



BUILDING BRIDGES FOR AMERICA
presents

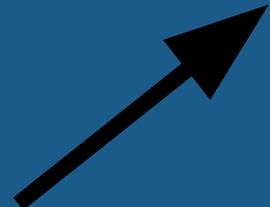
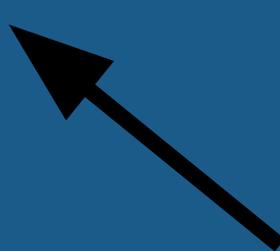
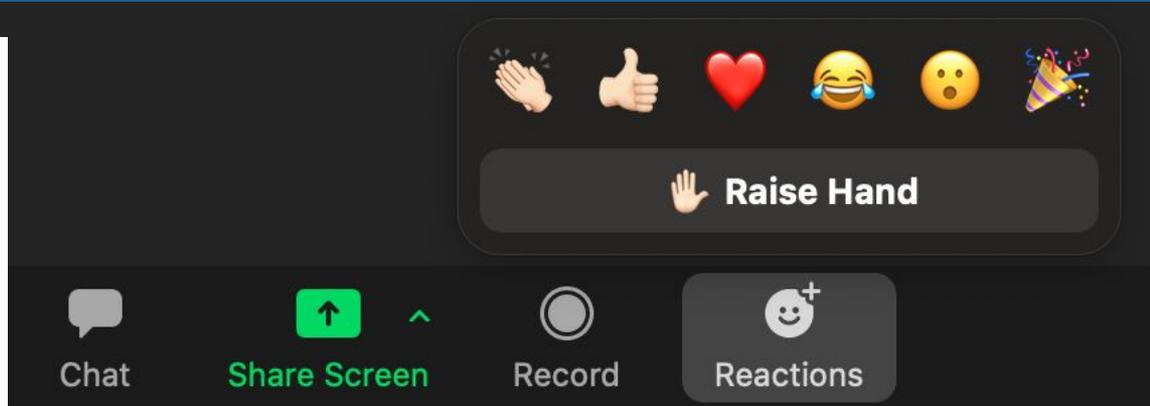
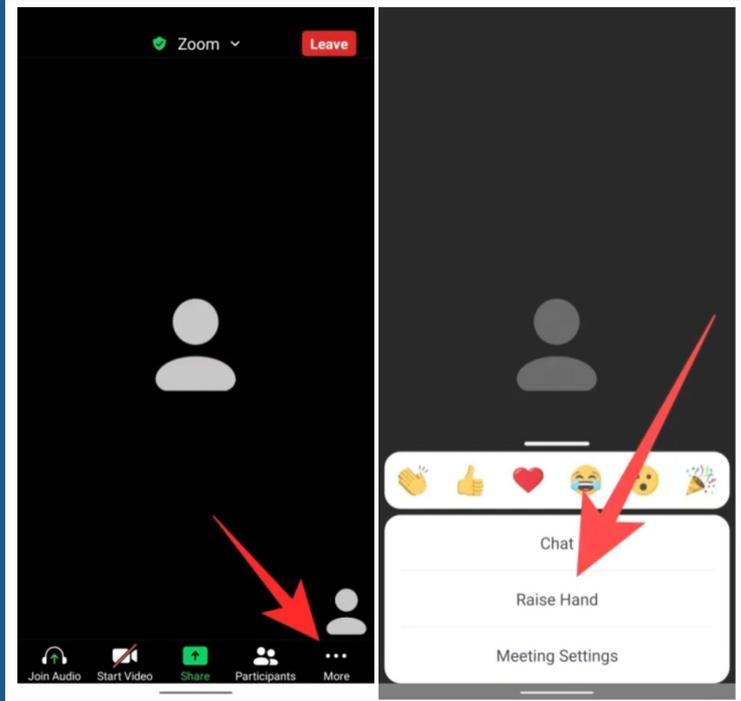
Pop the Disinformation Bubble

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

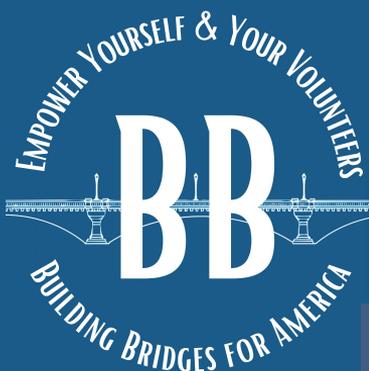




Caz Margenau

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.

