

# Understanding Today's Media Environment

MOOC Week 2







## ALL NEWS ABOUT POLITICS

ELECTIONS 2016

POLITICS

USA NEWS



### BREAKING: PROOF SURFACES THAT OBAMA WAS BORN IN KENYA - TRUMP WAS RIGHT ALL ALONG...

October 31, 2016 admin 0

PROOF SURFACES THAT OBAMA WAS BORN IN KENYA - TRUMP WAS RIGHT ALL ALONG... Kenya has been the main reason why Obama has been dealing [...]



### Bill Clinton's S\*x Tape Just Leaked (VIDEO)

October 28, 2016 admin 0

While the mainstream media continues to target Donald Trump for s\*xual assault allegations, despite the fact that there is no evidence to support them, it [...]

### Pope Francis Forbids Catholics From Voting For Hillary!

By admin Posted in: CATHOLIC, POLITICS

Posted on October 28, 2016



Cardinal Ratzinger, who became Pope Benedict XVI in 2005 and served through 2013, wrote a blistering letter in 2004 forbidding Catholics from voting for pro-abortion Hillary Clinton or anyone who espouses her ideas. The letter reads: The Church teaches that abortion or euthanasia is a grave sin. The Encyclical Letter Evangelium vitae, with reference to ...

### Robert De Niro Switches To Trump Shocks Hollywood

By admin Posted in: CATHOLIC

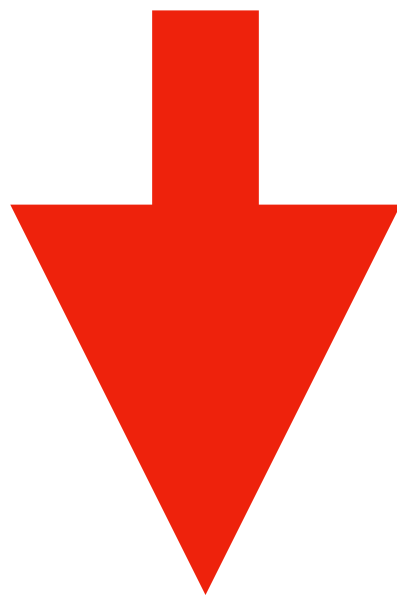
Posted on October 28, 2016



Many Hollywood celebrities have openly spoken about their faith in Donald Trump, but one comes as a surprise to many. The last celebrity that opened up on the matter is a well-respected actor, director, and a true movie star, whose voice is definitely heard in Hollywood. Today, right next to Trump stands Robert De Niro, ...

