

Lecture 4

Manipulations in media: Features and Threats. Fakes and Fact-checking

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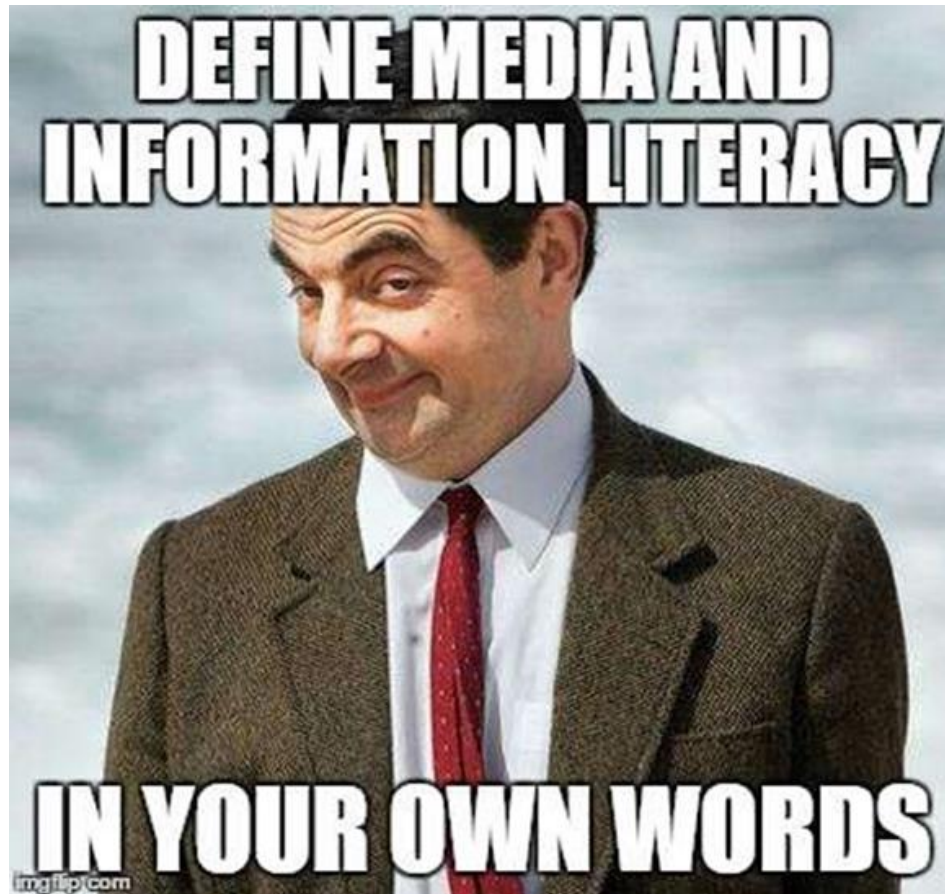
PhD, associate professor of the English Philology Chair

Outline

1. What is manipulation? Manipulations in media.
2. Manipulation techniques and how to detect them.
3. Fakes as a means of manipulation:
 - 3.1 What is a fake
 - 3.2 Types of fakes
 - 3.3 How to spot a fake



Media literacy



The ability to:

- **ACCESS**
- **ANALYSE**
- **EVALUATE**
- **CREATE**
- **ACT**

using all forms
of mass communication

Word Cloud

- Go to www.menti.com and use the code 93 11 62 7
- Give 3 associations with the notion “MANIPULATION”



Video

- Film maker and writer Terry Jones discovers a colony of penguins, which are unlike any other penguins in the world.
- Watch the video from the BBC official web-site:
<https://www.youtube.com/watch?v=9dfWzp7rYR4&t=5s>



Your Brain Decides Without You

- In a world full of ambiguity, we see what we want to see.
Or what others want us to see...



**The Duck/Rabbit Illusion
(by Joseph Jastrow)**

Key Concepts of Media Literacy



- ① All media messages are constructed.
- ② Each medium has different characteristics, strengths and a unique “language” of construction.
- ③ All media messages contain embedded values and points of view.
- ④ People use their individual skills, beliefs, and experiences to construct their own meanings from messages.
- ⑤ Media messages must be considered within a social, political and economic context.
- ⑥ Media and media messages can influence beliefs, attitudes, values, behaviors and the democratic process.



