



BUILDING BRIDGES FOR AMERICA
presents

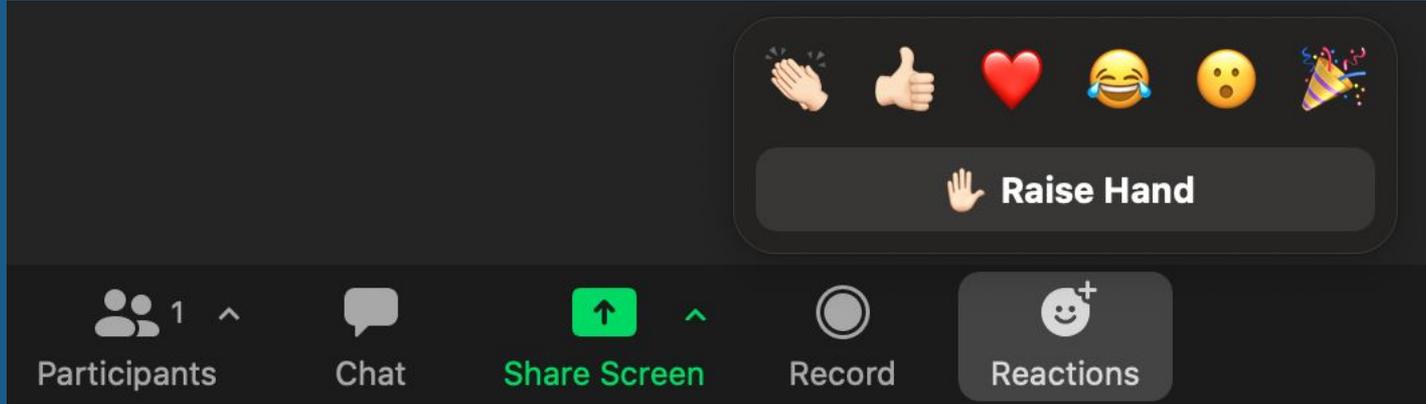
Pop the Disinformation Bubble

Take control and counter the lies.

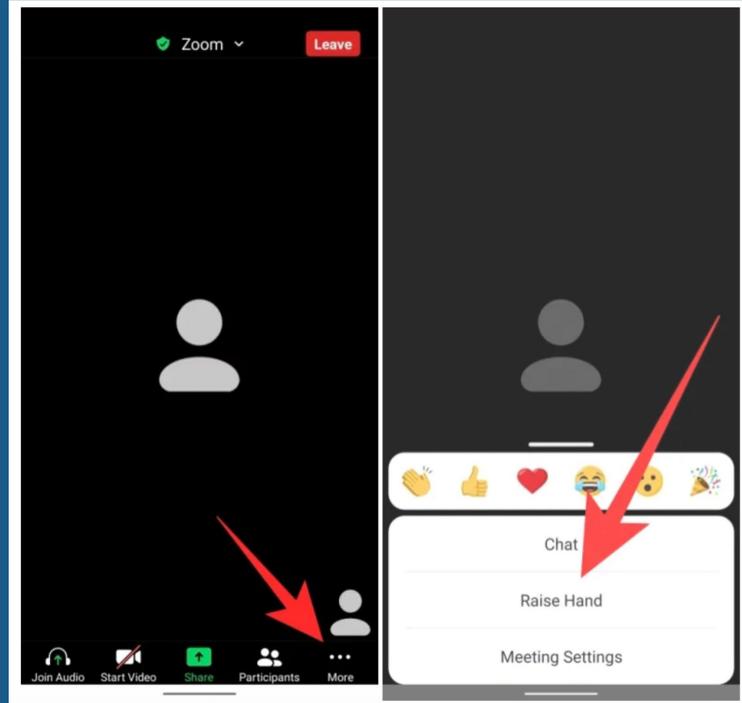
Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and campaigns you have worked with
- Meeting will be 1-hour
- Thank you for joining us!

Raising Hand on a Computer/Tablet



Raising Hand on Phone

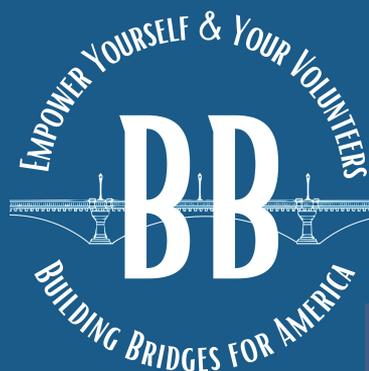




Caz Margenau

she/her

Volunteer work:
Building Bridges for America, Co-founder



Full time job:
Proposal Manager for aerospace



Motivation

Experience of being disowned my loved one lost to a disinformation rabbit hole. I learned what happened and how to get them back.