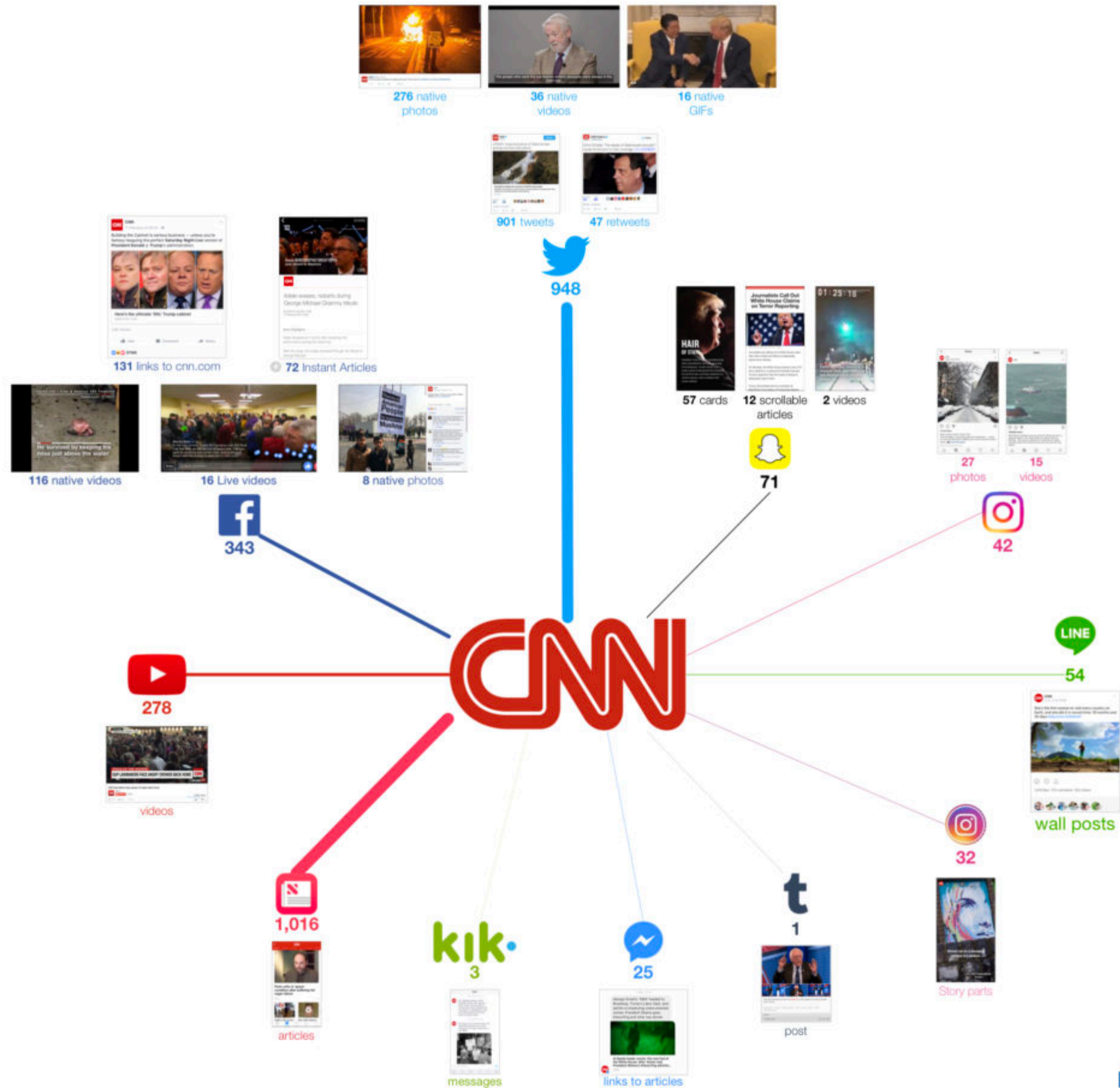
### Oprah Tells FOX News Host 'Some White People Have To Die', Her Reasoning Is Unbelievable

"Yes, the info in the blogs is bad, false, and misleading but the rationale is that 'if it gets the people to click on it and engage, then use it.'"





1 publisher. 7 days. 11 platforms. 2,814 posts.



# Algorithmic Filtering

**TRENDING**

- Facebook Trending: Platform Suppresses News Topics From Conservative Media, Report Says
- Phil Robertson: 'Duck Dynasty' Star Comments on Transgender Bathroom Issue
- Nickelback: Band Is Viewed More Favorably Than Donald Trump, Poll Shows
- Queen Elizabeth: Video Shows British Monarch Referring to Chinese Officials as 'Very Rude'
- Jon Stewart: Former Talk Show Host Calls Donald Trump a 'Man Baby'

Worldwide Trends · Change

- #FelizDíaDeLaMujer
- Happy International Women's Day
- #TheBiggestLies
- #CiteMulheresLindas
- #IWD
- #101FrasesTípicasDeLasMujeres
- 20 Stunning Responsive WordPress Themes
- Chávez
- Getzlaf
- Maduro

Google News

Headlines Local For You Canada (English)

SECTIONS

- Top Stories
- World
- Canada
- Business
- Technology
- Entertainment
- Sport
- Science
- Health
- Manage sections

World

Social media companies ignoring Israel's warnings 'unacceptable'

Arutz Sheva · 1h ago

Car crash brings down hotel in India, killing 10

CTV News · 1h ago

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Why India has nothing to fear from rightful use of big data

From India · Economic Times · 7h ago

Flooding 'likely' across UK with weather warnings issued for Bank Holiday downpours

Metro · 47m ago

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Easter snow continues south of Omaha, cloudy and cold Sunday