Manipulations in media

- **Manipulation** – a series of techniques of creating an image or argument that favours smb's particular interests



Manipulation techniques

1. **“Sandwich” technique**. Overlapping between materials of different kind, juxtaposition of positive and negative images.
2. Referring to **anonymous authority**.
3. **Emotional appeal**. Creating a certain emotional mood along with simultaneous transfer of information.
4. Using **false witnesses and experts** adherent to some ideas.



False experts and witnesses

AND THE OSCAR GOES TO...

THIS LADY WITH MULTIPLE PERSONALITIES



PLAYING A 'KYIV RESIDENT'



PLAYING A 'SOLDIER'S MOTHER'



PLAYING A 'KHARKIV RESIDENT'



PLAYING AN 'ODESSA RESIDENT'



PLAYING A 'ANTI-MAIDAN ACTIVIST'

Manipulation techniques

5. **Underreporting** of undesirable facts.
6. Using **euphemisms/disphemisms**.
7. Taking things **out of context**.
8. Manipulations with **numbers and images**.

What media shows us



The actual truth



Key issues to analyze

1. Who is the author?
2. Who paid for it?
3. Who might benefit from this message? Who may it harm?
4. What would someone learn from this?
5. When and how was it released?
7. Is this a fact, or is it an opinion?
8. Does the message appeal to emotions?
9. Is the source credible, or do I need to seek another source?
10. Are additional effects applied? (suspense music, camera angle, lighting, correlation of the visual and textual information, etc.)

Real news vs. fake news

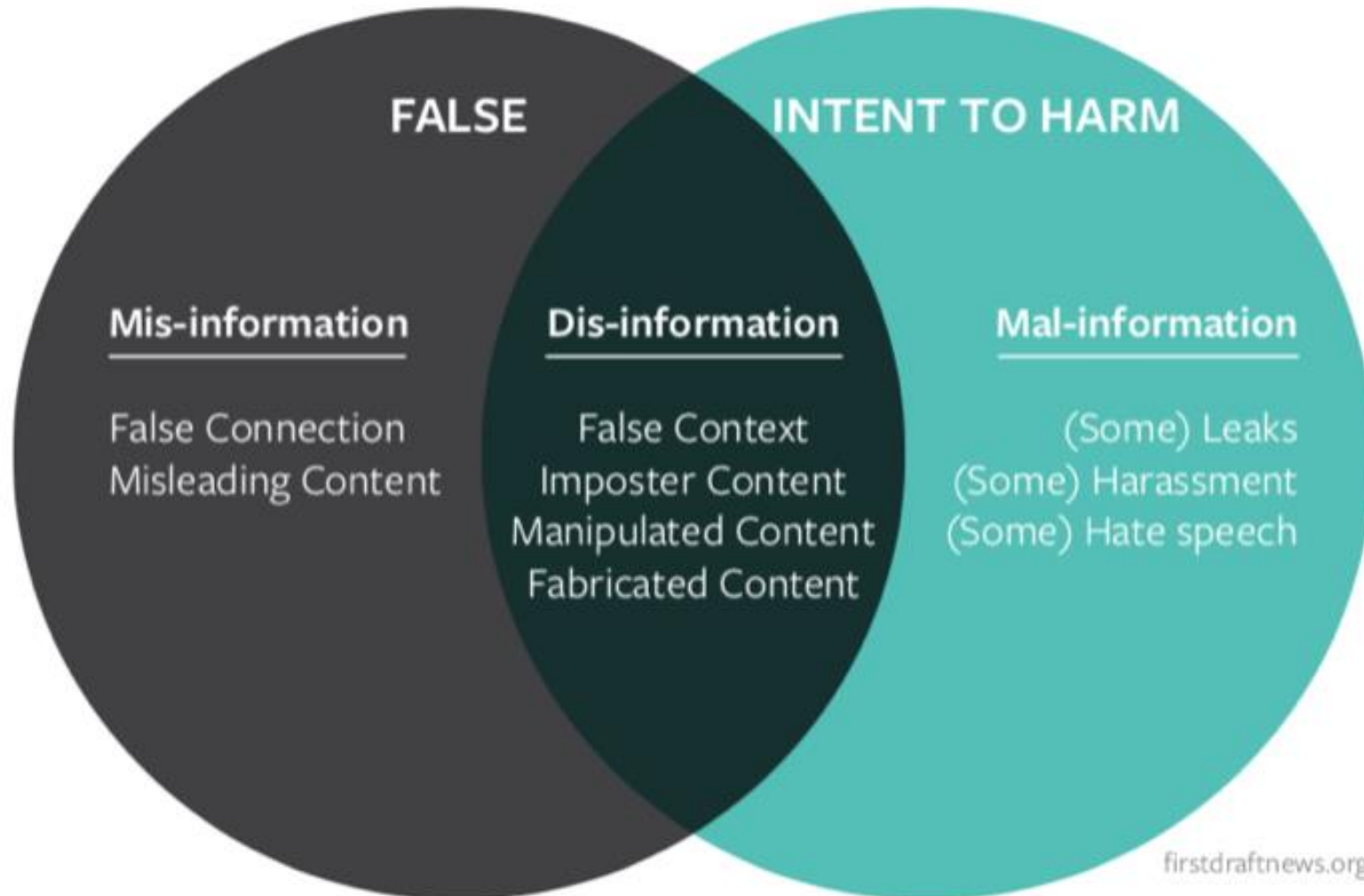
- Watch the video “Can You Tell Real News From Fake News?”: https://www.youtube.com/watch?v=Ic7AyzKjl_4
- Try to differentiate between real news and fake news. How many have you guessed correctly?



