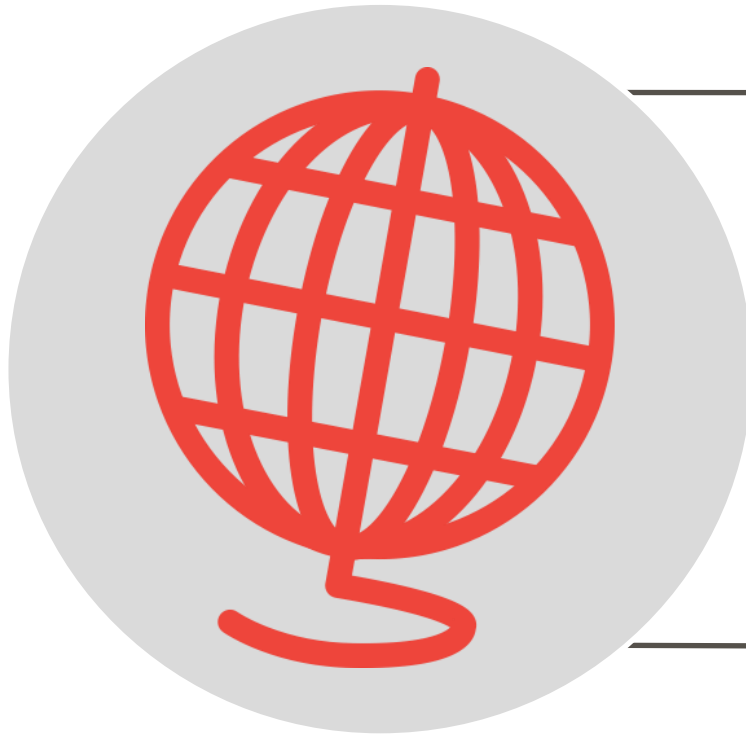


# What is Misinformation?



Wikipedia defines  
misinformation as “false or  
inaccurate information.”

# Advantages of Connectivity



Entertainment



Information



Connections

# The Downside

- Imposter content
- Manipulated content
- Out of context information
- Disinformation
- Scams

**John Dokesz**

3 hours ago

So sad!!!

Local park demolished, replaced with parking lot. Inside source says city sure to destroy at least 5 more this year.



## What's Behind Misinformation

Why might someone create a post like this?

# What's Behind Misinformation

Advertising



Creating Chaos



Trolling



Pushing an Agenda



Take Your Money



**John Dokesz**

3 hours ago

So sad!!!

Local park demolished, replaced with parking lot. Inside source says city sure to destroy at least 5 more this year.



## Why Misinformation Spreads

- We want to help
- We want hope
- We're fooled by official-looking posts



# Check Your Facts – Trivia



How many false posts did Facebook remove during the first month of the coronavirus pandemic?

**John Dokesz**

3 hours ago

So sad!!!

Local park demolished, replaced with parking lot. Inside source says city sure to destroy at least 5 more this year.



## Red Flags to Watch For

What are some aspects of this post that should set off our alarm bells?

# Red Flags to Watch for

Pay extra attention when online content ...

Causes an emotional reaction – either positive or negative

Creates a sense of urgency

Contains typos

Leads with an outrageous headline

Shares secret information that no one wants you to know

Reinforces your own belief or opinion



# Finding and Reading

## The News Responsibly

# Identifying a Legitimate News Source

- Author name
- Publish date
- A good reputation
- ‘About Us’ page and/or corrections policy
- Original reporting

# Keywords for Opinion Pieces



**Editorial**



**Op-Ed**



**Our View**



**Commentary**





# Verifying Information

# Three Questions to Verify Online Content



1

Who is  
behind the  
information?



2

What is the  
evidence?



3

What are  
other sources  
saying?



**The Neo-Star Science Group** @NeoStarSciGr • 1h

Mars to Look as Big as Moon Tonight. Once Every 1,200 years!



<https://www.neo-starsciencgroup.mars....>



# Lateral Reading Video

The image shows the AARP logo in white on a solid red background. The logo consists of the letters 'AARP' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right. A white swoosh underline is positioned under the 'A' and extends slightly under the 'P'.