KETV Omaha



# Facebook

**“Population-wise, it’s larger than any single country; in fact, it’s bigger than any continent besides Asia.**

**At 2 billion members, ‘monthly active Facebook users’ is the single largest non-biologically sorted group of people on the planet after “Christians” — and, growing consistently at around 17 percent year**

**.... Outside China, where Facebook has been banned since 2009, one in every five minutes on the internet is spent on Facebook; in countries with only recently high rates of internet connectivity, like Myanmar and Kenya, Facebook is, for all intents and purposes, the whole internet.**

*–Max Read, New York Magazine*

# Summary

- The shift in distribution from media companies to platforms and networks is a massive disruption.
- Our current media environment is democratized, blessed/cursed with abundance, and global.
- The capture and monetization of attention has never been more competitive, or more prone to manipulation and extremes.
- Journalists must navigate all of this to do our jobs, and we must factor it into how we do our reporting.



# **Let's Talk About Misinformation**

**It comes in many forms,  
with many motivations.**



**SATIRE OR PARODY**

No intention to cause harm but has potential to fool

**MISLEADING CONTENT**

Misleading use of information to frame an issue or individual

**IMPOSTER CONTENT**

When genuine sources are impersonated

**FABRICATED CONTENT**

New content is 100% false, designed to deceive and do harm

**FALSE CONNECTION**

When headlines, visuals or captions don't support the content

**FALSE CONTEXT**

When genuine content is shared with false contextual information

**MANIPULATED CONTENT**

When genuine information or imagery is manipulated to deceive

**It's global.**



## **Hyperpartisan Sites And Facebook Pages Are Publishing False Stories And Conspiracy Theories About Angela Merkel**

Top-performing Merkel stories in both English and German are dominated by a string of highly critical, and often misleading, articles and headlines from websites that consistently publish fake news and conspiracy theories.

## **This Unemployed Guy Made Japanese Fake News And Ended Up Losing A Bunch Of Money**

"I'm really sorry, this whole thing got out of hand," the Japanese man told BuzzFeed News.

posted on Feb. 8, 2017, at 5:16 p.m.

## **Italy's Most Popular Political Party Is Leading Europe In Fake News And Kremlin Propaganda**

The Five Star Movement controls a network of official sites and supposedly independent news outlets that spread misinformation across the internet.

posted on Nov. 29, 2016, at 9:46 a.m.

# Internet Trolls Are Using Facebook To Target Myanmar's Muslims

Some Burmese government officials and extremist groups are using fabricated news to advance their political goals and downplay harassment of Muslims.

