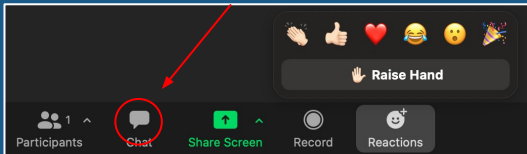
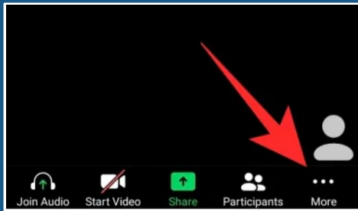
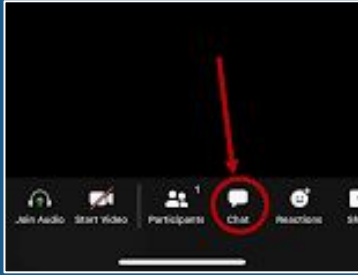




Locate the chat feature.

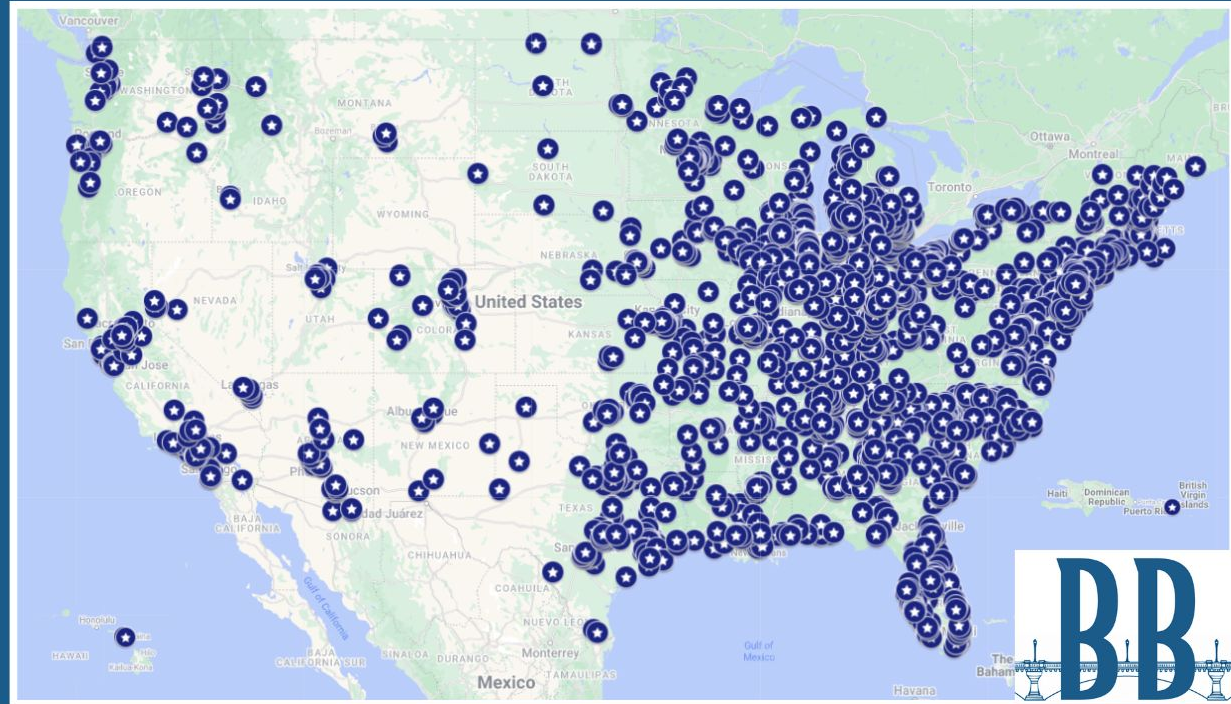


Say



hello in chat!

Where are you joining us from?



# WHERE WE STAND

Democrats believe that the economy should work for everyone, health care is a right, our diversity is our strength, and democracy is worth defending.

## BUILDING BRIDGES FOR AMERICA ACTION FUND

### Our Mission

Building Bridges mobilizes and empowers networks of relational grassroots organizers to create an equitable and informed electorate.

### 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



# Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Post questions in the chat
- There will be a Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!