South Bend, IN



Ace/Aro



BUILDING BRIDGES FOR AMERICA

Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

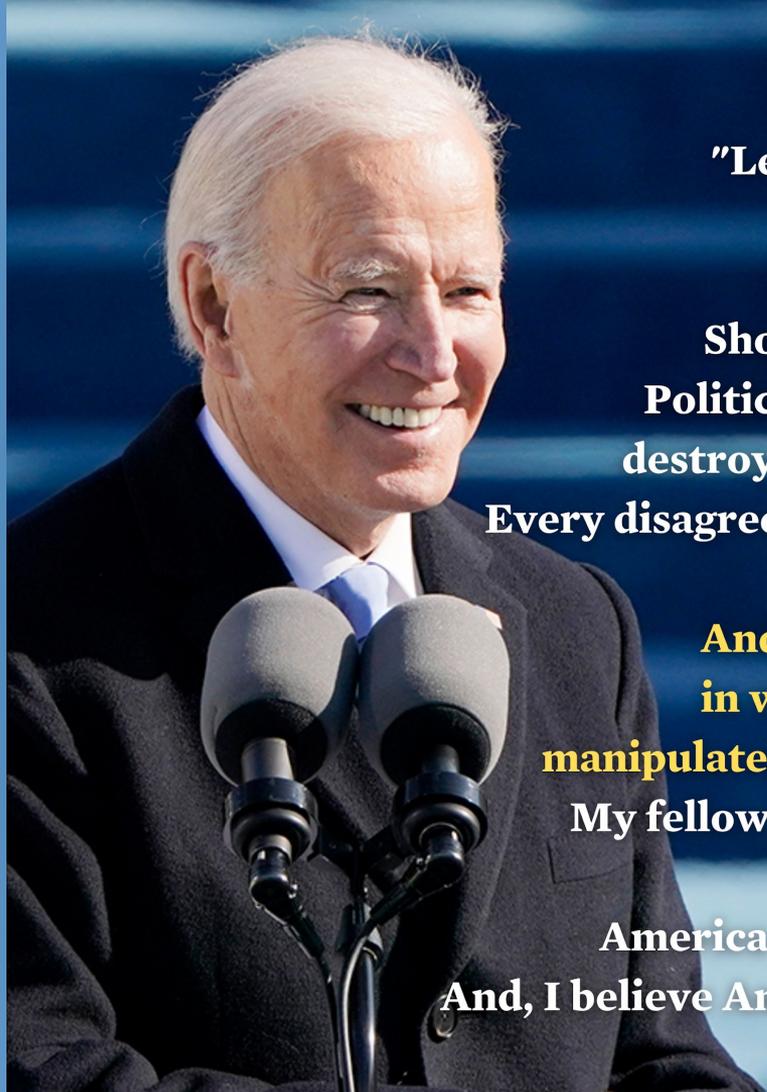
Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



Today's Goals:

- Identify disinformation.
- Learn how to navigate the media and social media.
- Understand how our brains work.
- Use that knowledge to help others seek the truth.



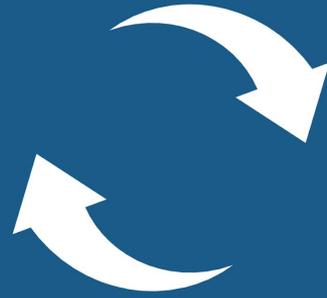


**"Let us listen to one another.
Hear one another.
See one another.
Show respect to one another.
Politics need not be a raging fire
destroying everything in its path.
Every disagreement doesn't have to be a
cause for total war.
And, we must reject a culture
in which facts themselves are
manipulated and even manufactured.
My fellow Americans, we have to be
different than this.
America has to be better than this.
And, I believe America is better than this."**

