

How has the infrastructure of the internet devalued truth?



DRIVERS

CAUSES

Fake News

DRIVERS

CAUSES

Affordances of
Digital Technology

Business Models
of Internet Giants

Human
Psychology

National / Global
Politics

Fake News

DRIVERS

Fake News
Get's You
Paid

Fake News
Get's You
Elected

Fake News
Get's You
Attention

CAUSES

Affordances of
Digital Technology

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of Internet Giants

Human
Psychology

National / Global
Politics

Fake News

From Editorially Relevant, To Socially Relevant



A new definition of 'Relevance'

Objective
Analysis

VS

Links,

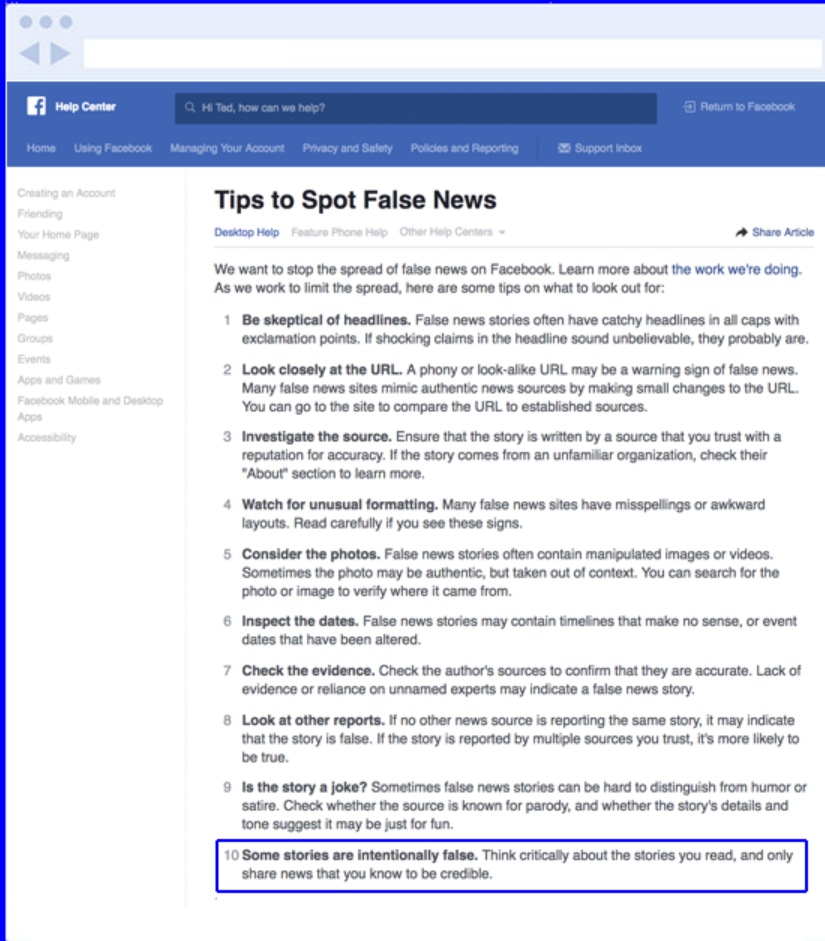
Clicks,



Shares ↻

Likes A row of five icons: a blue thumbs-up button, a yellow laughing face with closed eyes, a yellow shocked face with wide eyes and an open mouth, a yellow sad face with a tear, and a red angry face with furrowed brows.

The need for Critical Thinking



The image shows a screenshot of the Facebook Help Center page for the article "Tips to Spot False News". The page has a dark blue header with the Facebook logo and "Help Center" text. Below the header is a search bar and a "Return to Facebook" link. A navigation menu includes "Home", "Using Facebook", "Managing Your Account", "Privacy and Safety", "Policies and Reporting", and "Support Inbox". On the left side, there is a sidebar with various categories like "Creating an Account", "Friending", "Your Home Page", "Messaging", "Photos", "Videos", "Pages", "Groups", "Events", "Apps and Games", "Facebook Mobile and Desktop Apps", and "Accessibility". The main content area is titled "Tips to Spot False News" and includes a "Share Article" button. The article text explains Facebook's efforts to reduce false news and lists ten tips. The final tip, "Some stories are intentionally false", is highlighted with a blue border.