Fake

- deliberate distribution of completely false or distorted information through social or news media to influence public opinion.
- **Misinformation** – false information, but the person or media disseminating it believes that it is true and does not want to cause harm.
- **Disinformation** – deliberate creation and spread of deceitful information aimed at doing harm to smb.
- **Malinformation** – information based on reality, but used to inflict harm on a person, organization or country.

Manipulating information





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

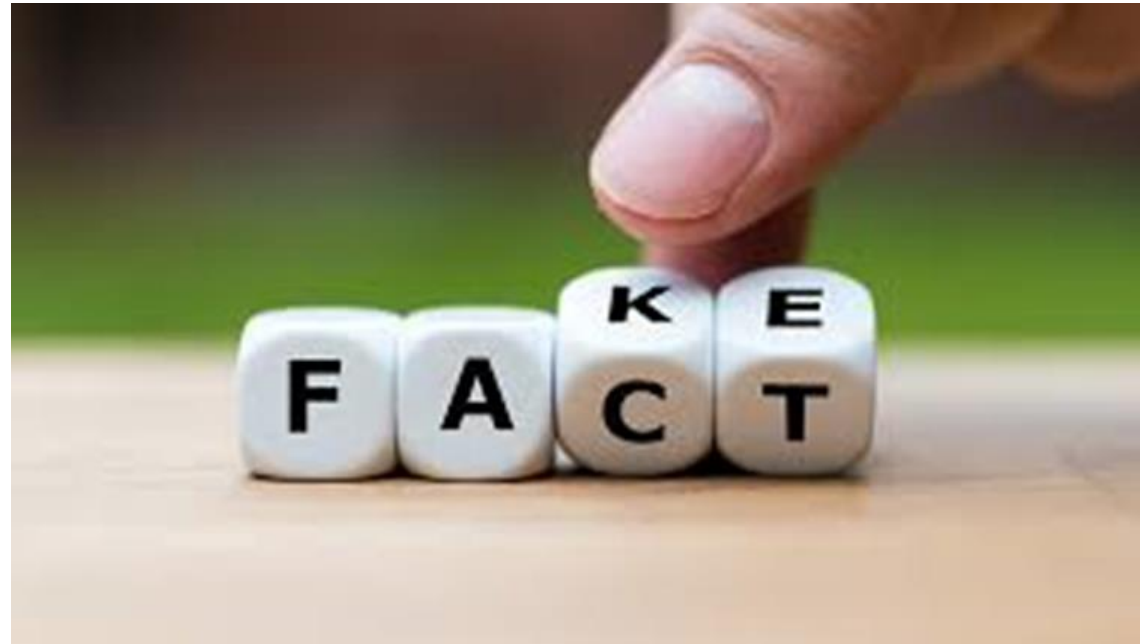
When genuine information or imagery is manipulated to deceive

MISINFORMATION MATRIX

	 SATIRE OR PARODY	 FALSE CONNECTION	 MISLEADING CONTENT	 FALSE CONTEXT	 IMPOSTER CONTENT	 MANIPULATED CONTENT	 FABRICATED CONTENT
POOR JOURNALISM		✓	✓	✓			
TO PARODY	✓				✓		✓
TO PROVOKE OR TO 'PUNK'					✓	✓	✓
PASSION				✓			
PARTISANSHIP			✓	✓			
PROFIT		✓			✓		✓
POLITICAL INFLUENCE			✓	✓		✓	✓
PROPAGANDA			✓	✓	✓	✓	✓