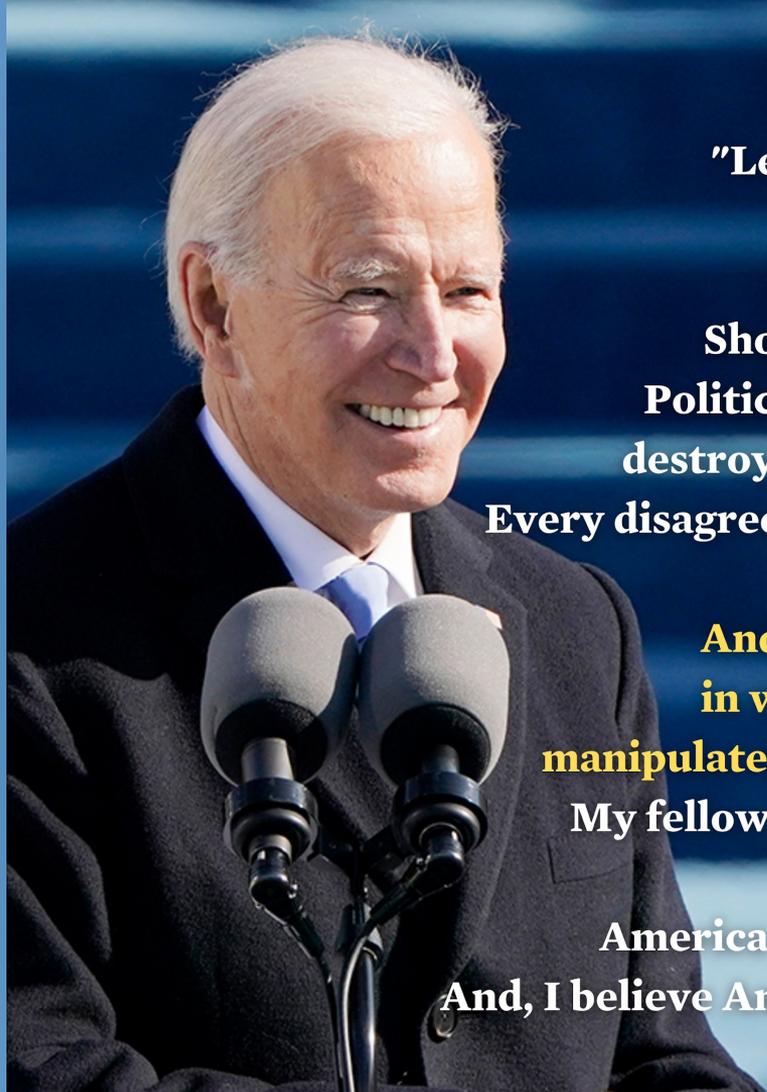
Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



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.



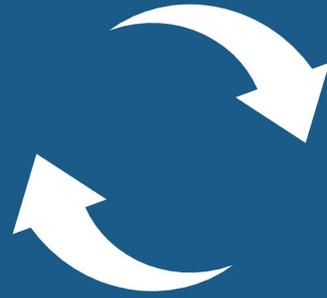


**"Let us listen to one another.
Hear one another.
See one another.
Show respect to one another.
Politics need not be a raging fire
destroying everything in its path.
Every disagreement doesn't have to be a
cause for total war.
And, we must reject a culture
in which facts themselves are
manipulated and 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



