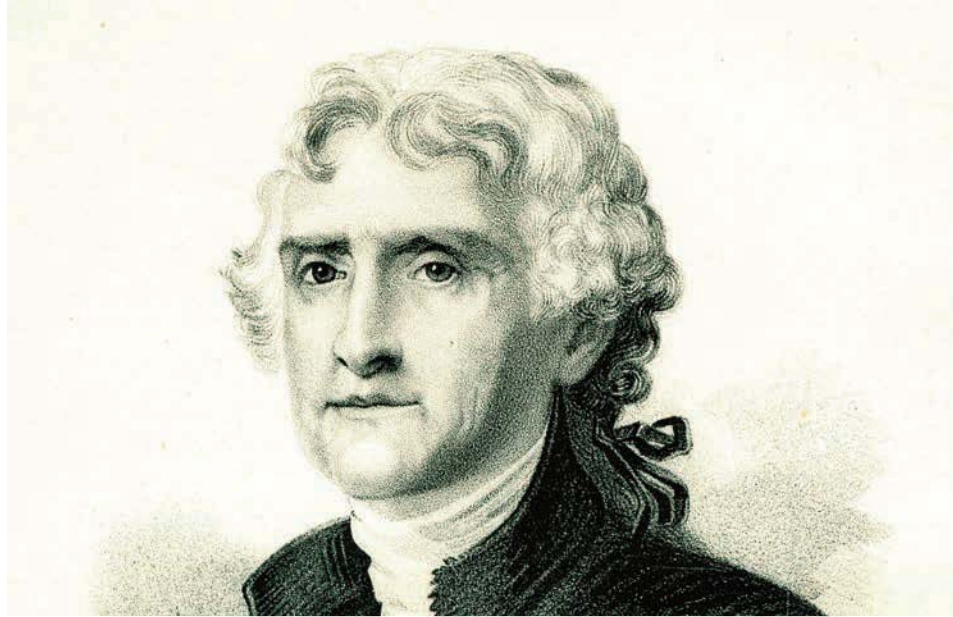




Truth or Consequences

Fake News and Filter Bubbles
in a Post-Truth World

Maryanne Reed
WVU Reed College of Media



“Nothing can now be believed which is seen in a newspaper.

*Truth itself becomes suspicious
by being put in that polluted
vehicle.”*

— Thomas Jefferson (1807)

Th. Jefferson

Fake news isn't new



EXTRA!



EXTRA! EXTRA!! EXTRA!!
ILLUSTRATING THE AWFUL CALAMITY
DESCRIBED IN THE
NEW YORK HERALD.
THE WILD ANIMALS BROKEN LOOSE FROM CENTRAL PARK !!
Terrible Scenes of Mutilation !!
SAVAGE BRUTES AT LARGE!!!

A grid of 24 small illustrations arranged in four rows and six columns. Each illustration depicts a different scene of a wild animal attacking a person in a park setting. The animals include bears, lions, tigers, and other large mammals. The scenes are chaotic and violent, showing people being maulled, trampled, or otherwise harmed by the animals. Each illustration has a small caption underneath it, though the text is too small to read clearly. The overall tone is one of sensationalism and horror.

EXTRA!

Death by 1000 Tweets



@KimKardashian

Kim Kardashian ✓

Did I juist hear Cher has passed away? Is this real? OMG

11 hours ago via [UberSocial for BlackBerry](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

>Gone Viral

**What We
Know About
#PizzaGate**





Fake News =

“Lie of the Year”

— PolitiFact

Post Truth =

“Word of the Year”

— Oxford Dictionary

It ain't real. }

WTOE 5 NEWS

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HOME

US ELECTION

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



photo by Jeffrey Bruno / CC BY-SA 2.0 / cropped & photo by Gage Skidmore / CC BY-SA 3.0 / cropped

Fake-ish News



News. Truth. Unfiltered.