- President Biden



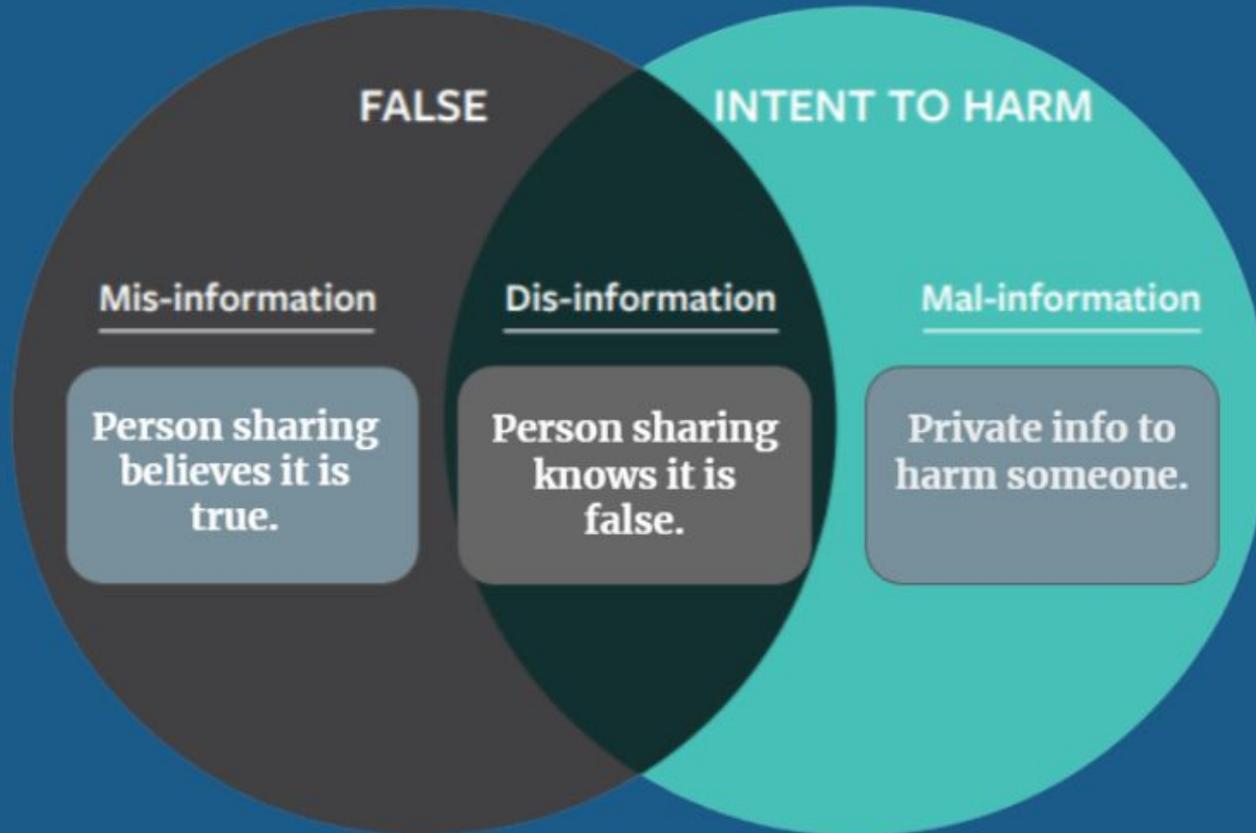
Be Informed



**Inform with
Empathy**



What is disinformation?



UNESCO.org





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

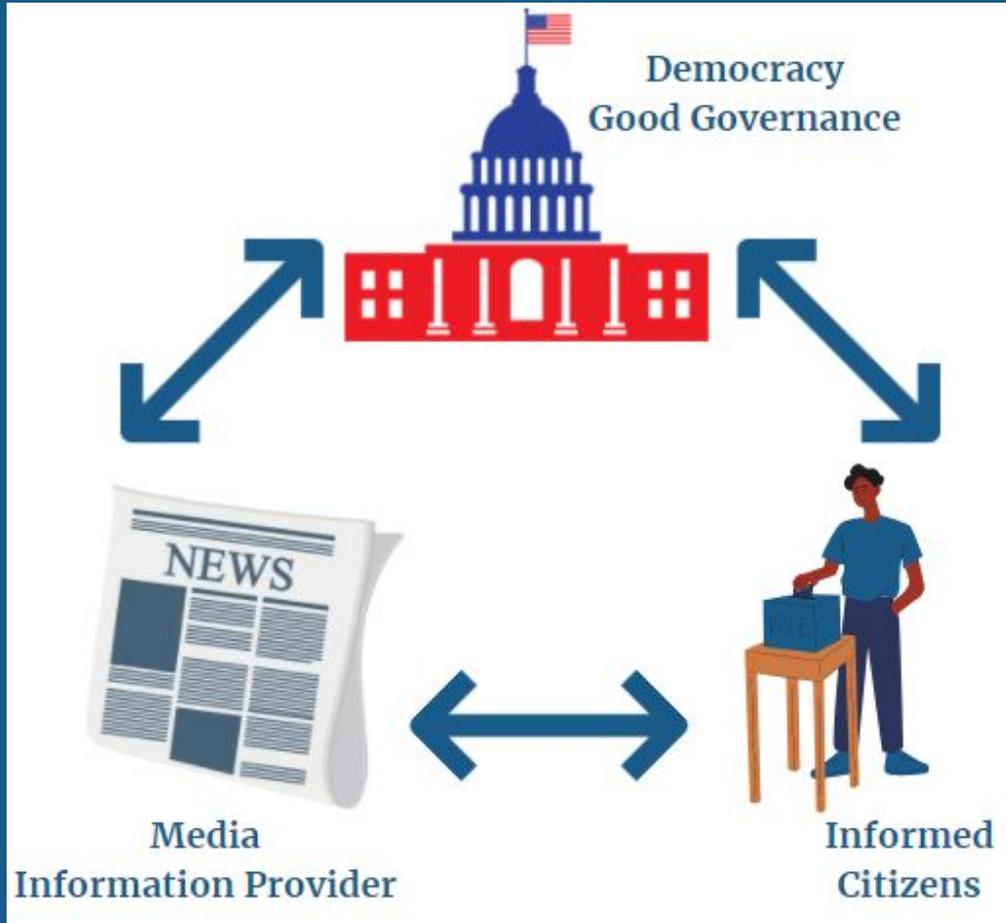


MANIPULATED CONTENT

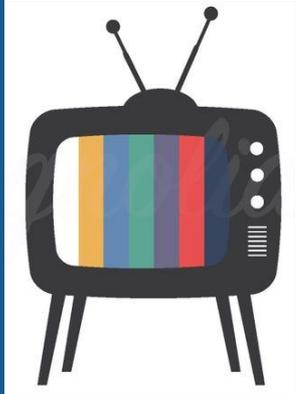
When genuine information or imagery is manipulated to deceive



How did we get here?



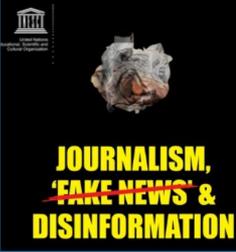
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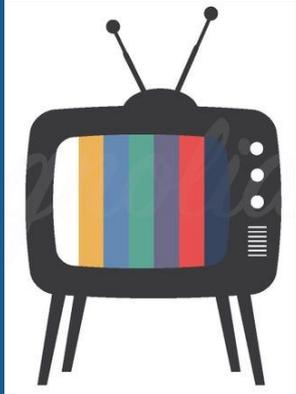
Pre-digital

Gatekeeper model– Journalistic practice
fact checked before publishing.