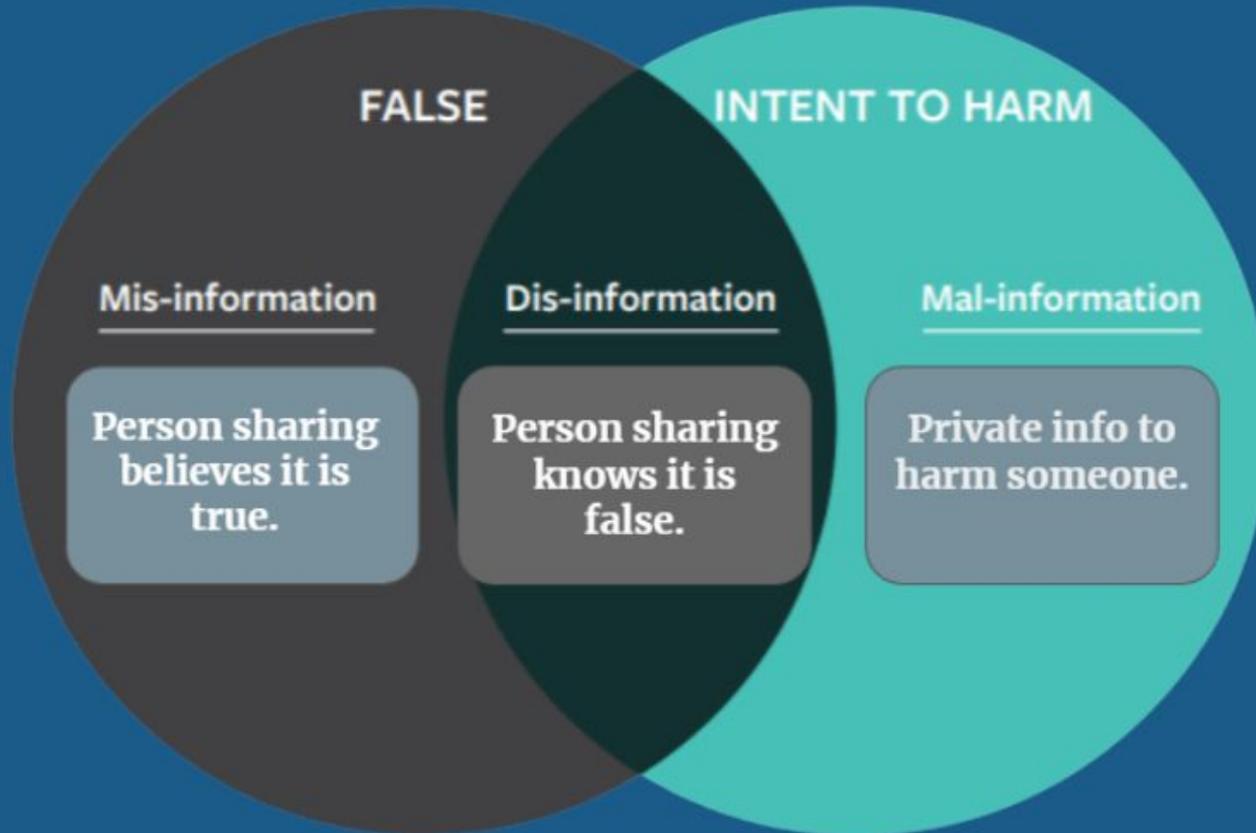
Be Informed



**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

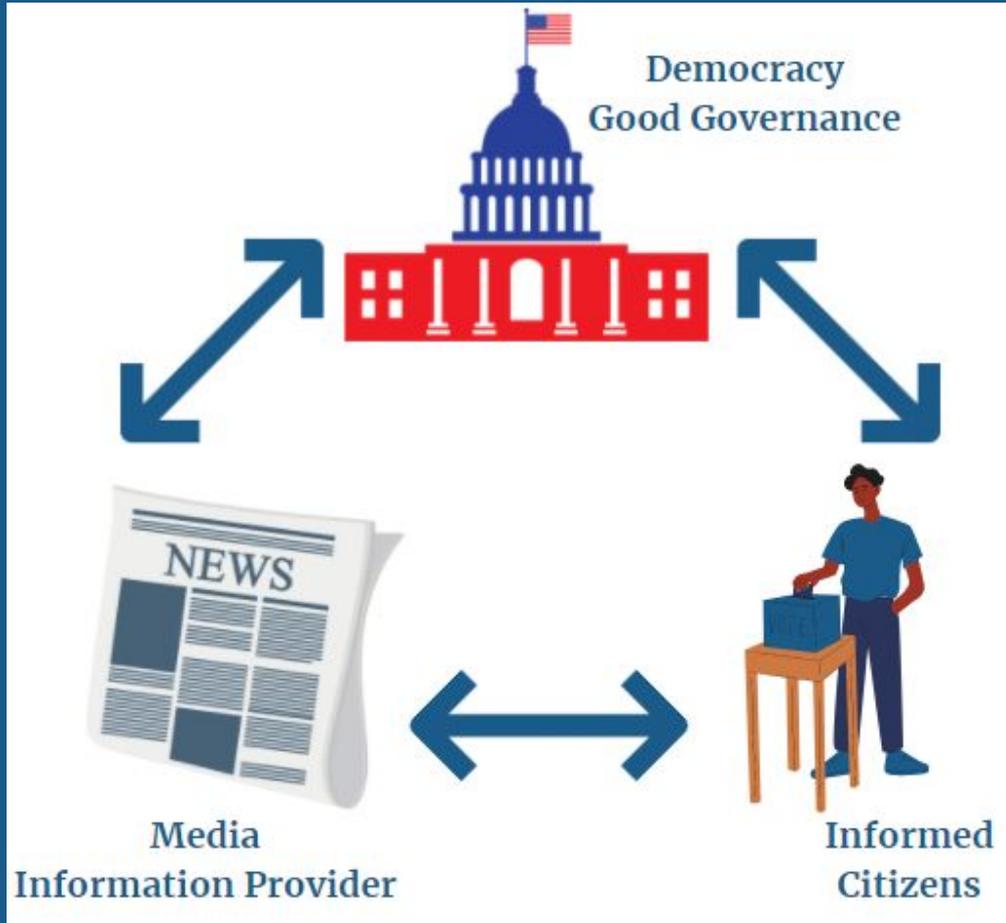


MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive



How did we get here?