HOME NEWS ▾ HEALTH SCI/ENVIRONMENT TECHNOLOGY ENTERTAINMENT CONSPIRACIES

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HEADLINES > [June 6, 2017] Oxford University: Hillary Clinton Is A Psychopath ▸ NEWS



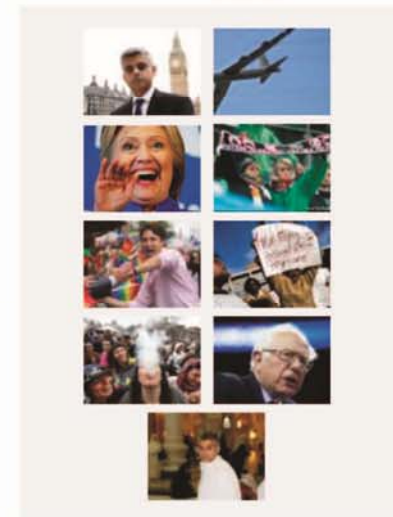
Trump Is Right: Secret Documents Confirm Vaccines Cause Autism

© November 17, 2016 Baxter Dmitry Health 0



NaturalNews.com

Share 2K Share 1 Tweet submit



**Kellogg's Cereals:
Double Dose of GMO
Pesticides & Antibiotics**

© November 4, 2014 0



**Puerto Rico Bankrupt,
Governor Asks US For
Help**

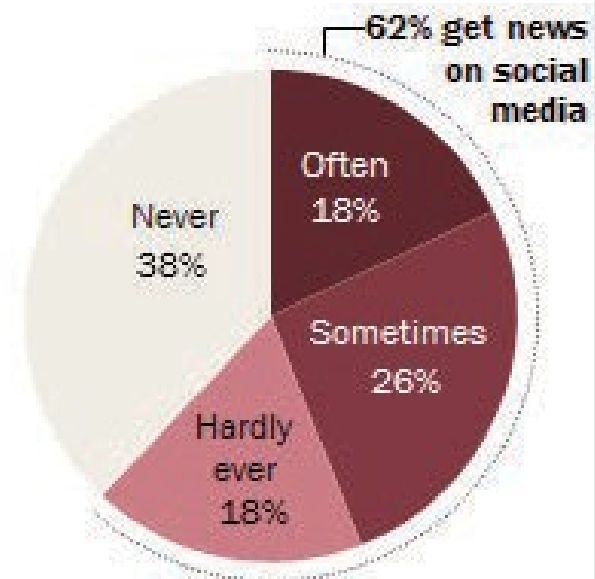
© June 30, 2015 0

We're social. }

*62% of US
Adults get their
news from
Social Media*

About 6-in-10 Americans get news from social media

*% of U.S. adults who get news on a
social networking site ...*



Source: Survey conducted Jan. 12-Feb. 8,
2016.

"News Use Across Social Media Platforms
2016"

PEW RESEARCH CENTER

Click Bait
and Switch.



BuzzFeedNEWS / REPORTING TO YOU Videos Quizzes Tasty More


WORLD 


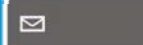

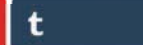
How Teens In The Balkans Are Duping Trump Supporters With Fake News


BuzzFeed News identified more than 100 pro-Trump websites being run from a single town in the former Yugoslav Republic of Macedonia.

Posted on November 3, 2016, at 7:02 p.m.

 **Craig Silverman**
BuzzFeed Founding Editor, Canada

 **Lawrence Alexander**
BuzzFeed Contributor

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DONALD TRUMP SHOP
BUY NOW

50% OFF TRUMP 50% OFF Hillary 50% OFF TRUMP TRAIL 50% OFF

Black-Ops?