Caz Margenau  
she/her  
45 years old



BA, 2004



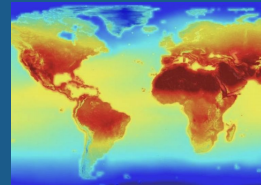
South Bend, IN



Ace/Aro



Single mom



Climate Research  
Administrator at Scripps  
Institution of Oceanography

All IN with  
**Heidi**

HEIDI BEIDINGER  
HOUSE SEAT 5  
[www.heidforindiana.com](http://www.heidforindiana.com)

Relational Organizing  
for Heidi Beidinger for  
IN HD5



Data Director and  
Relational Organizing Lead  
for IN2 Dems and Kitchen  
Cabinet  
2022-now



Field Director for South Bend  
City Councilwoman  
Rachel Tomas Morgan 2023



Paul Steury for US Congress

Operations for Paul  
Steury IN2  
2022

CONGRATULATION



MAYOR JENI!!!

Digital Marketing  
Jeni Arndt for Mayor  
of Fort Collins, CO  
2021



Colorado lead for Joe Biden  
Facebook Program, 2020



State Lead,  
Colorado for Pete Buttigieg  
2019-2020



Co-founder  
Building Bridges for America Action Fund  
2020-now



BUILDING BRIDGES FOR AMERICA  
presents

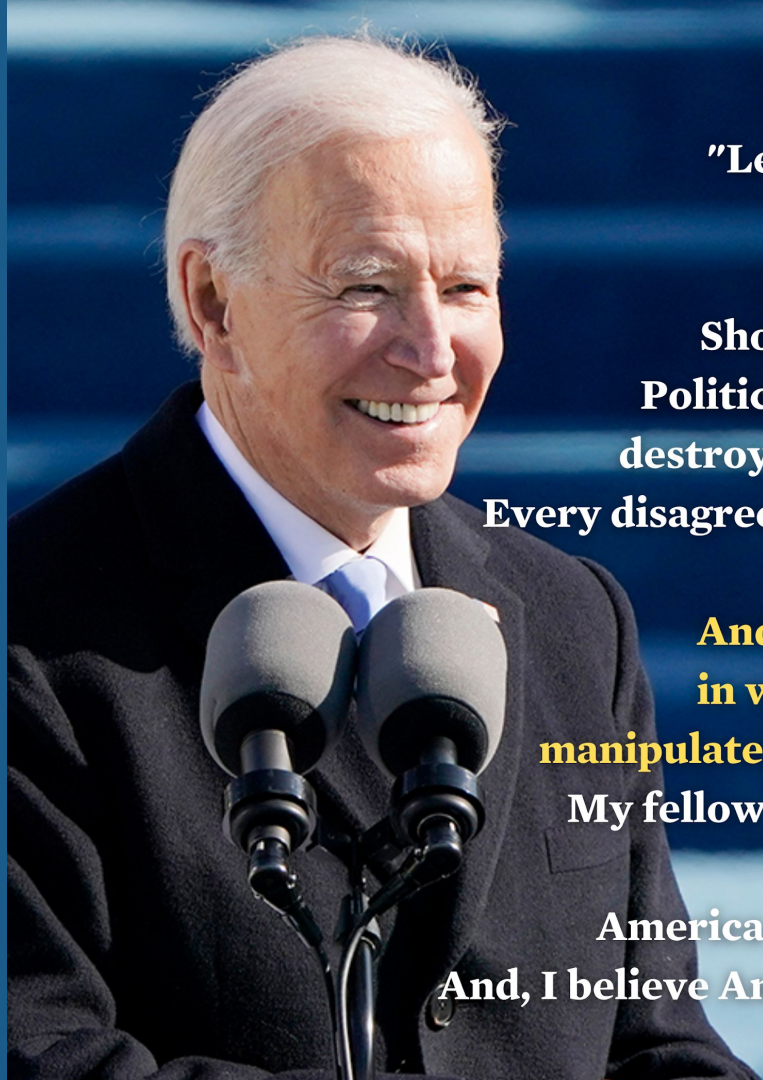
# Pop the Disinformation Bubble

Take control and counter the lies.