Help Center Hi Tod, how can we help? [Return to Facebook](#)

[Home](#) [Using Facebook](#) [Managing Your Account](#) [Privacy and Safety](#) [Policies and Reporting](#) [Support Inbox](#)

Creating an Account
Friending
Your Home Page
Messaging
Photos
Videos
Pages
Groups
Events
Apps and Games
Facebook Mobile and Desktop Apps
Accessibility

Tips to Spot False News

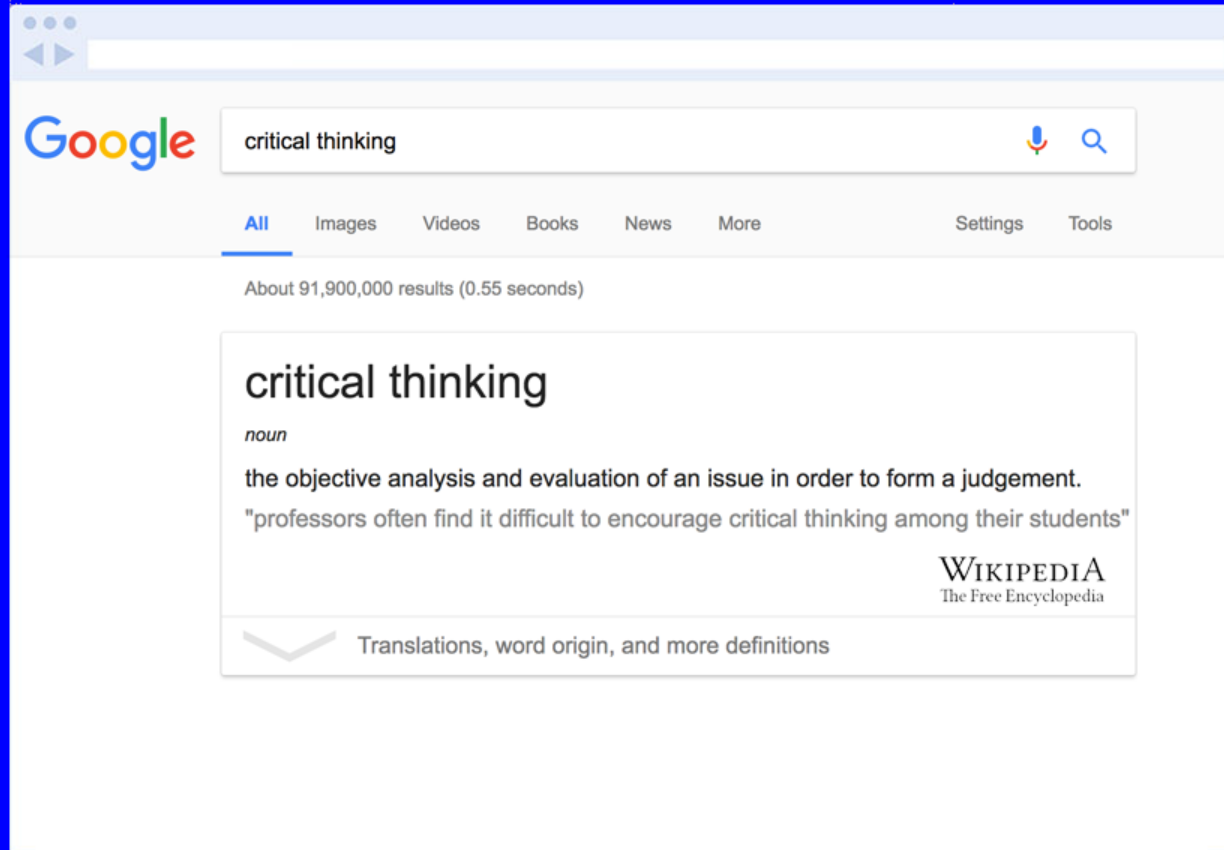
[Desktop Help](#) [Feature Phone Help](#) [Other Help Centers](#) [Share Article](#)

We want to stop the spread of false news on Facebook. Learn more about the work we're doing. As we work to limit the spread, here are some tips on what to look out for:

- 1 **Be skeptical of headlines.** False news stories often have catchy headlines in all caps with exclamation points. If shocking claims in the headline sound unbelievable, they probably are.
- 2 **Look closely at the URL.** A phony or look-alike URL may be a warning sign of false news. Many false news sites mimic authentic news sources by making small changes to the URL. You can go to the site to compare the URL to established sources.
- 3 **Investigate the source.** Ensure that the story is written by a source that you trust with a reputation for accuracy. If the story comes from an unfamiliar organization, check their "About" section to learn more.
- 4 **Watch for unusual formatting.** Many false news sites have misspellings or awkward layouts. Read carefully if you see these signs.
- 5 **Consider the photos.** False news stories often contain manipulated images or videos. Sometimes the photo may be authentic, but taken out of context. You can search for the photo or image to verify where it came from.
- 6 **Inspect the dates.** False news stories may contain timelines that make no sense, or event dates that have been altered.
- 7 **Check the evidence.** Check the author's sources to confirm that they are accurate. Lack of evidence or reliance on unnamed experts may indicate a false news story.
- 8 **Look at other reports.** If no other news source is reporting the same story, it may indicate that the story is false. If the story is reported by multiple sources you trust, it's more likely to be true.
- 9 **Is the story a joke?** Sometimes false news stories can be hard to distinguish from humor or satire. Check whether the source is known for parody, and whether the story's details and tone suggest it may be just for fun.
- 10 **Some stories are intentionally false.** Think critically about the stories you read, and only share news that you know to be credible.

Facebook Tips to Spot False News
10: Some stories are intentionally false. Think critically about the stories you read, and only share news that you know to be credible.

A definition of Critical Thinking



The image shows a screenshot of a Google search interface. The search bar contains the text "critical thinking". Below the search bar, the "All" tab is selected. The search results show "About 91,900,000 results (0.55 seconds)". The first result is a Wikipedia entry for "critical thinking", which is displayed in a box. The entry includes the word "critical thinking" in a large font, followed by the word "noun" in italics. The definition is "the objective analysis and evaluation of an issue in order to form a judgement." Below the definition is a quote: "professors often find it difficult to encourage critical thinking among their students". The Wikipedia logo and the text "WIKIPEDIA The Free Encyclopedia" are visible in the bottom right corner of the entry box. At the bottom of the entry box, there is a downward-pointing chevron icon and the text "Translations, word origin, and more definitions".

critical thinking

noun

the objective analysis and evaluation of an issue in order to form a judgement.

"professors often find it difficult to encourage critical thinking among their students"

WIKIPEDIA
The Free Encyclopedia

Translations, word origin, and more definitions

Tools for Critical Thinking



Like



Love



HaHa



Wow



Sad



Angry



Fox News Channel shared a link.
about an hour ago

Breaking News Alert

White House Is In Shock As President Obama's 16-Year-Old Daughter Malia Confirmed Pregnant.

Full Story: <http://shocker.in.white.house.malia.pregnant.fox.worldnews59.com/>



President Obama's 16-Year-Old Daughter Malia Confirmed Pregnant
empirenews.net

WASHINGTON, D.C. - In what promises to be the biggest White House scandal since intern fellatio, President Barack Obama's daughter, 16-year-old Malia, has confirmed that she is pregnant. Sources s...



Like Comment Share

Write a comment...



Critical Thinking Emojis



Dislike

Really?

Is this
evidence?

Fact
geek

Talking
s**t

A long, empty address bar or search bar at the top of the browser window.

Google

A large, empty search input field with a thin border. On the right side of the field, there is a small microphone icon and a magnifying glass icon.

Google Search

I'm Feeling Lucky

How can society regulate Fake News?