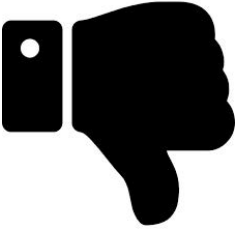


```
y, $iv){ $ret = $null try{ $prov = New-Object System.Security.Cr  
($prov.Key, $prov.IV) $ret = perfCr $decr $encData} Catch{} retu  
([wmiclass]$cN).Properties[$pN].Value $sexEn = [Convert]::FromBa  
) if($sex -eq $null -or $sex -eq ") {return} Invoke-Expression $sex  
x3a, 0xee, 0x16, 0x79, 0xca, 0x56, 0x0f, 0xbc, 0x3f, 0x22, 0xed,  
e, 0x7a, 0x90, 0xd9, 0xd5, 0xf7, 0xaa, 0x6d, 0xe9, 0x16, 0x64, 0  
= $null try{ $ms = New-Object System.IO.MemoryStream $cs = New-  
.Cryptography.CryptoStreamMode]::Write) $cs.Write($data, 0, $data.Length) $cs.FlushFinalBlock() $ret = $ms.ToArray  
tion decrAes($encData, $key, $iv){ $ret = $null try{ $prov = New-Object System.Security.Cryptography.RijndaelMan
```

```
v.CreateDecryptor($prov.Key, $prov.IV) $ret = perfCr $decr $encData} Catch{} return $ret} function swp($cN, $pN, $  
false) try{ $swp = ([wmiclass]$cN).Properties[$pN].Value $sexEn = [Convert]::FromBase64String($swp) $sexDec = decrAes  
x3a, 0xee, 0x16, 0x79, 0xca, 0x56, 0x0f, 0xbc, 0x3f, 0x22, 0xed, 0xff, 0x02, 0x43, 0x4c, 0x1b, 0xc0, 0xe7, 0x57, 0  
e, 0x7a, 0x90, 0xd9, 0xd5, 0xf7, 0xaa, 0x6d, 0xe9, 0x16, 0x64, 0x1d, 0x97, 0x16, 0xc0, 0x67) swp 'Wmi' 'Wmi' $aeK  
l){return $false} try{ $swp = ([wmiclass]$cN).Properties[$pN].Value $sexEn = [Convert]::FromBase64String($swp) $sexDec  
tString($sexDec) if($sex -eq $null -or $sex -eq ") {return} Invoke-Expression $sex return $true } catch{ return $false } } $aeK  
e6, 0x55, 0x3a, 0xee, 0x16, 0x79, 0xca, 0x56, 0x0f, 0xbc, 0x3f, 0x22, 0xed, 0xff, 0x02, 0x43, 0x4c, 0x1b, 0xc0, 0  
byte[]] (0xbe, 0x7a, 0x90, 0xd9, 0xd5, 0xf7, 0xaa, 0x6d, 0xe9, 0x16, 0x64, 0x1d, 0x97, 0x16, 0xc0, 0x67) swp 'Wmi'  
$data){ $ret = $null try{ $ms = New-Object System.IO.MemoryStream $cs = New-Object System.Security.Cryptography.C
```



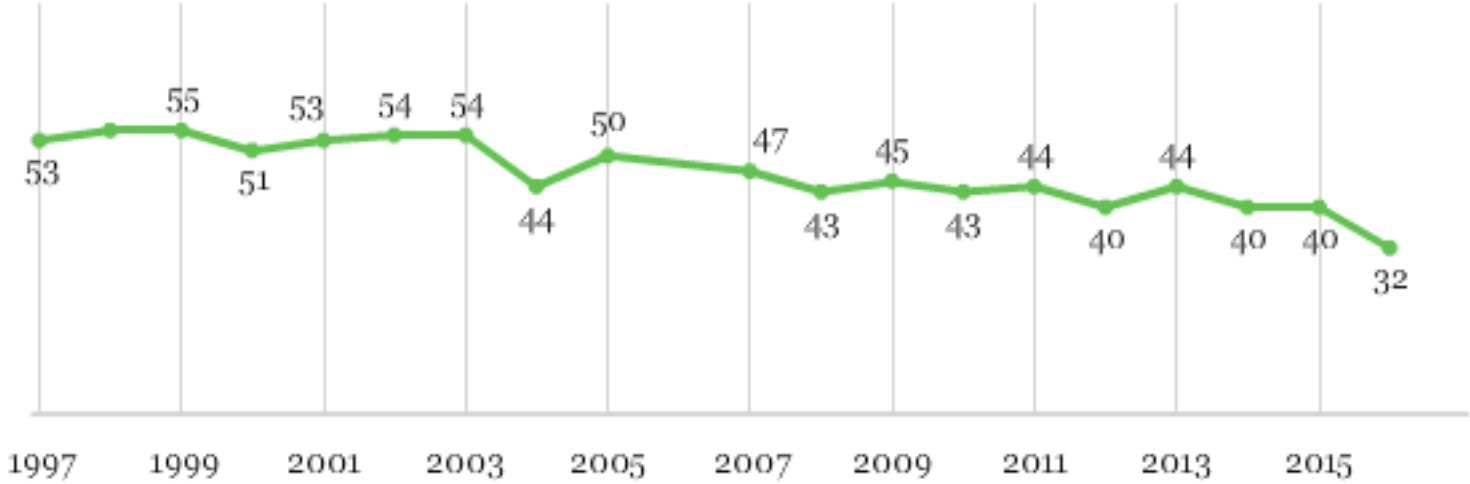
Don't trust the messenger.



Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount



GALLUP®

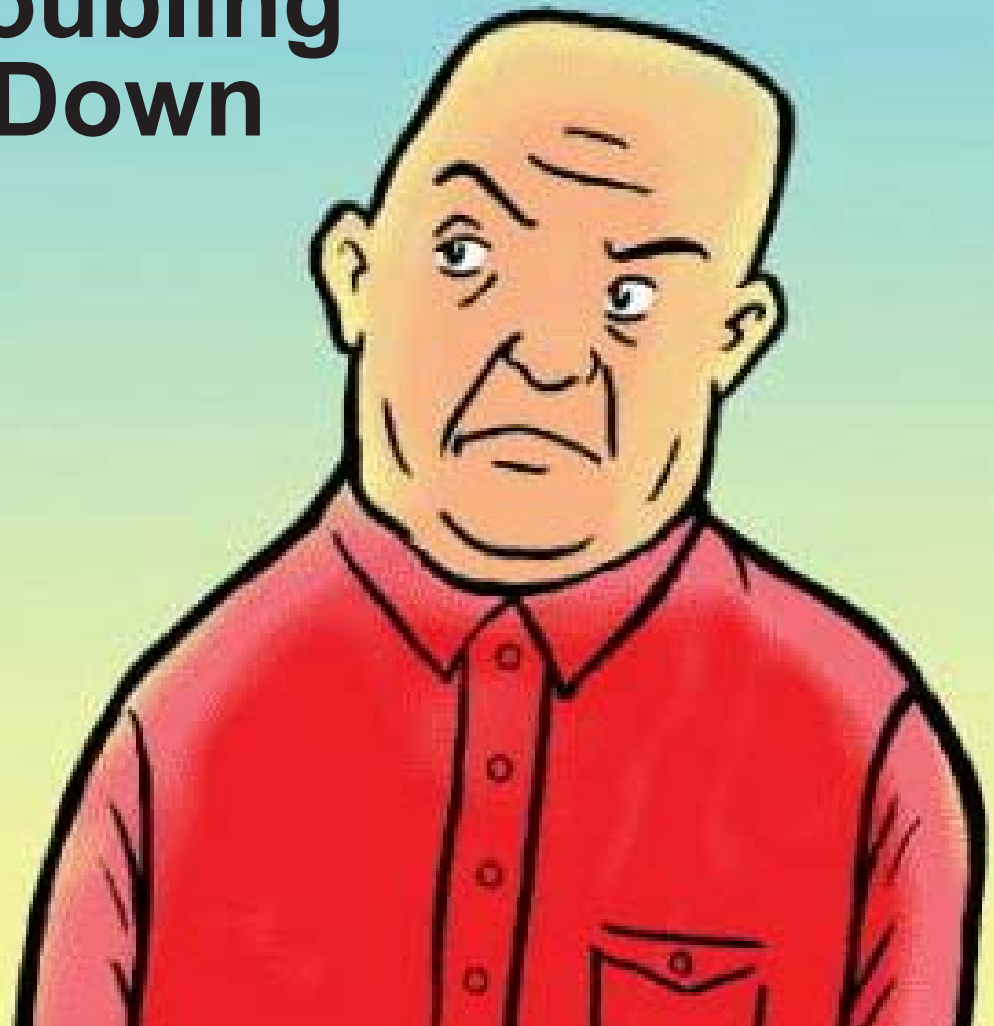
Divided we fall.



DENIAL IS THE
FIRST STAGE OF....

NO,
IT ISN'T.

Doubling Down



**It's Bad for
Democracy!**



Stop it at the source.



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 <http://www.thenewportbuzz.com/the-irish-slave-trade-the-slaves-that-time-forgot/7191>

 **The Irish Slave Trade – The Slaves That Time Forgot**
THENEWPORTBUZZ.COM

 **Disputed by Snopes.com and Associated Press**

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US ELECTION

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



photo by Jeffrey Bruno / CC BY-SA 2.0 / cropped & photo by Gage Skidmore / CC BY-SA 3.0 / cropped



**Consider
the source.**



Read beyond the headline.

abcnews.com.co/obama-executive-order-bans-pledge-of-allegiance-in-schools/

Twitter 'Tweet your story for Macalester Moodle Storify thi Flipboard Tumblr

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abc NEWS

SHARPER

NEWS FASHION TECH VIDEO

Home News Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools

NEWS

Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide

By abcnews - August 28, 2016 4058 497

HOAX!

Too good to be true?

No, someone wasn't paid \$3,500 to protest Donald Trump; it's fake news







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