# Today's Goals:

- Identify disinformation and know how it became prevalent.
- Learn how to navigate the media.
- Understand how the heck people can believe the lies.
- Learn practical ways to help others seek the truth.





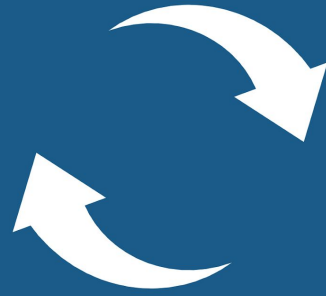
**"Let us listen to one another.  
Hear one another.  
See one another.  
Show respect to one another.  
Politics need not be a raging fire  
destroying everything in its path.  
Every disagreement doesn't have to be a  
cause for total war.  
And, we must reject a culture  
in which facts themselves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





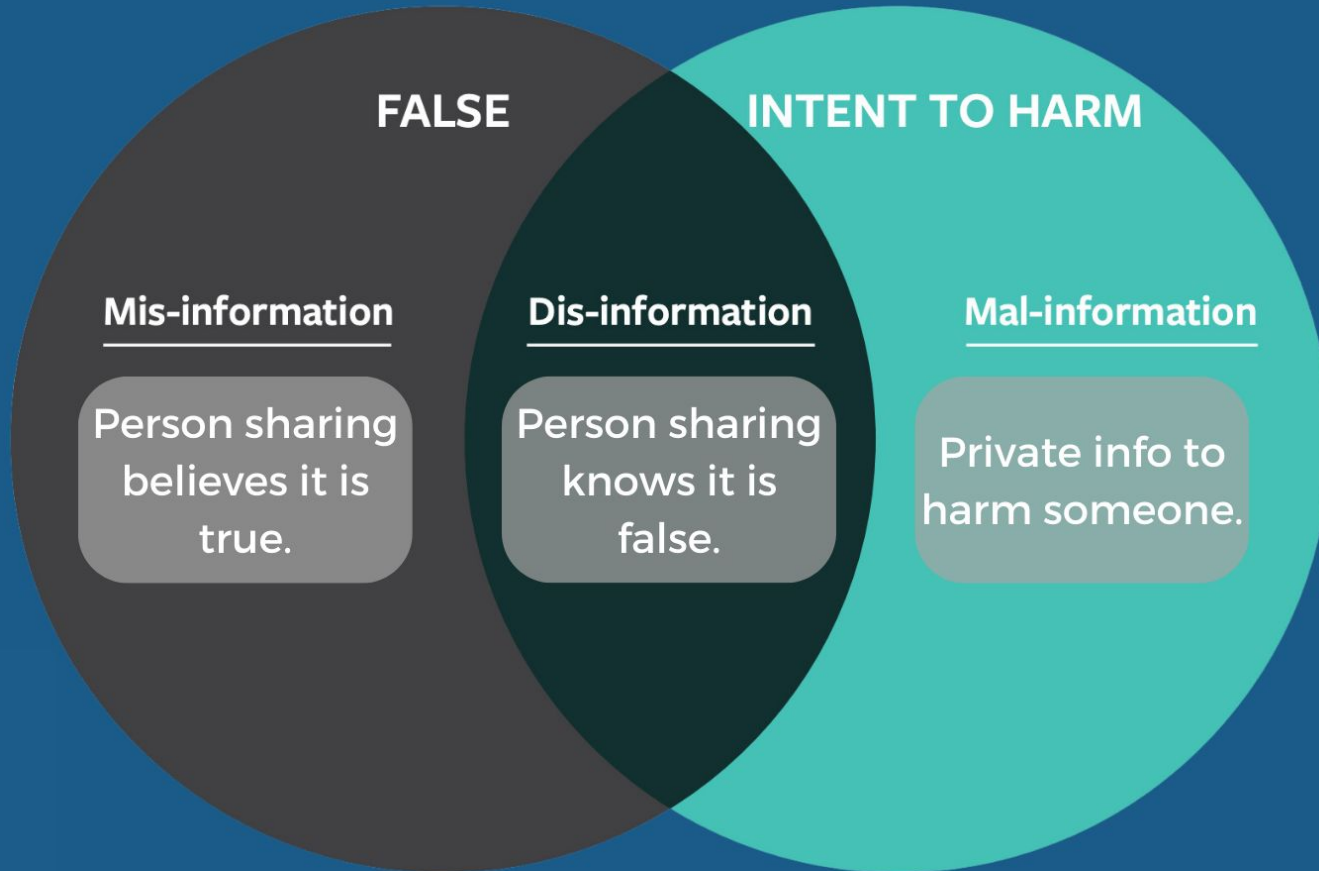
**Be Informed**



**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

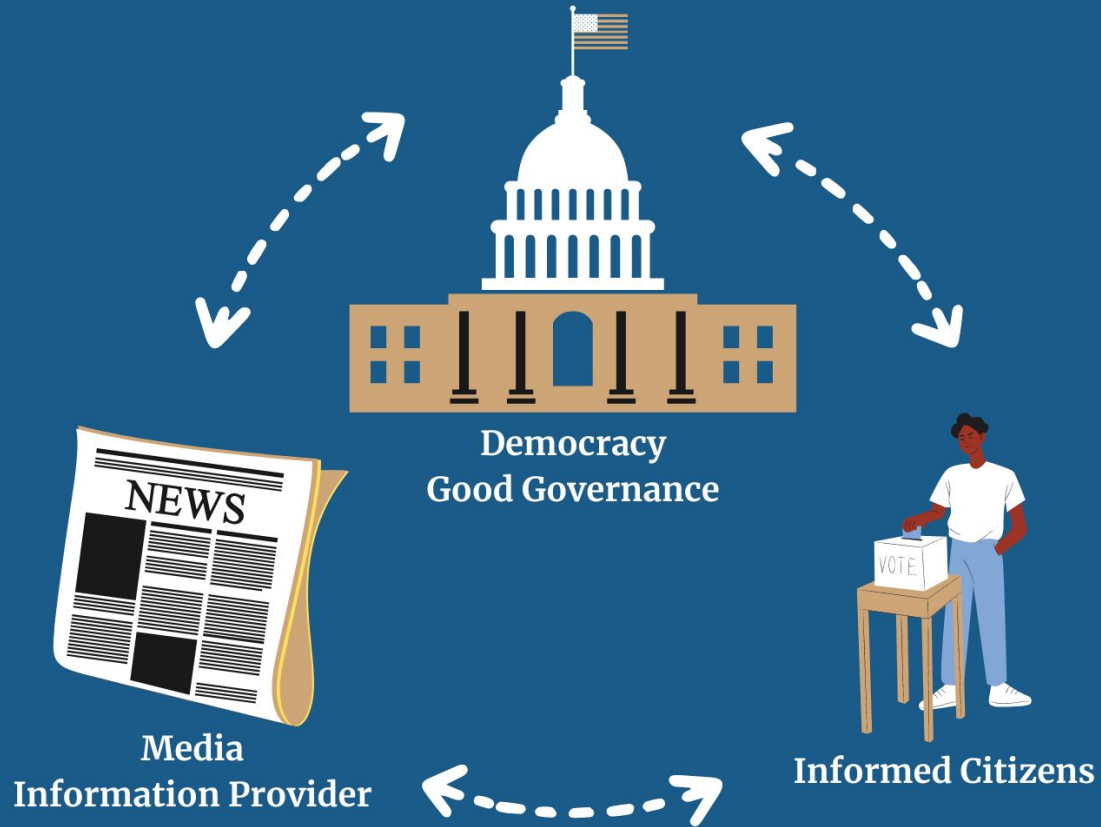
When genuine content is shared with false contextual information