Types of fakes

- Propaganda
- Clickbait
- Sponsored Content
- Satire and Hoax
- Error
- Conspiracy Theory
- Pseudoscience
- Bogus



Propaganda

- Information that is spread to do damage to a cause or idea. It is not objective and appeals to the audience's emotions.
- **Informing** – informs and explains, BUT it does not offer solutions. Objective and unbiased.
- **Propaganda** – informs, explains, BUT also convinces, discredits and manipulates. Judgmental and persuasive. Can be positive and negative.

Anti-migrant propaganda in the 2016 UK Referendum

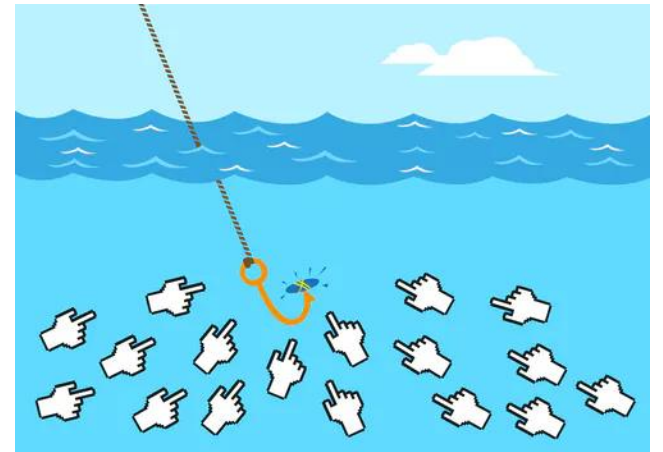


Clickbait

- online content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page to foster rapid spread of rumor and misinformation online.

(Rubin V. Deception, Detection & Rumour Debunking for Social Media. *The SAGE Handbook of Social Media Research Methods*, London: SAGE, 2017. P. 19)

- Can be identified through certain linguistic patterns: the use of suspenseful language, unresolved pronouns, a reversal narrative style, forward referencing, image placement



(Chen Y., Conroy N. J., Rubin V. L. *Misleading Online Content: Recognizing Clickbait as "False News"*. Proceedings of the 2015 ACM on Multimodal Deception Detection, 2015. P. 15-19).

Clickbait

Man Tries to Hug a Wild Lion, You Won't Believe What Happens Next!

9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact

This pretty much speaks for itself.

A Brave Buffalo Took On Five Lions, But You Won't Believe What Happened Next

Man Gets His Pulsing 35-Year-Old Head Cyst Popped, You Won't Believe What Happens Next

This Cop Went Undercover, What Happened Next Will Restore Your Faith in Humanity

I seriously can't believe what I just saw. This is UNREAL!



When You Find Out What These Kids Are Jumping Into, Your Jaw Will Drop!

This is unbelievable! I have NEVER seen anything like THIS in my entire life! Wow.

SFGLOBE.COM

Sponsored Content

- Watch the video “#LikeAGirl”:
<https://www.youtube.com/watch?v=XjJQBjWYDTs&t=75s>
- 68 mln views on YouTube. Part of a campaign to encourage confidence in young women.
- Many praised the video and whole campaign for its empowering message. Others criticized it for being deceptive.



Satire and hoax

21:26

Big Ben to be rena...
г сайта rochdaleherald.co.uk

Home > National News

National News

Big Ben to be renamed Massive Mohammed from 2018

By [Charlie Stuart](#) - August 15, 2017



55 mins · 🌐

You've got to be kidding me! 🤔 🤔

2 hrs · 🌐

This better not be true 🙄
It's a British landmark, always will be and should remain as "Big Ben"



Big Ben to be renamed Massive Mohammed from 2018 - The Rochdale Herald

The Rochdale Herald

Error

Recipe Correction

In a recipe for salsa published recently, one of the ingredients was misstated, due to an error.

The correct ingredient is "2 tsp. of cilantro" instead of "2 tsp. of cement."

Editor's Note: In the September profile of Chelsea Clinton, "Waiting in the Wings," by Jonathan Van Meter, Dan Baer was mistakenly identified as an interior designer. He is a deputy assistant secretary for the Bureau of Democracy, Human Rights, and Labor at the U.S. Department of State.