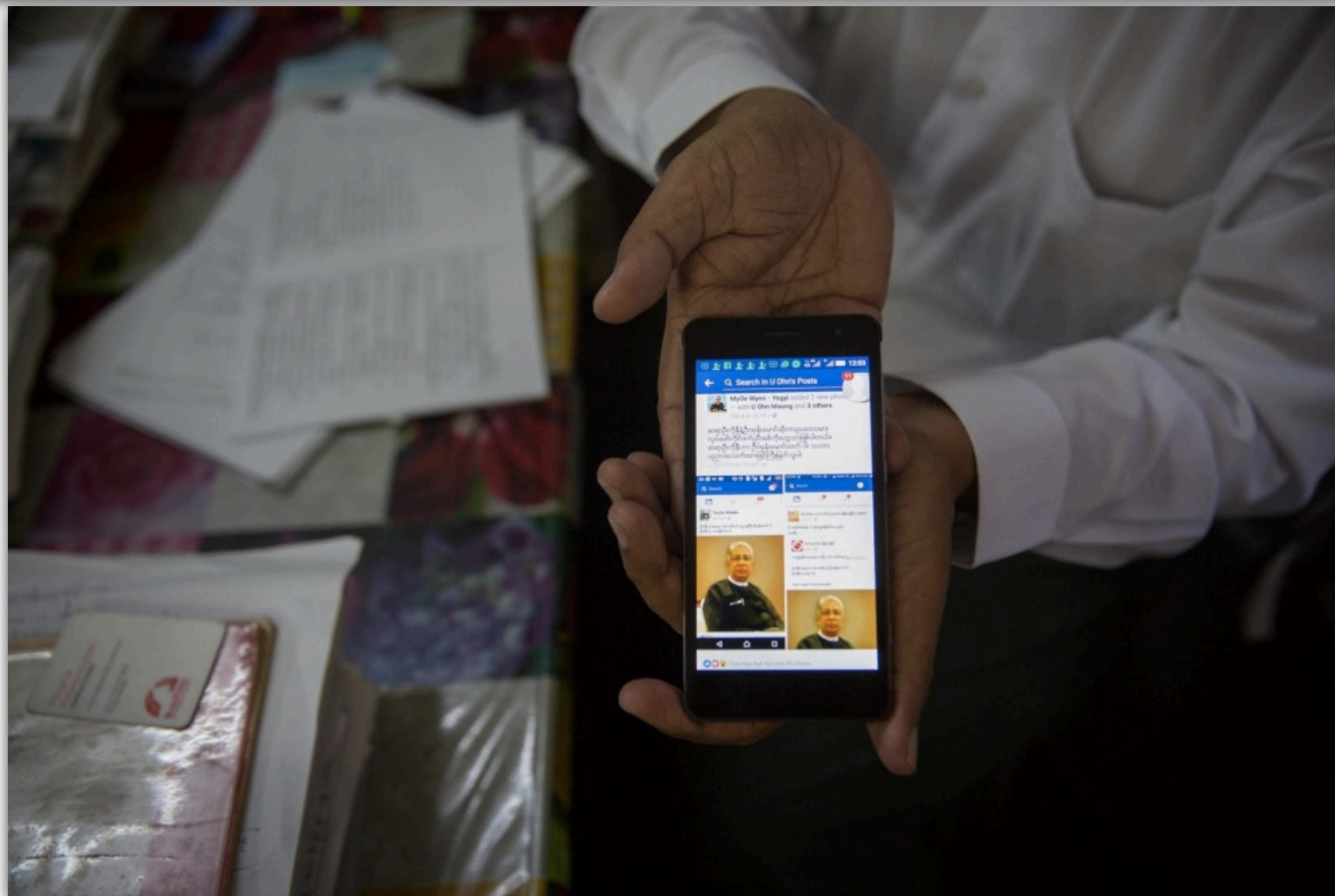
posted on Mar. 18, 2017, at 10:06 a.m.



**Megha Rajagopalan**  
BuzzFeed News Reporter




Reporting From  
Yangon, Myanmar



**It feeds off polarization and  
human bias.**





“You realize that people believe a lot of things online. So we use that to our advantage.”



# Exploits Two Key Human Behaviors

“[W]e humans quickly develop an irrational loyalty to our beliefs, and work hard to find evidence that supports those opinions and to discredit, discount or avoid information that does not.”

– Cordelia Fine, the author of *A Mind of Its Own: How Your Brain Distorts and Deceives*, in *The New York Times*.