Shared experience of the news.



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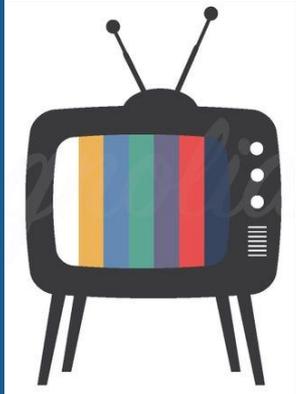


Now
We are our own gatekeepers.

We create our own media bubble, our own reality,
even our own truth.



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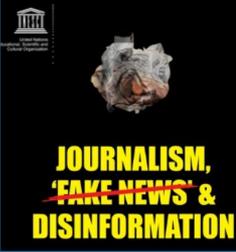
Shared experience of the news.



Now
We are our own gatekeepers.

We create our own media bubble, our own reality,
even our own truth.

Intentionally misleading content lowers trust
and lets us slip into our own reality.



How did we get here?



For decades now, Russian bots push “fifty-fifty” messaging. Equal pro- and anti-, creating a false equivalency.

Both sides-ism makes the truth controversial and elevates our exposure to the anti- propaganda.

The effect is discord, distrust in institutions, undermined credibility of American government, and a weakened America.

How did we get here?

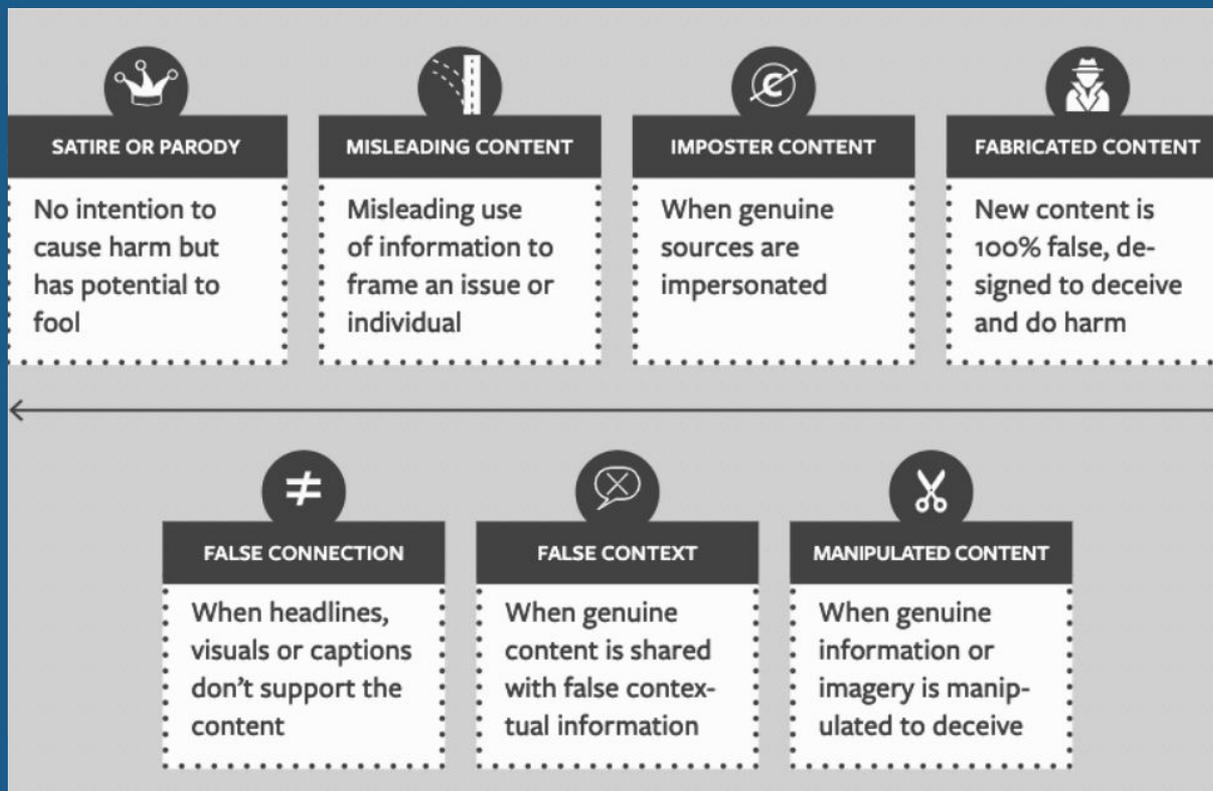
Shared reality give us community, trust, empathy, security.
Separate reality brings loneliness, distrust, apathy, and fear.

We are social beings so:

1. We are really bad at processing information for truth.
2. We seek community for purpose, identity.

We find community in conspiracy. When someone whispers “Trust no one” they are really saying “Trust me.”

Bad actors for fringe groups push disinformation to separates us.
Prevents a majority. Prevents democracy.



**CAN YOU IDENTIFY
EXAMPLES THAT FIT INTO
EACH OF THESE
CATEGORIES?**

Is this legit?

MEDIA LITERACY

 **CBS New Zealand @CBSNewsNZ · 1d**  [#BREAKING](#) Two individuals arrested in connection with the [#Buffalo](#) mass shooting: Dimitri Potapoff (top), and Richard McWingo (bottom), were arrested by Buffalo law enforcement on Sunday. They allegedly provided weapons, ammunition, and body armor for the shooter.