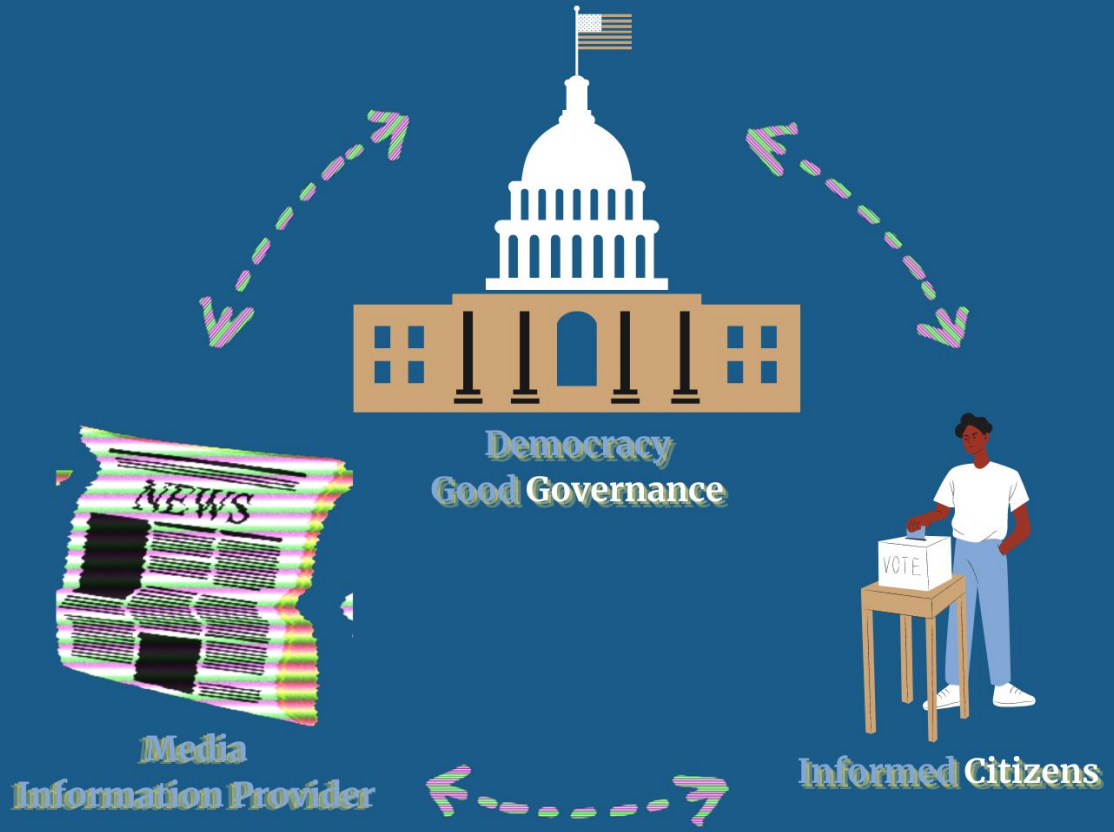
### MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

# How did we get here?



# How did we get here?



# How did we get here?

1980's and 1990's



News went from a  
gatekeeping, fact-checking  
*public service*  
to a *commodity*.

# How did we get here?

1980's and 1990's

From national audience

getting the same news,

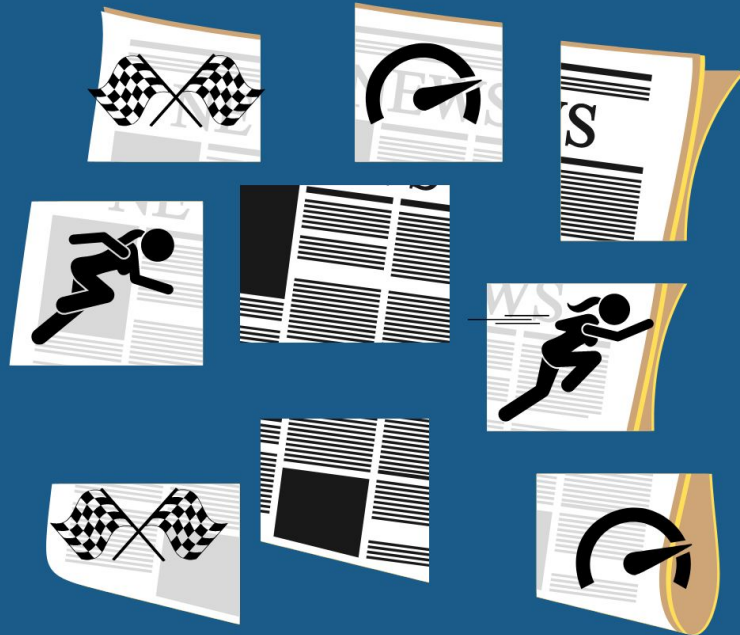
to niche markets

and we pick our news.