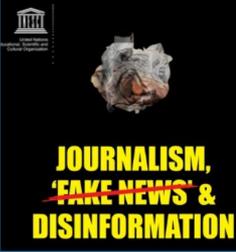
How did we get here?



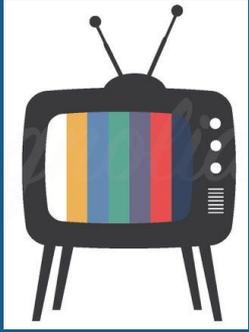
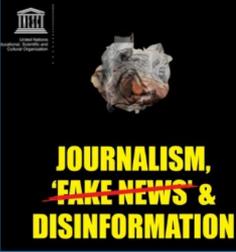
Pre-digital

Gatekeeper model

Journalistic practice to fact check before publishing.
Shared experience of the news.



How did we get here?



Pre-digital Gatekeeper model

Journalistic practice to fact check before publishing.
Shared experience of the news.



Now

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

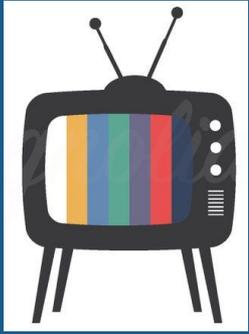
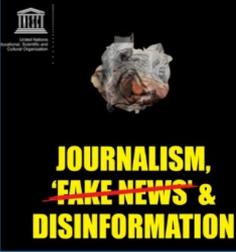
How did we get here?

Separate reality	Shared reality
<ul style="list-style-type: none">● Loneliness● Distrust● Apathy● Fear	<ul style="list-style-type: none">● Community● Trust● Empathy● Security

We are social beings so:

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

How did we get here?



Pre-digital Gatekeeper model

Journalistic practice to fact check before publishing.
Shared experience of the news.



Now

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



Bad actors

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

- Distrust in institutions
- Distrust in each other
- Lower credibility of American government
- Weakened America