 31  132  405 

Check the original source

Check where it is posted

Smell Test



Is this legit?



MEDIA LITERACY

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Is this legit?

MEDIA LITERACY



Under Greg Abbott property taxes have gone up

\$20,000,000,000

betoorourke • Follow

betoorourke Greg Abbott is the single greatest driver of inflation in the state of Texas.

3w

kreolelala For years it was the state of GOV of California Abbott & the GOP & blamed for everything that happened in CA. Now Abbott wants to blame BIDEN for everything. No, Abbott, TX is your fault

3w 4 likes Reply

kimmieo115 Beto for Texas!! VOTE!!

3w Reply

wu_2991_bmw No. Biden is. Such lies.

55,090 views

APRIL 23

Log in to like or comment.

GOV of California Abbott & the GOP & blamed for everything that happened in CA. Now Abbott wants to blame BIDEN for everything. No, Abbott, TX is your fault

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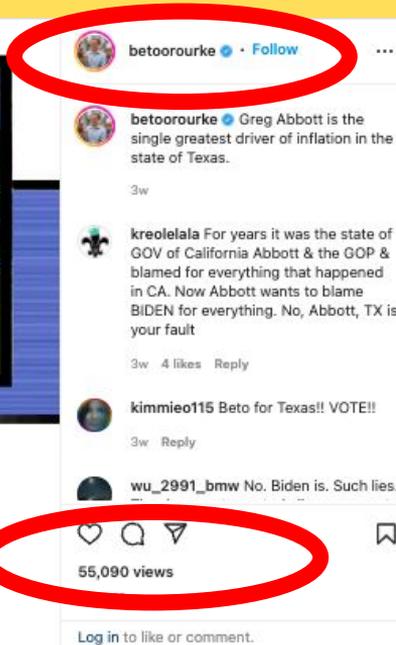
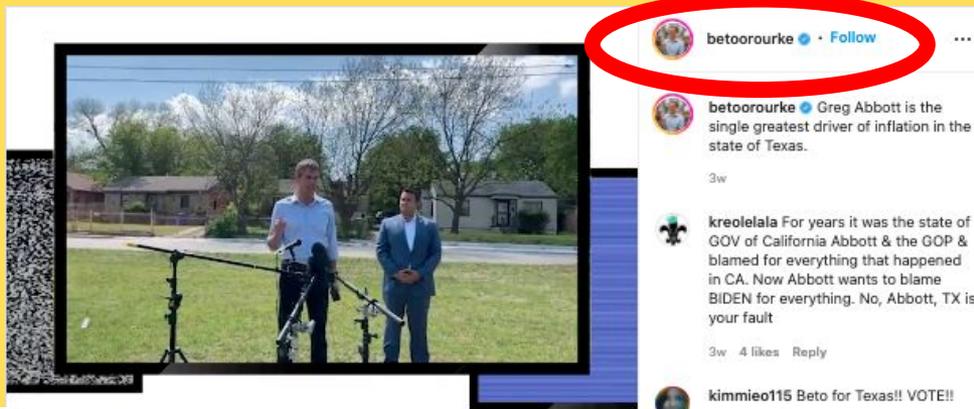
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Smell Test



Is this legit?

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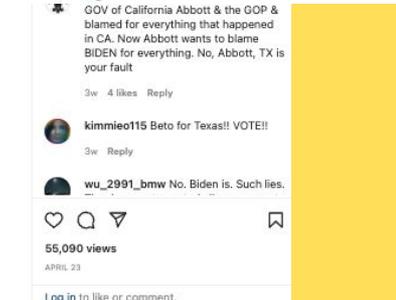
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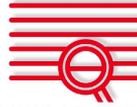
HOW TO SPOT FAKE NEWS

MEDIA LITERACY



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.



Quiz: How well can you tell factual from opinion statements?



Can you tell the difference between factual and opinion news statements?

Test your ability to classify 10 news statements as either factual or opinion. Then see how you did in comparison with a nationally representative group of 5,035 randomly selected U.S. adults surveyed online between February 22 and March 4, 2018. The analysis of the findings from the study can be found in the full report, "[Distinguishing Between Factual and Opinion Statements in the News.](#)" Take the quiz and share your results with us on Twitter [@PewJournalism](#).

Regardless of how knowledgeable you are about each topic, would you consider each statement to be a factual statement (whether you think it is accurate or not) or an opinion statement (whether you agree with it or not)?

NEXT

Real or fake? Our guide can tell you

FAKED OUT
10-QUESTION QUIZ TO SEE IF YOU'VE BEEN FOOLED
POLITIFACT

Fake news is everywhere, but it can be difficult to spot. We've come up with 10 questions to ask about sources when you are suspicious of a report. Our questions serve as a starting point when navigating the news.

START THE FAKE NEWS TEST



SPOT THE **TROLL**



Welcome, real human

A *troll* is a fake social media account, often created to spread misleading information.

Each of the following 8 profiles include a brief selection of posts from a single social media account. You decide if each is an authentic account or a professional troll. After each profile, you'll review the signs that can help you determine if it's a troll or not.

Click *Profile 1* to get started, or visit the sections below to learn more.