Apology

The *Ottawa Citizen* and Southam News wish to apologize for our apology to Mark Steyn, published Oct. 22. In correcting the incorrect statements about Mr. Steyn published Oct. 15, we incorrectly published the incorrect correction. We accept and regret that our original regrets were unacceptable and we apologize to Mr.

Conspiracy

19:57



DISINFO: CORONAVIRUS COULD HAVE BEEN CREATED IN A UKRAINIAN LABORATORY

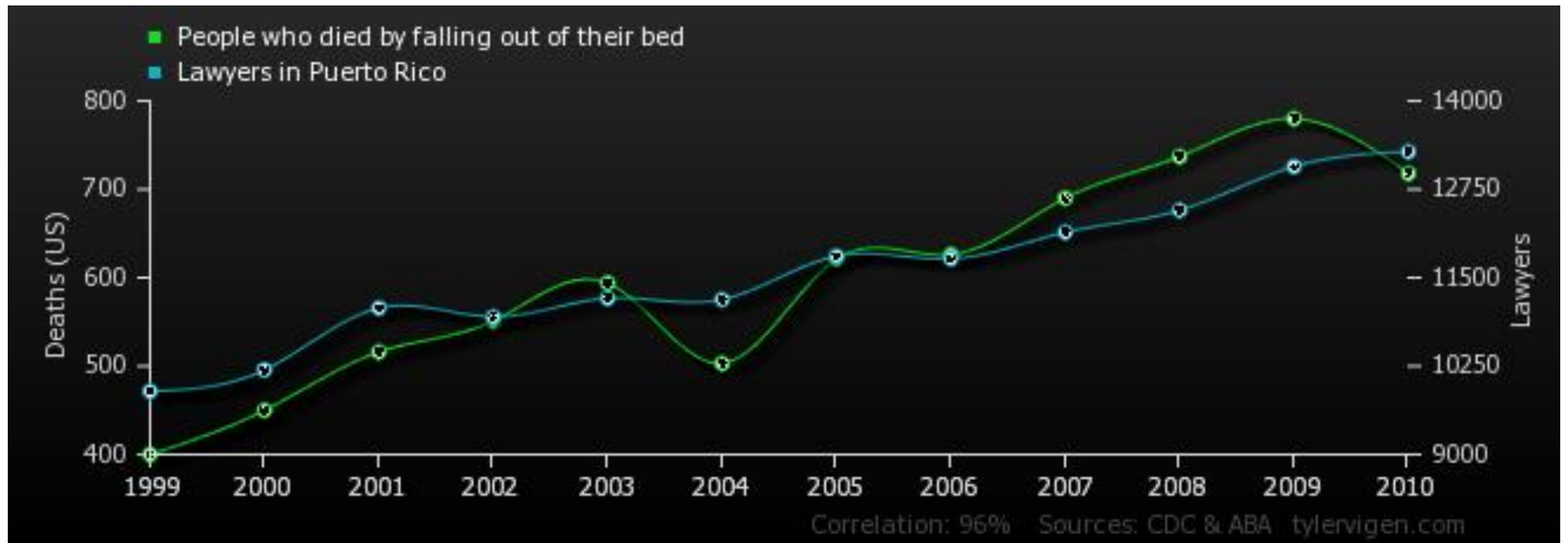
SUMMARY

While the world community is trying to find the origins of coronavirus, fifteen American biological laboratories are functioning in Ukraine, their work is supervised by the CIA officers. Therefore, we do not exclude that coronavirus infection "Covid-19" could have been developed in one of the biological laboratories in Ukraine.