**It exploits networks and  
algorithmic filtering.**

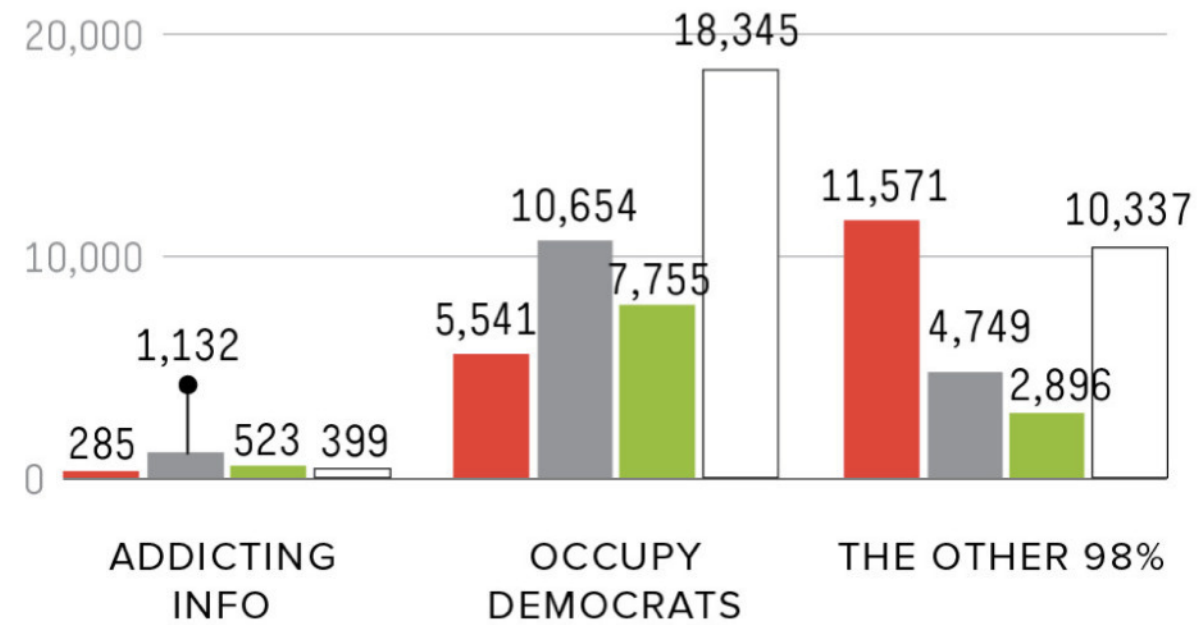


# Engagement by Truthfulness

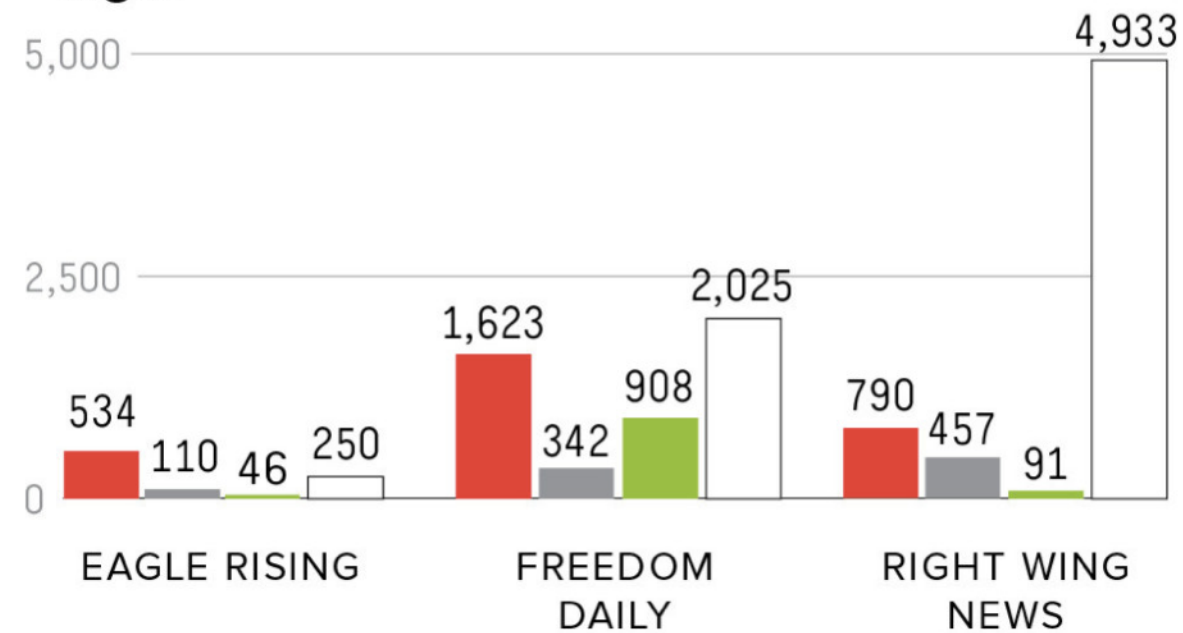
BY MEDIAN SHARES PER POST

■ MOSTLY FALSE ■ MIX. OF TRUE AND FALSE ■ MOSTLY TRUE  
□ NO FACTUAL CONTENT

## Left



## Right





**Steve Bryant**  
@stevebryant

 Follow



Whoever has the most people, and activates them the most effectively, determines what truth is

**Tizzy Canucci** @TizzyCanucci

@jdlasica and already the fake newssers are calling Snopes fake news.