Take control

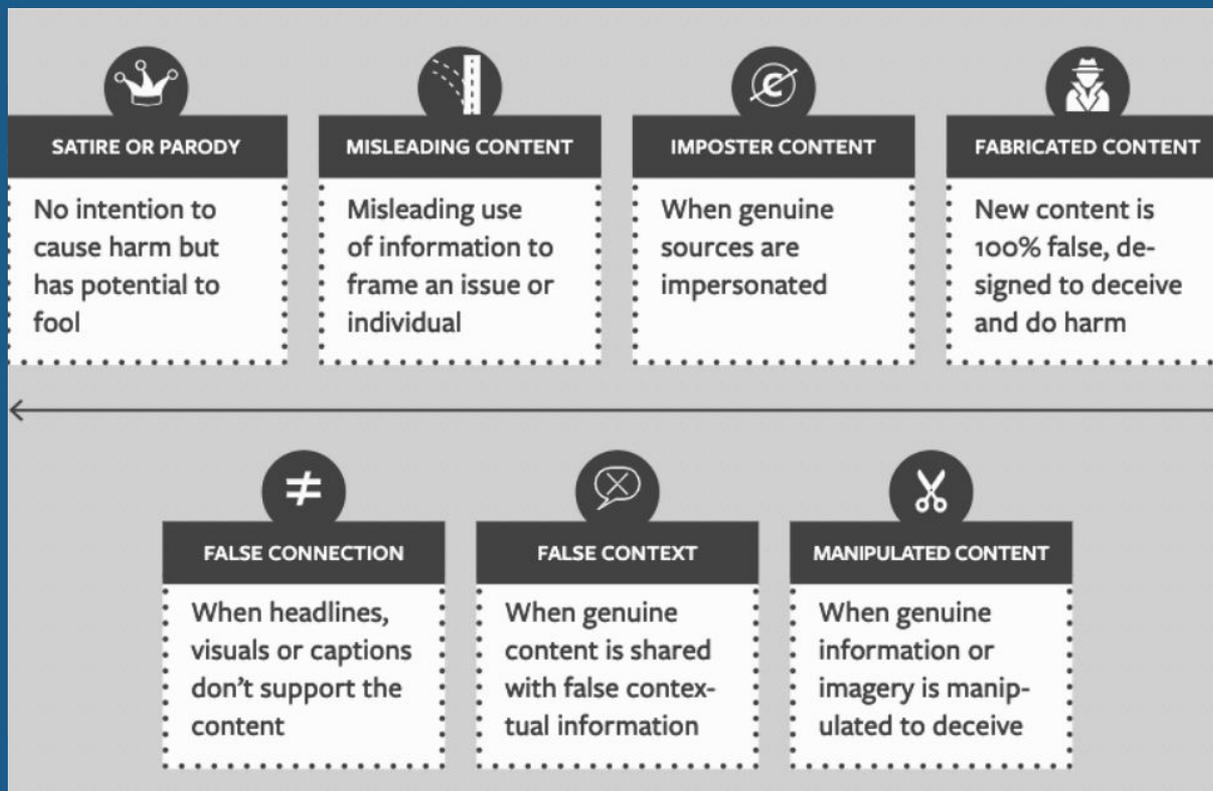
MEDIA LITERACY

1. **Curate your sources of information**
2. **Be able to identify disinformation**
3. **Practice good social media habits to counter disinformation**

EMPATHY

1. **Understand how our brains work to process information**
2. **Talk with people to pop their bubble of disinformation**





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

Is this legit?

MEDIA LITERACY



Check the
original
source

Check where it is
posted

Smell
Test



Is this legit?

MEDIA LITERACY



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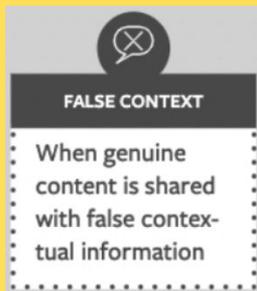
MEDIA LITERACY



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 U.S.

Democratic economic package adds 87K new IRS agents



FILE – The exterior of the Internal Revenue Service (IRS) building in Washington, on March 22, 2013. One of Washington's favorite punching bags, the Internal Revenue Service, may finally get the resources it's been asking Congress for if Democrats get their economic package focused on energy and health care over the finish line. (AP Photo/Susan Walsh, File)



Tom Palmer
Posted: AUG 5, 2022 / 04:28 PM CDT | Updated: AUG 5, 2022 / 06:07 PM CDT

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The added cash is expected to go toward hiring 87,000 new IRS agents, roughly doubling the agency's size. The IRS says the money is expected to go toward efforts to crack down on wealthy tax evaders and to modernize its technology.

Democrats say the IRS investment is needed to ensure that corporations and wealthier Americans pay what they owe in taxes.

Check the original source

Check where it is posted

Smell Test



Is this legit?

 **Bruce Smith**
July 22 at 11:34 AM · 🌐

If you think electric cars are doing your bit please read this.

So much for electric cars from an NZ mechanic!
Had to work on a Nissan leaf last week. A \$30,000 car with a crook battery.
No one in town would work on it and as he had done a course it was given to him. He got the tutor up from Dunedin polytech to help.
One crook module in the battery was shorting to the case. A secondhand module is able to be fitted, but they need to be in exactly the same condition as the remaining ones (85.2%) or the entire battery fails.
So the owner was left with the option of a secondhand battery out of a wreck that has no guarantee at \$14,000 or a new battery at \$20,000.
Then there is the problem of disposing of the old battery or part battery. Nothing is available and No-one willing to transport a damaged battery.
Specialist transport is available, and the cost to have one module (out of 24) transported to Australia and disposed of is around \$5,000.
On top of all that, the tutor went through some of the legislation around EVs with him.
So if one is involved in a crash, and people are trapped inside, the fire brigade has to isolate the battery before they cut into the car.
In a leaf, the isolation plug is under a bolted cover on the floor between the front and back seats. Once the cover is removed, the 3 pairs of gloves required by law are to be fitted, cotton, rubber, and leather. Then with hands resembling lamb roasts they can try and disconnect the 3 stage electrical plug. Then they can cut into the car.
So the problem with crashing any EV is that if you are trapped, you're dead, as it is impossible to remove victims. Also can't put a battery fire out. Water makes lithium burn. They forgot to tell you this part!