# How did we get here?

In the 1990's

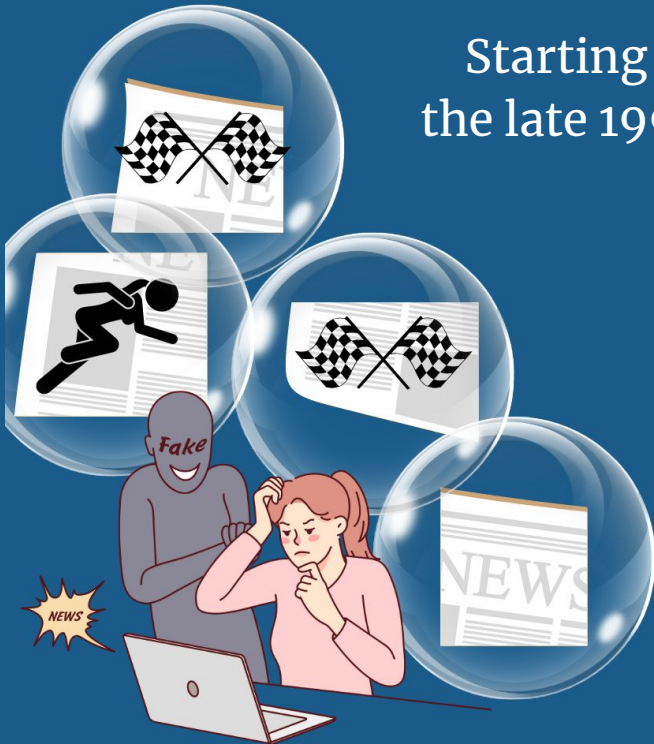


Cable news favored  
*speed over accuracy.*

Without gatekeepers,  
trust began to erode.



# How did we get here?



Starting in  
the late 1990's

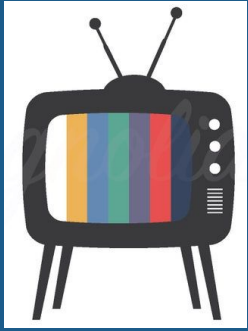
Online news

further erodes trust,

invites bad actors,

and puts us in our own bubbles.

# How did we get here?



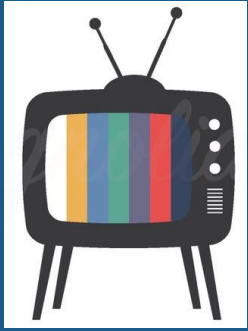
## Pre-digital Gatekeeper model

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

*Allowed for a sense of trust and community.*



# How did we get here?



## Pre-digital Gatekeeper model

Journalistic practice to fact check before publishing.  
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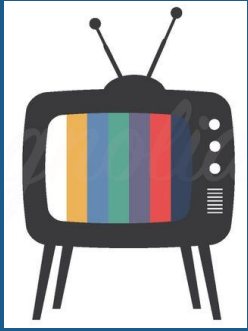


## Now

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

*Creates a sense of loneliness, fear, makes us seek community.*

# How did we get here?



## Pre-digital Gatekeeper model

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

*Allowed for a sense of trust and community.*



## Now

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

*Creates a sense of loneliness, fear, makes us seek community.*



## Bad actors

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



# How did we get here?

For decades Russian bots have pushed “50/50” messaging.

**Making consensus controversial** and discrediting authoritative voices.

The effect is

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



# How did we get here?

Media's attempt to provide coverage of both-sides, creating a false balance.

**Making consensus controversial** for entertainment.

The effect is

- Distrust in institutions
- Normalizing of extremes
- Lower credibility of science