9:17 PM - 26 Dec 2016

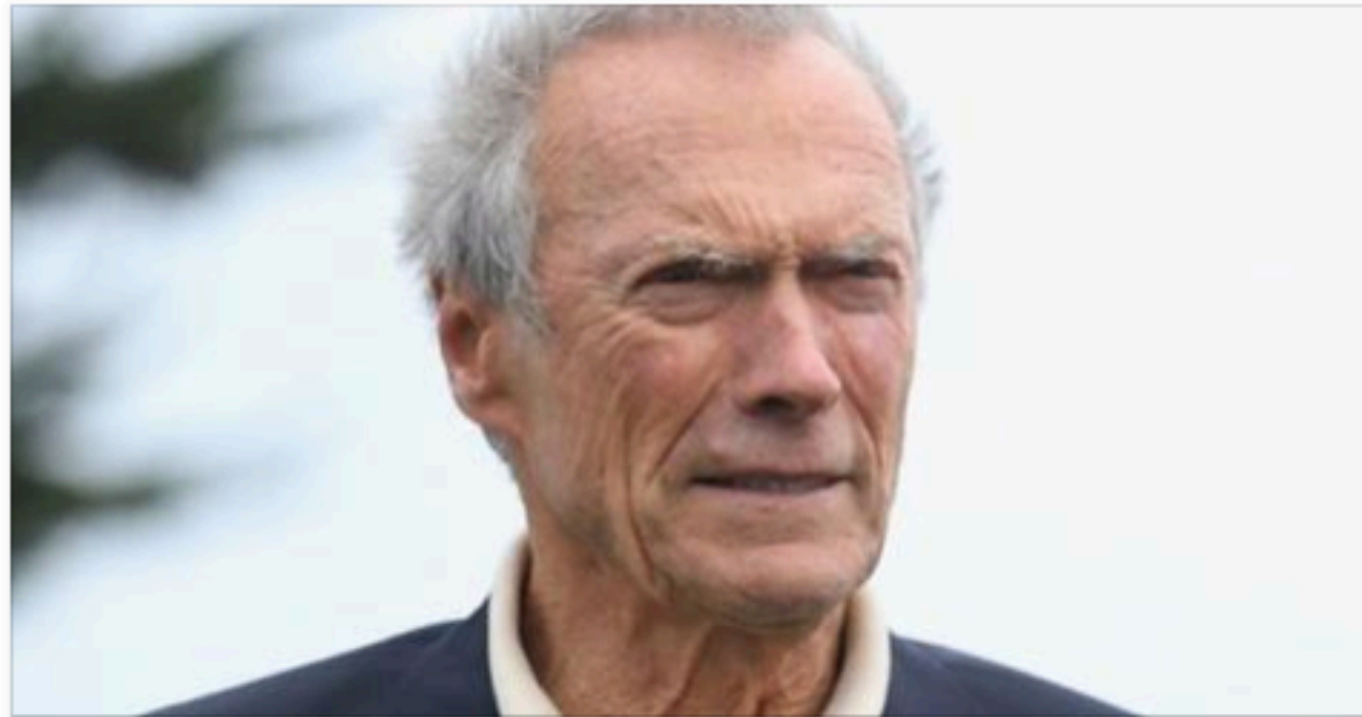
**It's a profitable  
international business.**



American President Donald J. Trump

16 hrs · 🌐

Clint Eastwood says: "All American liberals are the idiots and enemies of America" Do you support Clint?



Clint Eastwood says: "All American liberals are the idiots and enemies of America" Do you support Clint? - True Trumpers

TRUETRUMPERS.COM



Like



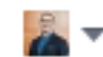
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2K

Top Comments ▾

607 shares

222 Comments



# True Trumpers

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[Home](#) / [News](#) / [Clint Eastwood says: "All American liberals are the idiots and enemies of America" Do you support Clint?](#)