Source: www.rusvesna.su

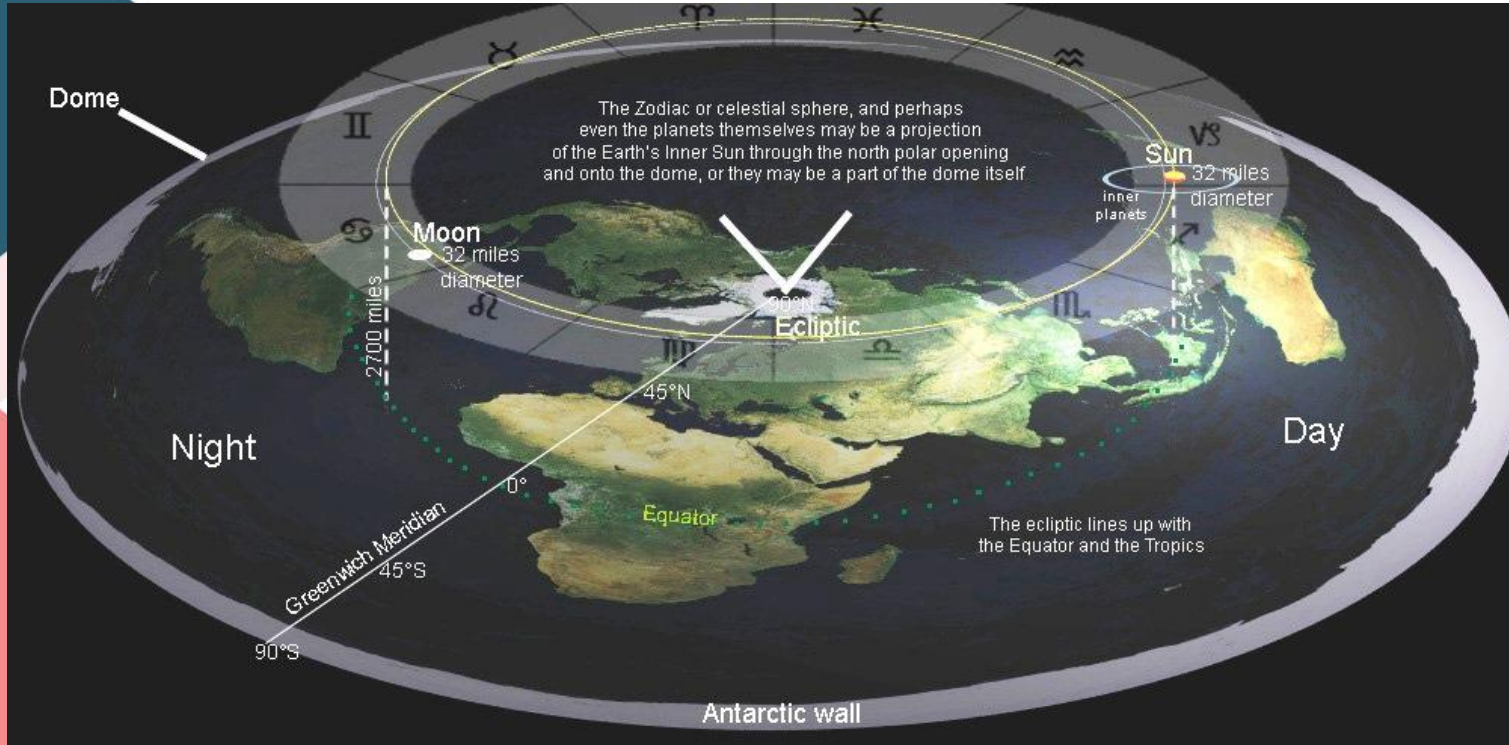
Pseudoscience

- the 'science' used to back up the theory rather than the theory itself. Topics concern: anti-vaccination movement, climate change denial, chemtrails, flat earther theories, etc.



(Source: Tyler Vigen, *Spurious Correlations*)

Pseudoscience



Bogus

- news that is completely fabricated, **#Deepfake**.

When amazing things happen on the BBC
you never have to miss them.



White House, which is slated to kickoff around 6PM on Saturday, with plans to run until the early morning hours ...

Business



Parent Company of Corona Beer Sues China Over Bad Press During Their Coronavirus Scare

January 25, 2020

MEXICO CITY, Mexico - Anheuser-Busch InBev, the parent company of Corona brands of beer, has announced they are filing suit against the Chinese government, after the massive Coronavirus scare in that country has caused a mass ...