Profile 1 ▶

<https://spotthetroll.org/>



How algorithms work

The Washington Post

Democracy Dies in Darkness

Facebook under fire

Five points for anger, one for a 'like': How Facebook's formula fostered rage and misinformation

Facebook engineers gave extra value to emoji reactions, including 'angry,' pushing more emotional and provocative content into users' news feeds



“Anger and hate is the easiest way to grow on Facebook,” Haugen told the British Parliament on Monday.”



How superspreaders work



20 “superspreader” pro-Trump Twitter accounts were the original source of **20%** of misleading narratives about voting.

User Name	Handle	Followers
Anonymized, Pro-Trump account	*****	391.7K
Charlie Kirk	charliekirk11	1.8M
Tom Fitton	TomFitton	1.2M
Chuck Calleso	ChuckCalleso	304.9K
Josh Caplan	joshdcaplan	83.5K
Jim Hofl	gatewaypundit	340.6K
Breitbart News	BreitbartNews	1.5M
James Woods	RealJamesWoods	2.6M
Donald J. Trump	realDonaldTrump	87.3M
Breaking911	Breaking911	818.8K
John Solomon	jsolomonReports	758.5K
Anonymized, Pro-Trump account	*****	113.4K
Sean Hannity	seanhannity	5.3M
Benny	bennyjohnson	357.5K
Eric Trump	EricTrump	4.3M
Anonymized, Religious + Patriot account	*****	230.5K
Omar Navarro	RealOmarNavarro	301K
Anonymized, QAnon account, now suspended	*****	281.1K
Anonymized, Pro-Trump account	*****	50.4K
Anonymized, Pro-Trump account	*****	131.3K

In two months, of 812,000 anti-vaxx posts on Facebook, **73%** come from **12** accounts.

- 1 Joseph Mercola.....
- 2 Robert F. Kennedy Jr.
- 3 Ty & Charlene Bollinger..
- 4 Sherri Tenpenny
- 5 Rizza Islam.....
- 6 Rashid Buttar.....
- 7 Erin Elizabeth
- 8 Sayer Ji.....
- 9 Kelly Brogan.....
- 10 Christiane Northrup
- 11 Ben Tapper.....
- 12 Kevin Jenkins.....

Most shared posts every day are from far right opinion accounts.

Facebook's Top 10
@FacebooksTop10 · 1h

The top-performing link posts by U.S. Facebook pages in the last 24 hours are from:

1. Dan Bongino
2. TMZ
3. Occupy Democrats
4. Ben Shapiro
5. CoinDesk
6. Ben Shapiro
7. Barack Obama
8. ComicBook.com
9. Dan Bongino
10. Deadline Hollywood



Best Practices on Social Media



Help a friend
Is a friend sharing misinformation?
Put an arm around them and share best practices.

If you absolutely must...

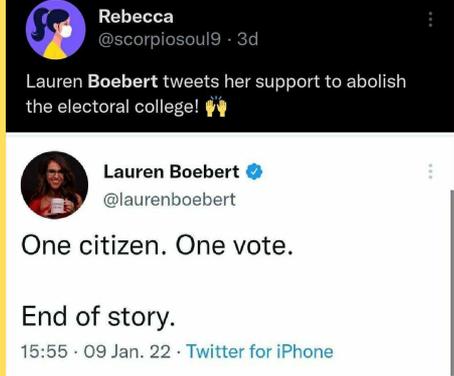
Any Click
=
Your vote saying it is important

Ignore the post.
Walk away.
Only click to report it as misinformation or hate.

So mad you that you got to let it out?
Leave that RT or reply in the drafts!!

Do not retweet
The retweet helps the algorithm of the bad post

Take a screenshot
and share that. It removes it from the algorithm and the point still gets across.



Best Practices on Social Media

MEDIA LITERACY



Amplify good stuff.

GOOD action

Retweet, Like, Love

BETTER action

Retweet with a comment,
Reply

BEST action

Add original posts
post legit news stories

Unmute and share:

What tools and habits do you use to ensure the information you receive and share is legit?



How can people believe this stuff?

INFO



Is it true?

Do others believe it?

Can I easily find evidence?

Is this compatible with what I believe?

Does it tell a good story?

Is it from a familiar source?

Our brains evaluate information for truth.

People told three times that a statement was false are more likely to believe it is true than if they were told it only once.

Familiar
=
Easy to process as true.



How can people believe this stuff?

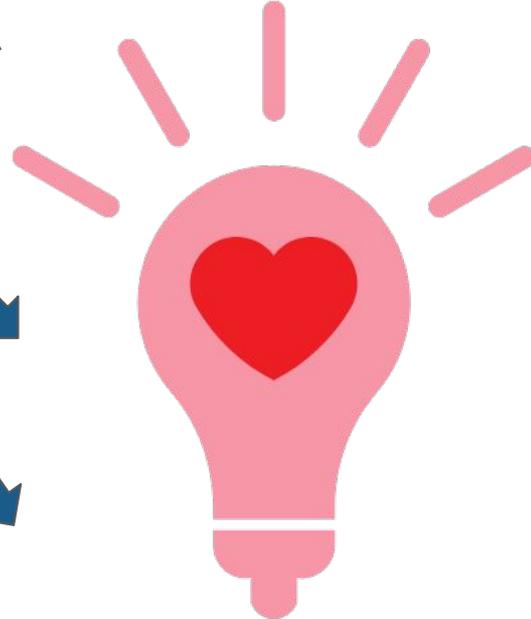
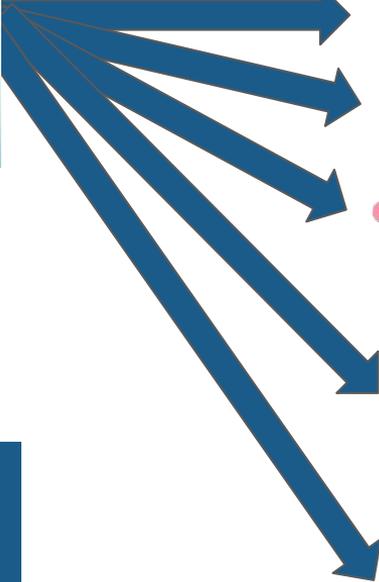
INFO