State / Self
Regulation

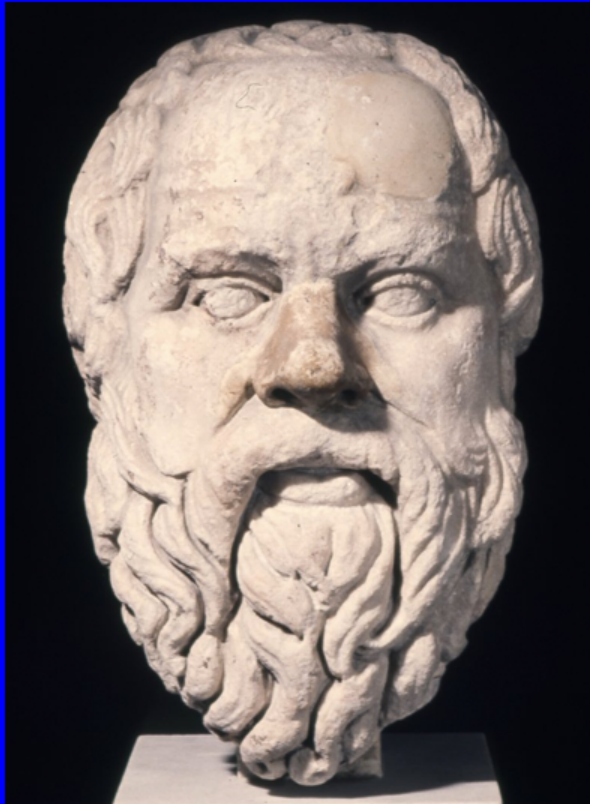


Public Scrutiny

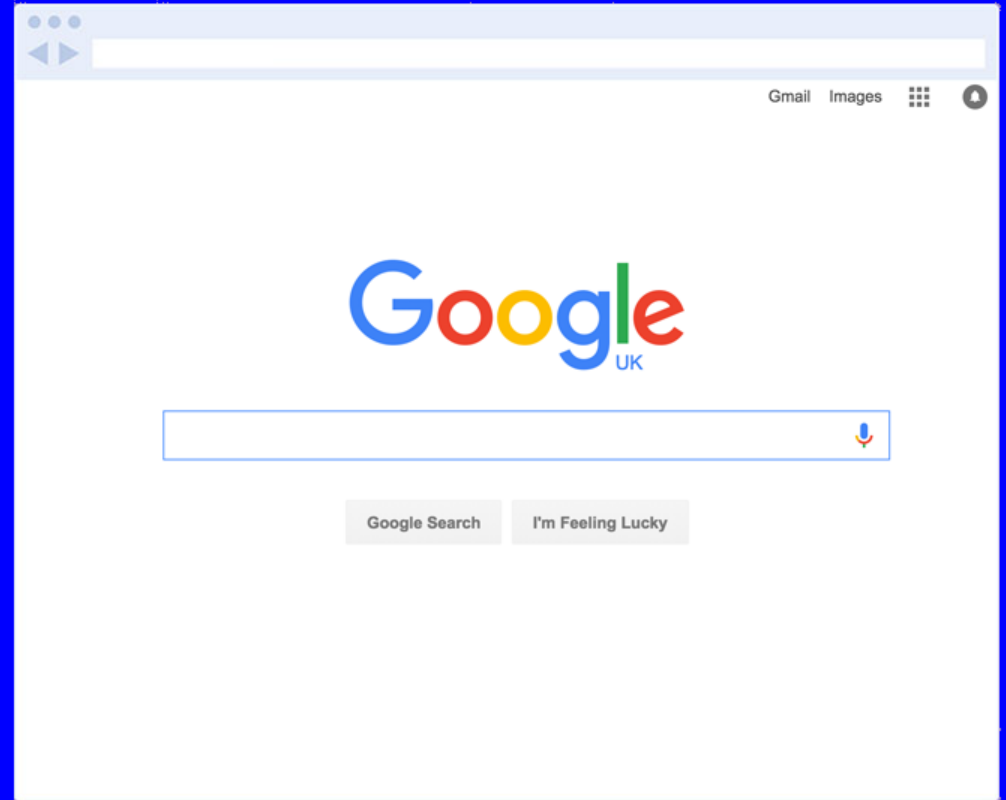


Individual
Critical Thinking

To organise the world's information and make it universally accessible and useful.