  3.2K

2K Comments 9.6K Shares

MEDIA LITERACY

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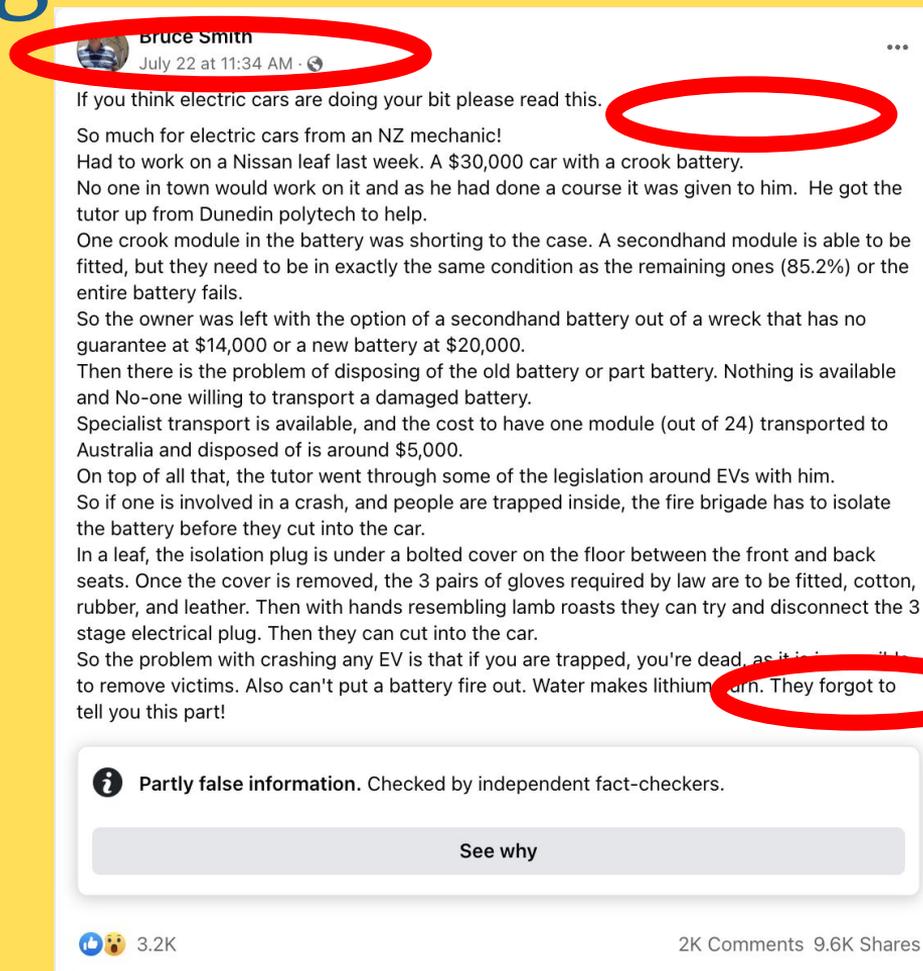
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i **Partly false information.** Checked by independent fact-checkers.

[See why](#)

👍👎 3.2K 2K Comments 9.6K Shares

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Democrats say the IRS investments will help ensure that middle-class taxpayers and wealthier Americans pay what they owe in taxes.

Check the original source

Check where it is posted

Smell Test



Is this legit?

MEDIA LITERACY

Check the original source

Check where it is posted

Smell Test

The screenshot shows a NewsNation news article. At the top, the NewsNation logo is on the left, and 'Find Your Channel' and the NewsNation logo are on the right. Below the logo is a navigation bar with links for US, CORONAVIRUS, WEATHER, WORLD, SHOWS, THE HILL, NEWSNATION LIVE, MORE, APP, and CHANNEL FINDER. The article is categorized under 'U.S.' and has the headline 'Democratic economic package adds 87K new IRS agents'. The main image shows the exterior of the Internal Revenue Service (IRS) building in Washington, with a sign that reads 'Internal Revenue Service Building'. Below the image is a caption: 'FILE - The exterior of the Internal Revenue Service (IRS) building in Washington, on March 22, 2013. One of Washington's favorite punching bags, the Internal Revenue Service, may finally get the resources it's been asking Congress for if Democrats get their economic package focused on energy and health care over the finish line. (AP Photo/Susan Walsh, File)'. There are social media sharing icons for Facebook, Twitter, Instagram, YouTube, Email, and Print. The author is Tom Palmer, and the article was posted on August 5, 2022, at 04:28 PM CDT and updated at 06:07 PM CDT. The main text of the article reads: '(NewsNation) — A large cash infusion for the Internal Revenue Service is part of the economic package Democrats are working to push through Congress before their August break. Under a deal worked out by Senate Majority Leader Chuck Schumer and West Virginia Sen. Joe Manchin, the Inflation Reduction Act of 2022 would spend an extra \$79.6 billion on the agency over the next 10 years. The added cash is expected to go toward hiring 87,000 new IRS agents, roughly doubling the agency's size. The IRS says the money is expected to go toward efforts to crack down on wealthy tax evaders and to modernize its technology. Democrats say the IRS investments will help the agency better serve middle-class and wealthier Americans pay what they owe in taxes.'



