

Your Media Habits (Activity 1)



CTRL+F



Where do you get your news and information?

CTRL+F

① Start presenting to display the poll results on this slide.



Activity 2:Information Pollution

Is This Real?

KFC Donut Chicken Sandwich



CTRL+F

Is This Real?

Console Chicken Warmer

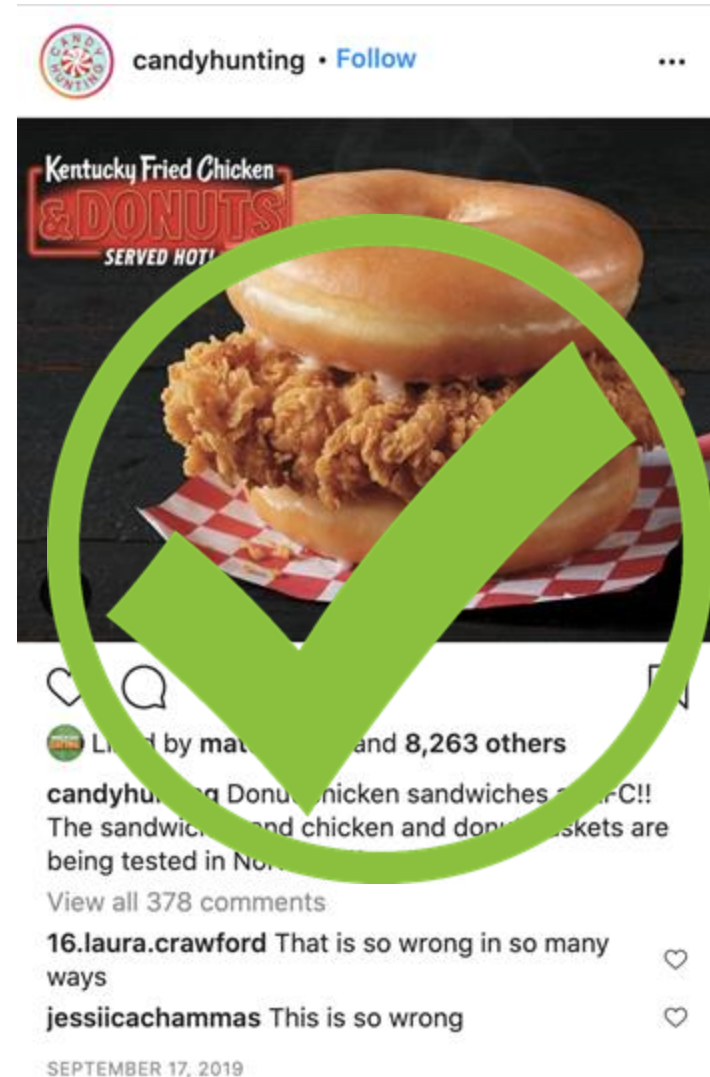


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Fact Check

KFC is really selling these sandwiches.

(Un)fortunately, they haven't made their way to Canada yet.



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Is This Real?

While there is currently no release date, KFC really is launching a game console with a built in chicken warmer!



CIVIX Explains: Information Pollution

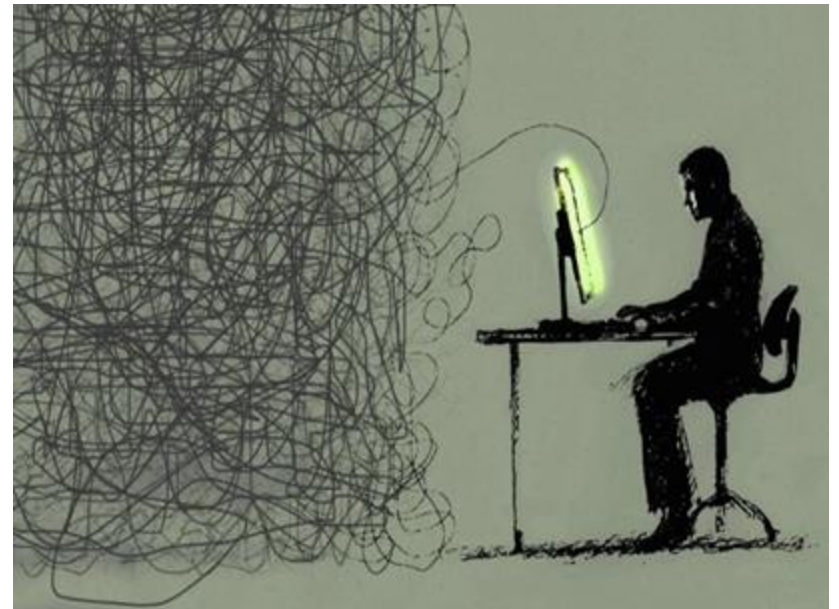


<https://www.youtube.com/watch?v=fGYGzCHDhv4>

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What is 'information pollution'

- Many kinds of **low-quality**, **false** and **misleading** information circulate online
- This is called '**information pollution**'
- We need to figure out where information is coming from and whether it is real or truthful



False information online

There are two main types:

Misinformation is when people share something they think is true, but isn't.

Disinformation is when people share false or misleading information on purpose. The goal is to influence and cause harm.

A purple rectangular button with the text "CTRL+F" in white, indicating a search function.

CTRL+F

Misinformation

ELDERLY WOMAN ACCUSED OF TRAINING HER 65 CATS TO STEAL FROM NEIGHBORS



835K



Columbus, Ohio | An 83-year old woman was arrested this morning and accused of training dozens of cats to steal jewelry and other valuables from her neighbors.

Mark Zuckerberg, CEO of Facebook, invented the word **BFF**. To make sure your account is safe on Facebook, type **BFF** in a comment. If it appears green, your account is protected. If it does not appear in green, change your password immediately because it may be hacked by someone.



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Disinformation

False information can be designed to **mislead** and **achieve a political goal**.

For example, telling people they can vote through Twitter, when they cannot.



Disinformation from 2016 US presidential election

Hoax

A form of disinformation that intends to trick people into believing a false story or event.



In 1869, a man named George Hull claimed to have found the petrified remains of a 10-foot tall man. The story made national news, and crowds of people paid money to see the giant. This “giant” was a fake.

Conspiracy Theory

A belief that a secret, powerful group of people is causing major news events, manipulating politics and the economy, or hiding important information about the world.



One of the most long-lasting conspiracy theories is that the American government has captured aliens and is studying them at the Area 51 military base.

Vertical Reading vs. Lateral Reading



Vertical reading: “staying on the page,” examining the content closely to determine if you think it’s reliable.



Lateral reading: “leaving the page,” examining other sources and analyzing what others have to say.

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Examples of Vertical Reading

- **Checking to see if the site “looks” professional (looking for typos, ads, etc).**
- **Reading the ‘About’ page.**
- **Checking if the URL is a .com or a .org (anyone can purchase a .org domain).**
- **Reading a story closely to see if it sounds realistic or plausible.**

Examples of Lateral Reading

- **Using Wikipedia to learn about the reputation of a source.**
- **Checking to see if a story or claim has been reported by multiple reliable sources.**
- **Using the web to trace information, quotes, or images back to the original source.**

Introduction to CTRL-F with Jane Lytvynenko & Mike Caulfield



CTRL+F

What is information pollution? (Activity 2)



CTRL+F