DONALD TRUMP IS A PROTOTYPE ANDROID CREATED IN A CHINESE LABORATORY

CHIPCHASE / NEWS IN BRIEF / MAY 6, 2020



A team of US special agents claim they have seen irrefutable proof President Trump is the product of a failed experiment and that he is is a malfunctioning prototype android created by artificial intelligence software developers in a top secret laboratory in

Fake news

- Trump To Host Massive 'I Beat Impeachment' Party at White House This Weekend
- Barack Obama Announces Plans To Get Elected As Italian Prime Minister
- China Announces Plans To Sell Tibet To Highest Bidder
- Man Who Bought a Pair of Dentures on Shopping App WISH Can Suddenly Speak Chinese
- Extensive 10-Year Study Shows That People Who Own Cats are Cat Owners

(Source: <https://empirenews.net>)

How to spot fake news

- Watch the video “How to Spot Fake News - FactCheck.org”:
<https://youtu.be/AkwWcHekMdo>
- **OR:** “5 Ways To Spot Fake News”:
<https://www.youtube.com/watch?v=g2AdkNH-kWA>



IMVAIN

- **Independent** sources are preferable to self-interested sources.
- **Multiple** sources are preferable to a report based on a single source.
- Sources that **Verify** or provide verifiable information are preferable to those who merely assert.
- **Authoritative** and/or **Informed** sources are preferable to sources who are uninformed or lack authoritative background.
- **Named** sources are better than anonymous ones.

CRAAP Test

EVALUATING SOURCES: THE CRAAP TEST

C

Currency

Is the information up to date?

Does it reflect current research?

Check the date of publication!

R

Relevance

Is the material about your topic or tangential?

Don't waste time reading material that isn't on topic!

A

Accuracy

How do you know if the information is accurate?

Is the data reliable?

Check it against other sources!

A

Authority

Who wrote the information?
Are they an expert in their field?
Can you trust what they say?
Do they explain or reference the information they use?

P

Purpose

Why did the author write the information?
Are they trying to sell you something or impose their own opinion?
Are they biased?

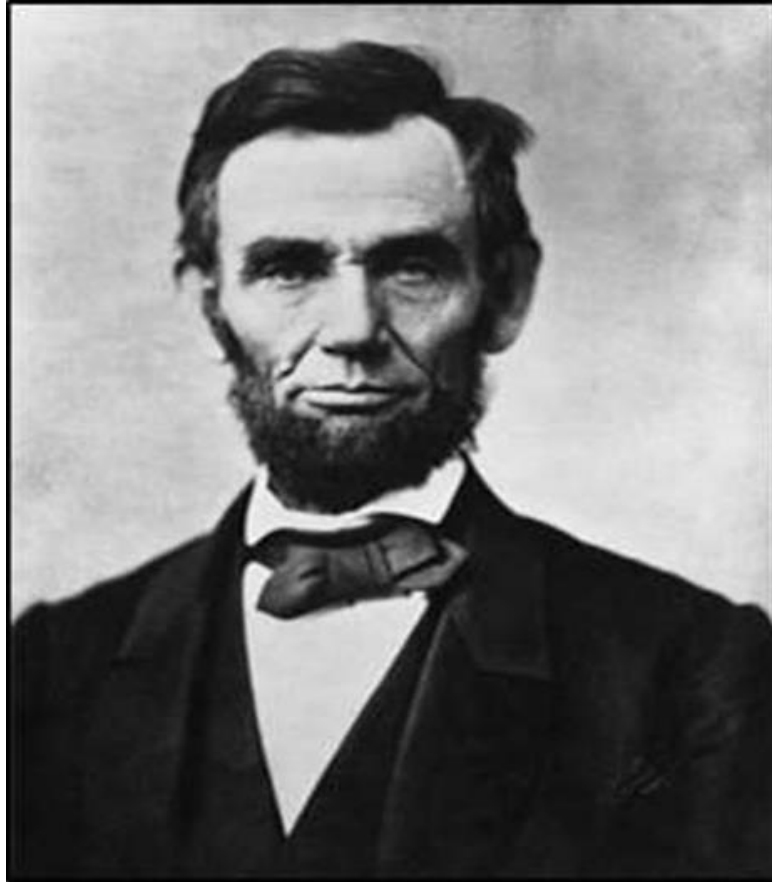
Fake news websites

- NewsMutiny: <http://www.newsmutiny.com>
- NewsBiscuit: <http://www.newsbiscuit.com/>
- EmpireNews: <https://empirenews.net/>
- Kramola: <https://www.kramola.info/>
- BBCcCNN: <http://bbccnn.org/>
- UaReview: <http://uareview.com/>

- **List of Ukrainian fake news websites:**
<https://www.stopfake.online/p/blog-page.html>
- **Fake busters:** www.detector.media, “Anti-zombie”



Quotation



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

—Abraham Lincoln

Thank you for attention!



- Based on materials developed by IREX, Academy of Ukrainian Press (AUP) and StopFake.