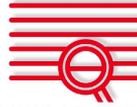
HOW TO SPOT FAKE NEWS

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





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.

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

User Name	Handle	Followers
Anonymized, Pro-Trump account	*****	391.7K
Charlie Kirk	charliekirk11	1.8M
Tom Fitton	TomFitton	1.2M
Chuck Callesto	ChuckCallesto	304.9K
Josh Caplan	joshdcaplan	83.5K
Jim Hoft	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

- 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.....



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...

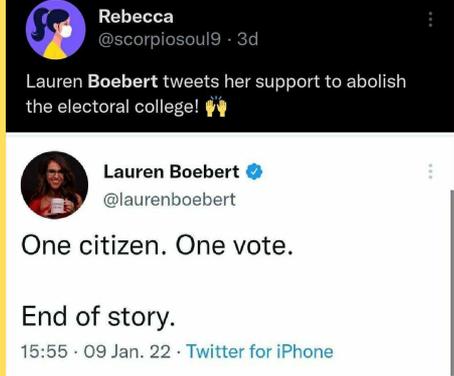
Any Click
=
Your vote saying it is important

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

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?

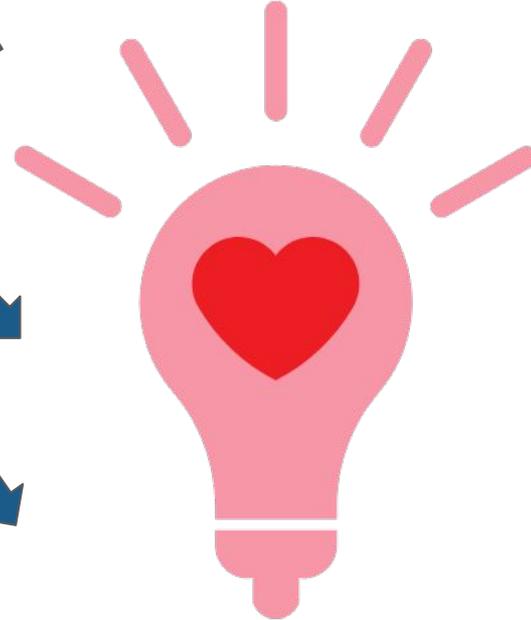
INFO



Do I want it to be true?

Our brains evaluate
information for truth.

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statement was false are more
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Heuristics



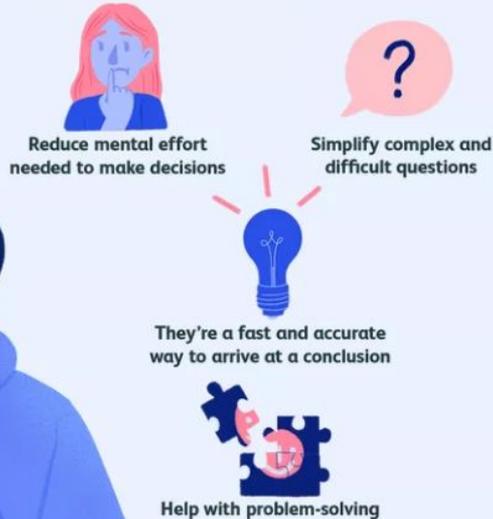
A heuristic is problem solving that employs a practical method that is not guaranteed to be perfect or rational, but is sufficient for reaching an immediate approximation.

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.