## CLINT EASTWOOD SAYS: "ALL AMERICAN LIBERALS ARE THE IDIOTS AND ENEMIES OF AMERICA" DO YOU SUPPORT CLINT?

17 hours ago News, Polls, Uncategorized, USA

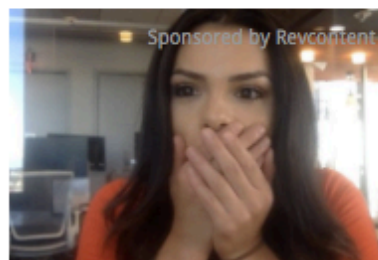
YES NO



If You Own A Home You Are Entitled To \$4,240



Homeowners Register to Receive \$4,240 Before It Ends



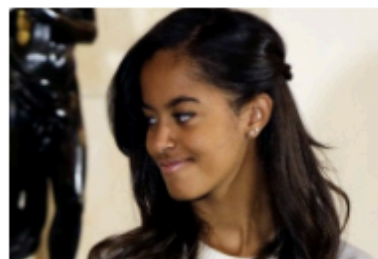
Stop Googling Names! Try This Uncensored Search Instead



How Brands Can Leverage Influencer Marketing



Megyn Kelly Accuses Ex Of Cheating On Her While On Air



Sasha Obama's Net Worth is Going to Make Heads Spin

**TEXT**

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Type in Your Name (or Anyone's), This Site is Addicting



If You're a Homeowner, Get a Free \$4,250 from Congress





# True Trumpers

[News](#)[Economics](#)[Polls](#)[Sports](#)

## BREAKING NEWS

Loud-Mouth Liberal Ashley Judd Wants To Live In Middle East Where Women Have 'More Rights,' Gets Unexpected Surprise! (VIDEO) ||

[Home](#) / [News](#) / Clint Eastwood says: "All American liberals are the idiots and enemies of America" Do you support Clint?

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🕒 17 hours ago 📁 News, Polls, Uncategorized, USA

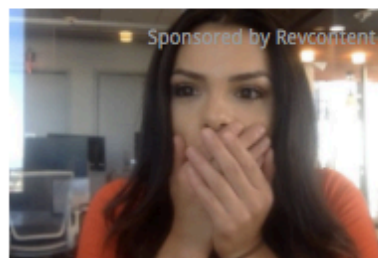
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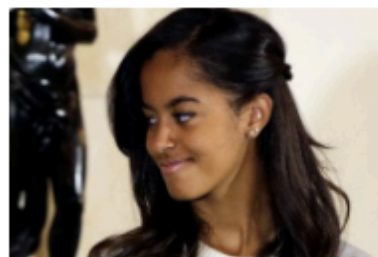
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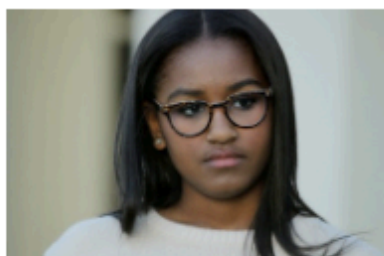
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**Creators of it often target  
the media.**



TECH

# Never Mind The Russians, Meet The Bot King Who Helps Trump Win Twitter

"It's All Us, Not Russians. And We're Not Going To Stop"

Posted on April 5, 2017, at 1:01 a.m.



**Joseph Bernstein**

BuzzFeed News Reporter



“Most of this is contrived to force outrage and trigger new MSM journos to cover shit because they buy the meme. They should have already figured this out and stopped covering us.”

*–Microchip*

# Summary

- A democratized media world means more misinformation.
- Our media environment rewards the most extreme or attention-capturing messages.
- There is a business model for misinformation.
- Journalists must understand the forces behind the creation and propagation of misinformation — and engage/expose them to help serve the public.





**“Technologies designed to increase our control over our attention will sometimes have the very opposite effect. They open us up to a stream of instinctive selections, and tiny rewards, the sum of which may be no reward at all.”**

—Tim Wu, *The Attention Merchants*

"It is one of the most significant economic changes of this century that the service of rendering attention has overtaken all other production factors in economic importance."









# What the Macedonians Teach Us

- The media playing field has been leveled in some ways, and tilted in others.
- Competition for attention in a platform world creates surprising winners — sometimes it's the people most willing to bend or break the rules.
- Information outsourcing is well underway.
- Our current media environment is more easy to manipulate than ever before in human history.