Do I want it to be true?

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Heuristics



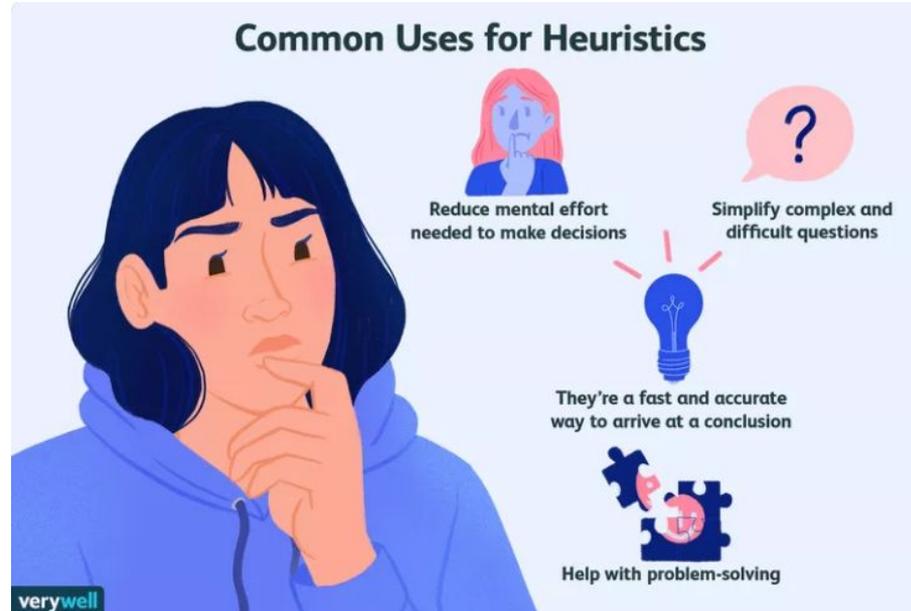
A heuristic technique, or a heuristic, is any approach to problem solving or self-discovery that employs a practical method that is not guaranteed to be optimal, perfect, or rational, but is nevertheless sufficient for reaching an immediate, short-term goal or approximation.

Many people's heuristic for health is to trust science and health professionals.

Black and Brown Americans face historical abuses and systemic racism in healthcare, a heuristic to distrust medicine and doctors is well founded.

Skeptics and those who distrust American government and institutions do not have a heuristic shortcut to help make the complex decision.

Common Uses for Heuristics



How can people believe this stuff?

People with little expertise or ability assume they have superior expertise or ability.

They don't have enough knowledge to know they don't have enough knowledge.

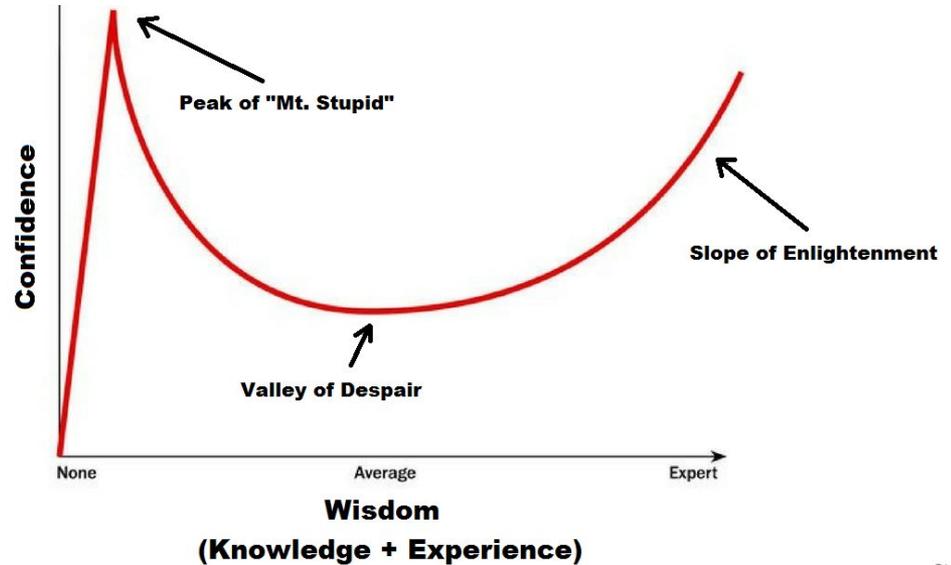
Illusion of Explanatory Depth

We think we understand complex systems better than we do.

“Explain that to me”

Explaining what they think they understand will make them more humble, curious, nuanced, more moderate and less extreme.

Dunning-Kruger effect



Ask them to explain. Listen.