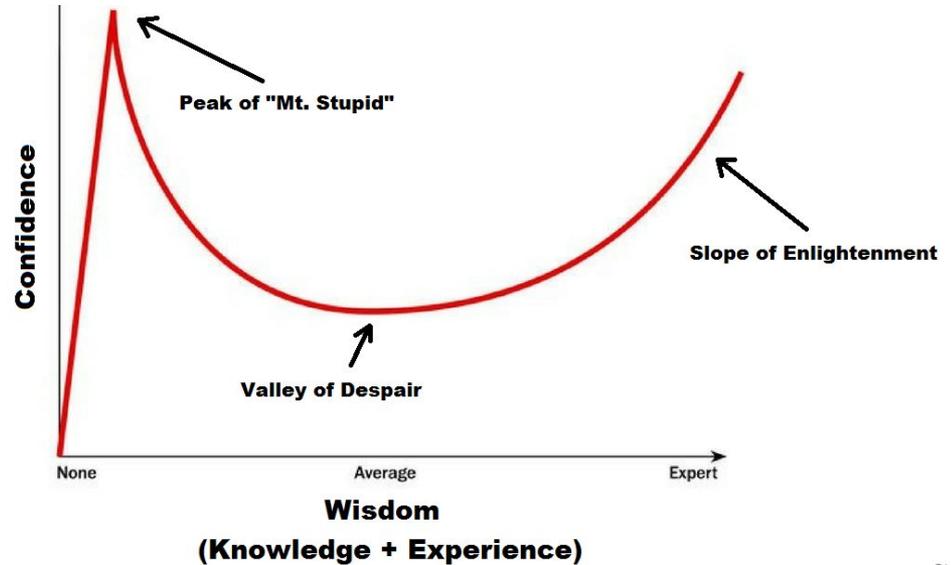
Illusion of Explanatory Depth

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.

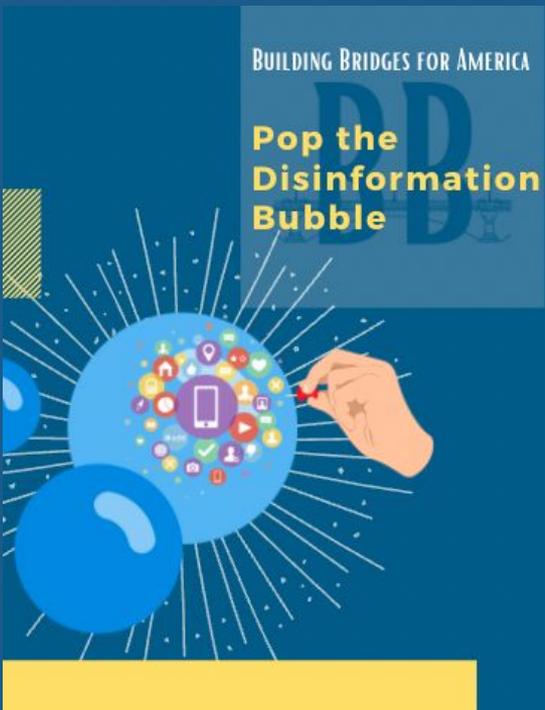
A core feature of trust is reciprocity.

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

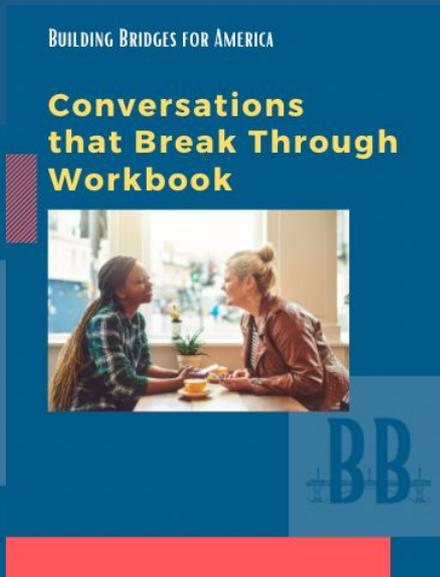
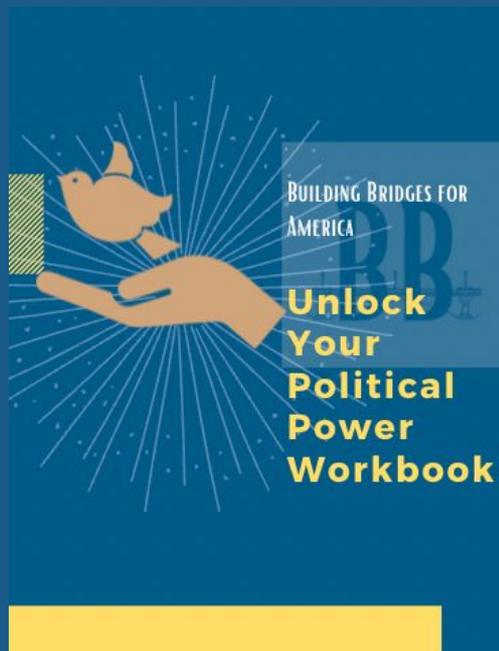
- “It scares me, there is all this information and it is hard to tell what to believe.”
- “Someone has fooled me to believe a lie before and that hurts to realize and admit. But it is also a relief.”
- “How someone voted doesn’t make them a bad or good person.”

Next Steps

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