**AARP**®

Source: Stanford History Education Group



## Click Restraint

- Don't click on the first thing you see
- The top links may be advertisements
- Professional journalists look beyond the first page

# Using Wikis Responsibly

	Fully-protected
	Interface protection

**This article has multiple issues.** Please help [improve it](#) or discuss these issues on the [talk page](#). ([Learn how](#) [\[hide\]](#) [and when to remove these template messages](#))



- The topic of this article **may not meet Wikipedia's notability guideline for biographies**. (*September 2014*)
- This [biography of a living person](#) **needs additional citations for verification**. (*September 2014*)
- This article **is an autobiography or has been extensively edited by the subject or by someone connected to the subject**. (*September 2014*)



This article is about a **current disaster** where information can [change quickly or be unreliable](#). The [latest page updates may not reflect](#) the most up-to-date information. Please help [improve this article](#) using [reliable sources](#) or help by discussing changes on the [talk page](#). ([Learn how and when to remove this template message](#))

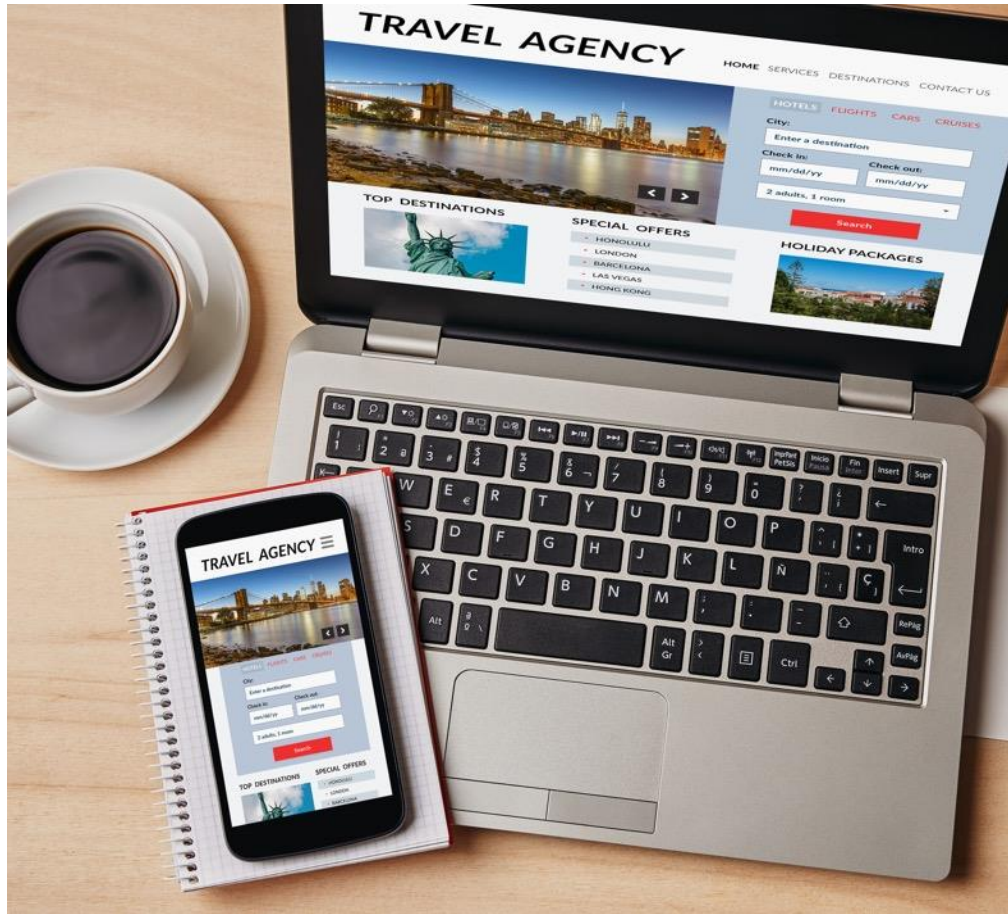