- “Explain that to me.” And listen. Do not interrupt. Be curious.
- Ignore their politics. And do not say yours.
- Reply with empathy and be vulnerable. “I can feel your yearning for things to be different. There are things I wish I could change, too.”
- Pick your one battle and repeat the one simplified truth.
- If they ask a question you do not know how to answer, say that, say “I don’t know, but let’s look it up”



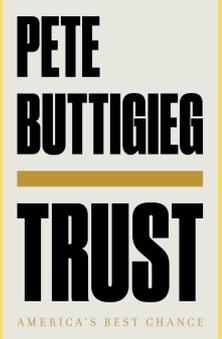
Rebuild trust through vulnerability

The foundation of trust is vulnerability.

A core feature of trust is reciprocity.

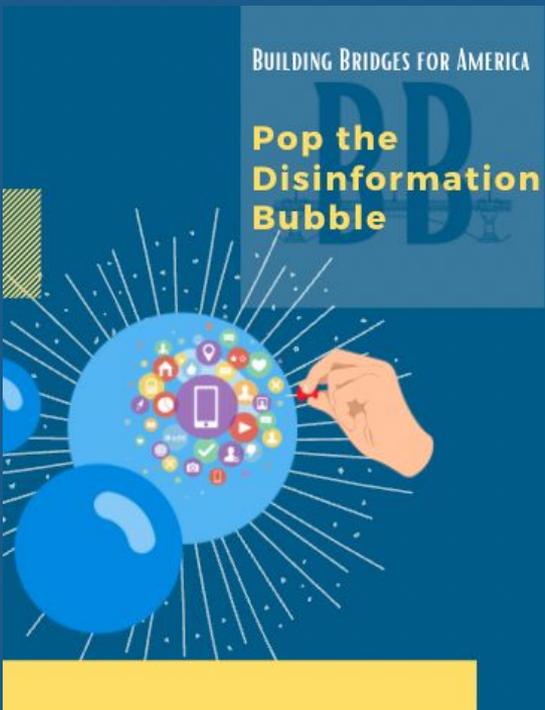
To build trust- Be vulnerable. Create space, be curious, actively listen.

- “It scares me, there is all this information and it is hard to tell what to believe.”
- “Someone has fooled me to believe a lie before and that hurts to realize and admit. But it is also a relief.”
- “How someone voted doesn’t make them a bad or good person.”

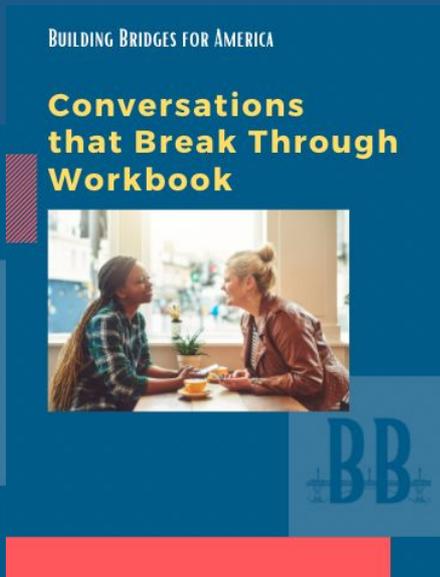
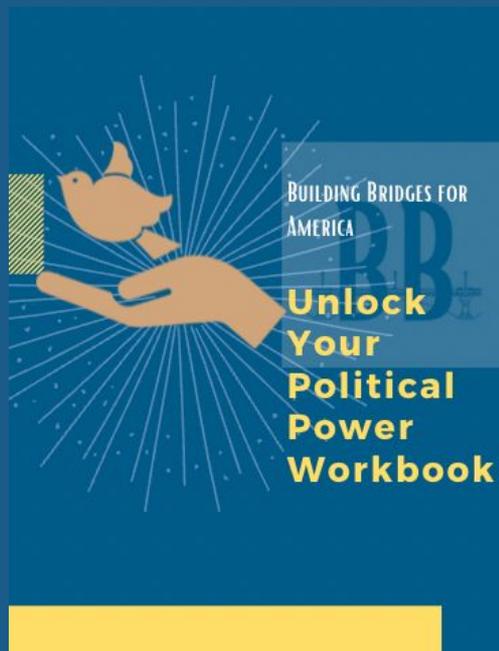


Next Steps

Download the handbook and put the knowledge into practice



Start those conversations!
For practice getting started, check out our
Power series workbooks.





Every week on
Tuesdays & Thursdays

BUILDING BRIDGES FOR AMERICA **BB**

Political Organizing Classes

11 free and accessible
courses and workbooks
for volunteers.

buildingbridgesforamerica.com



- *Civics for Everyone*
- *Civics for Change*



- *Say This, Not That...
The Importance of
Effective Messaging*
- *Grassroots Organizing
for Change*
- *Events for Change*
- *Facebook Activist to
Change Maker*
- *Local Leaders and
Precinct Chairs*



- *Unlock Your Political
Power*
- *Conversations that
Break Through*
- *Making the Hard Ask*
- *Pop the
Disinformation
Bubble*

Maximize your volunteer effort.

www.buildingbridgesforamerica.com

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Supporting grassroots
organizers, candidates,
and causes.

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Please take a moment before signing off to
share it with others.



@buildbridges4america

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www.buildingbridgesforamerica.com.

Thank you for joining us.