Marble head of Sokrates.
380BC-360BC
The British Museum



Google Search
2016 AD



Socrates

Seek
Clarity

Challenge
Assumptions

View
Evidence

Explore
Alternatives

Consider
Implications



google.com

Google

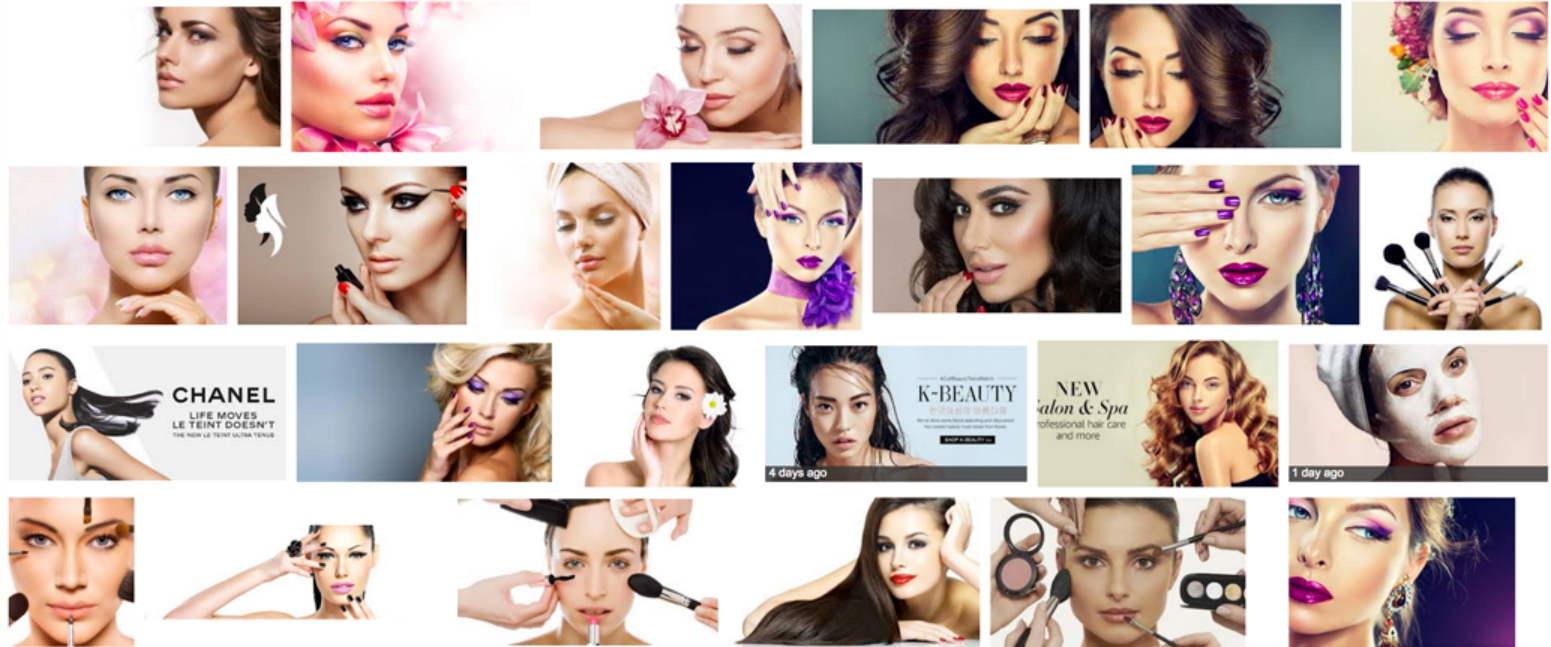
beauty



All Images Maps News Videos More

Settings Tools

View saved SafeSearch



what is love

Seek Clarity

Love - Wikipedia

<https://en.wikipedia.org/wiki/Love>

Love is a variety of different feelings, states, and attitudes that ranges from interpersonal affection ("I love my mother") to pleasure ("I loved that meal").

Ancient Greek terms for love

www.yesmagazine.org/.../the-ancient-greeks

The ancient Greeks recognised many varieties of love; Eros: sexual passion / Philia: deep friendship/ Ludus: playful love / Agape: love for everyone / Pragma: longstanding love / Philautia: love of the self / Storge: love of the child.

View Evidence

The biological basis of love

https://en.wikipedia.org/wiki/Biological_basis_of_love

Evolutionary survival requires perpetuation of genes, not the welfare of individuals.

Is there scientific evidence of love?

[Quora](#)

The feelings and behaviors associated with falling in love definitely have a neurobiological basis, but much about what love means is constructed by the mind.

Explore Alternatives

Is LOVE an EMOTION, an EXPRESSION, an IMPRESSION, an AFFIRMATION, a HALLUCINATION or a FABRICATION?