# What about photos?



# What about photos?





## False Images

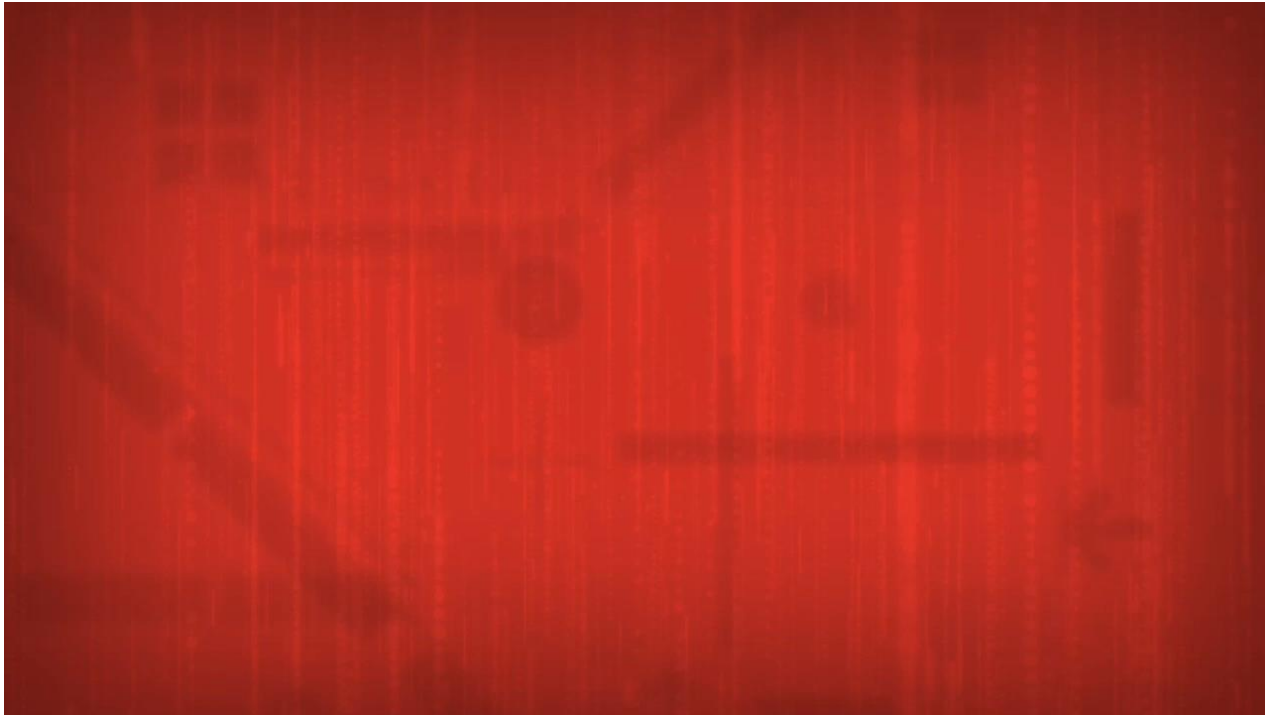
- Easy to manipulate photos
- Even easier to miscaption photos
- Social media and the web have become photo-centric
- Videos can be doctored



# Reverse Image Search



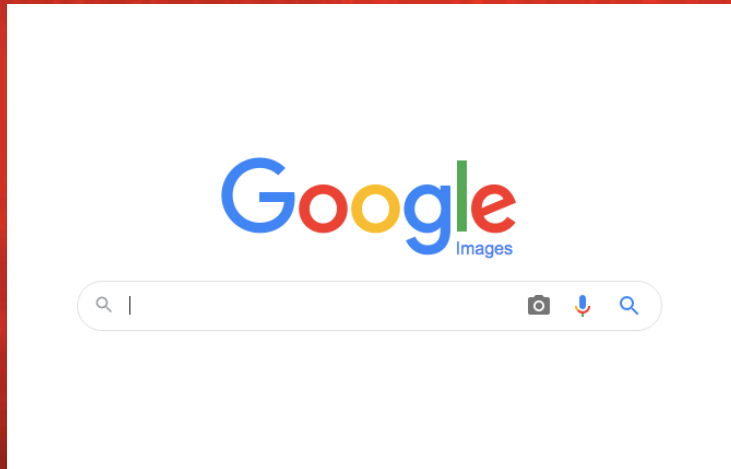
# Reverse Image Search Video



# Reverse Image Search

On a Mac

images.google.com



# Three Questions to Verify Online Content



1

Who is  
behind the  
information?



2

What is the  
evidence?



3

What are  
other sources  
saying?



**Pause before  
you share**





# CHECK IT OUT

## WHERE TO GO TO CHECK FACTS

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

[PolitiFact.com](https://www.politifact.com)

[FactCheck.org](https://www.factcheck.org)

[LeadStories.com](https://www.leadstories.com)

[ScienceFeedback.co](https://www.sciencefeedback.com)

[CheckYourFact.com](https://www.checkyourfact.com)

[Poynter.org/CoronavirusF](https://www.poynter.org/coronavirus-facts-alliance)

[actsAlliance](https://www.poynter.org/coronavirus-facts-alliance)

[WashingtonPost.com/news/fact-checker](https://www.washingtonpost.com/news/fact-checker/)



# Survey

**We Welcome Your Feedback on Our Session**

Please complete the survey!



**Thank You**  
for Joining Us!