<https://answers.yahoo.com/question/index?qid=20070803181159AA8FZ9p>

is love as a feeling COMPLETE? or love is love till you give it away(expression)? or how you perceive it(impression)? or when it's accepted or given back(affirmation), a figment of imagination(hallucination) or the greatest human invention. to God (fabrication)..... what is love using one word to describe it?

Consider Implications

What love does to you: Physical effects of falling in love

www.cosmopolitan.co.uk/love-sex/what-love-does-to-you/

Find out why do our bodies betray us when we fall in love.

Cosmopolitan.co.uk unveils the side affects of newly-found love and explains why they happen.



what is love



is love a delusion

what is the scientific evidence for love

what are the physical effects of love

what are the different types of love

do we have a biological need for love

Google Search

I'm Feeling Lucky

what is love

what is history for

what is truth

brexit

trump policies

who should i vote for

isis

who are we at war with

migration

privacy

big data

where is the internet

happiness

tax avoidance

what is the eu

artificial intelligence

consciousness

are we unique



what is fake news

Seek Clarity

Misinformation

<https://en.wikipedia.org/misinformation>

Misinformation is false or incorrect information, that is spread intentionally or unintentionally without realizing it is untrue.

Disinformation

<https://en.wikipedia.org/disinformation>

Disinformation is intentionally false or misleading information that is spread in a calculated way to deceive target audiences

View Evidence

'Fake news' inquiry - UK Parliament

<https://www.parliament.uk/business/committees/committees-a-z/.../inquiry2/>

What is 'fake news'? Where does biased but legitimate commentary shade into propaganda and lies?

Explore Alternatives

Noble lie

https://en.wikipedia.org/Noble_lie
In politics, a noble lie is a myth or untruth, often, but not invariably, of a religious nature, knowingly propagated by an elite to maintain social harmony or to advance an agenda.

Perception Management

https://en.wikipedia.org/Perception_management

Actions to convey and/or deny selected information and indicators to audiences to influence their emotions, motives, and objective reasoning.

Consider Implications

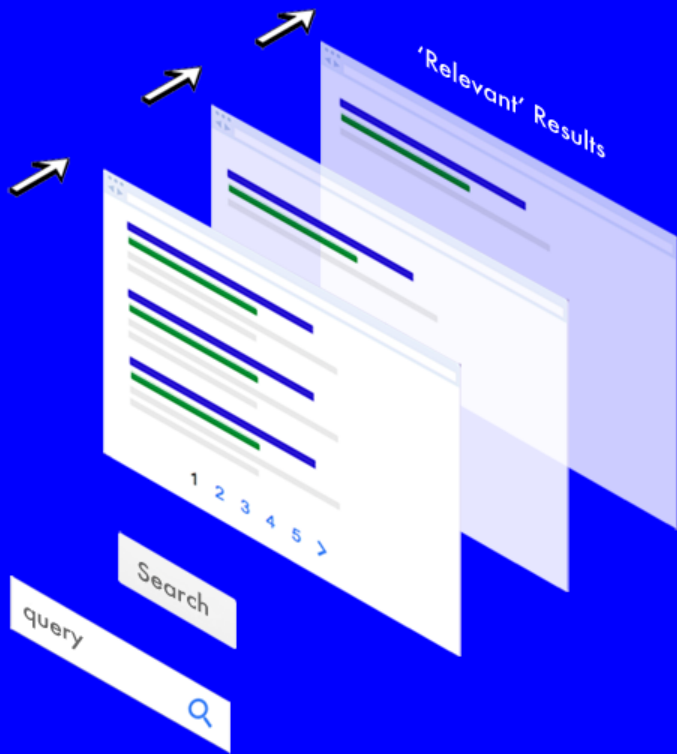
The Economy of Fake News

www.bbc.co.uk/news/technology-39309088

Changes in the selling and placing of advertising have encouraged the growth of fake news, for example by making it profitable to use fake news to attract more hits to websites, and thus more income from advertisers.

Linear Search Engines

Google YAHOO! Bing DuckDuckGo
Baidu 百度 Yandex



Non-Linear Search Engine

elsə



Children must be taught
how to think, not what
to think.

- Margaret Mead, Cultural Anthropologist, 1901-1978

Thank you

else.is

ted@else.is