# Resources



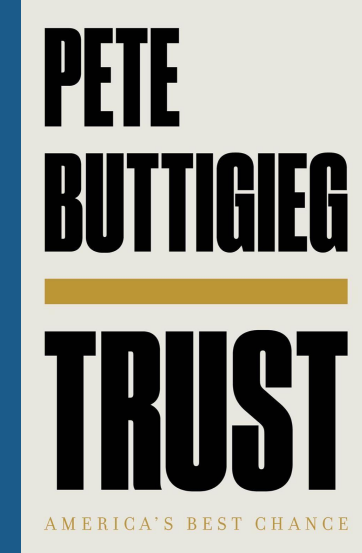
## Teaching Modules

<https://en.unesco.org/fightfakenews>



## One pager

<https://www.macalester.edu/news/2017/04/how-news-has-changed/>



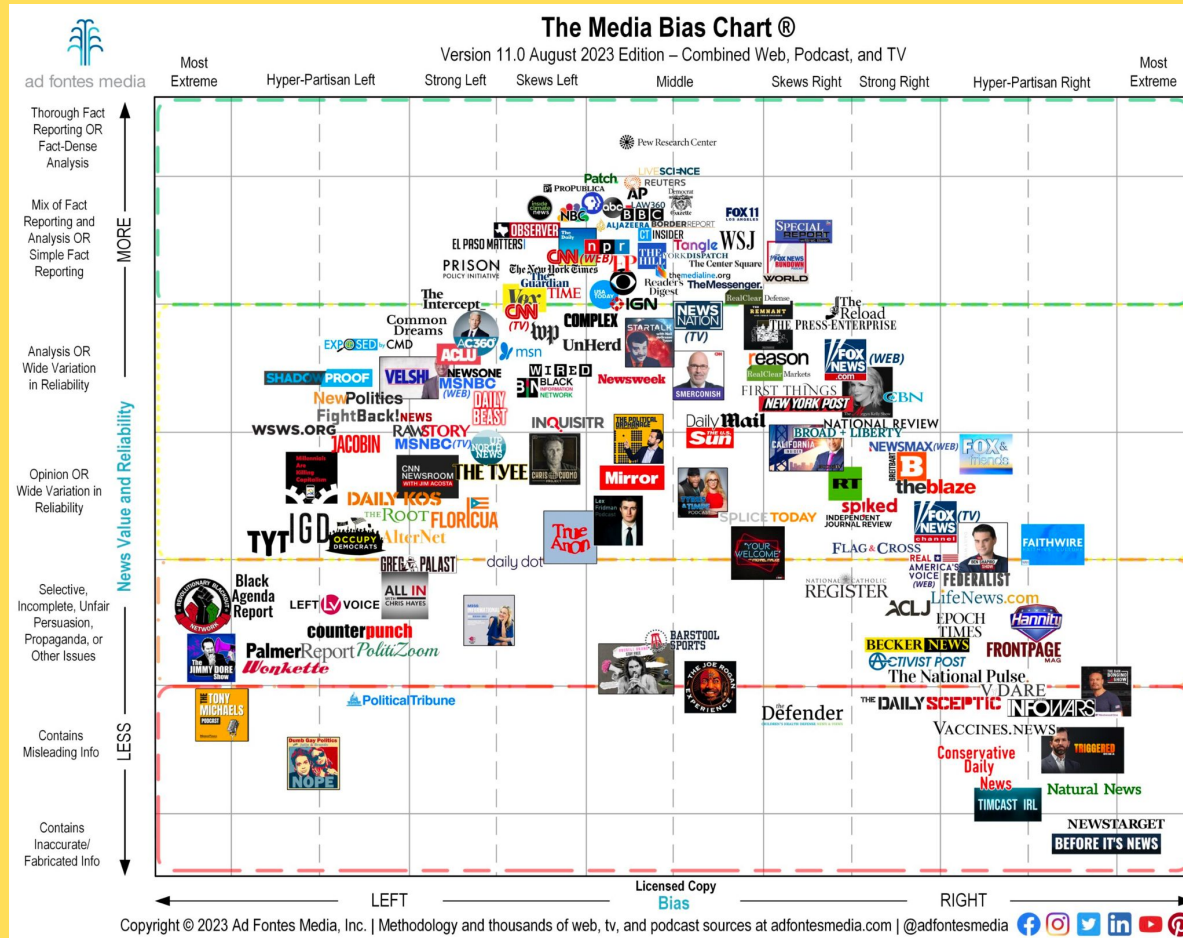
## 179 pager

At your library or local bookstore.



# Take control with media literacy

Curate  
your  
sources









### SATIRE OR PARODY

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



# Is this legit?

## MEDIA LITERACY



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By Benjamin Wetmore And Patty McMurray Aug. 8, 2023 7:30 am 3350 Comments

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An exclusive Gateway Pundit report by Benjamin Wetmore and Patty McMurray

Check the original source

Check where it is posted

Smell Test



# Is this legit?

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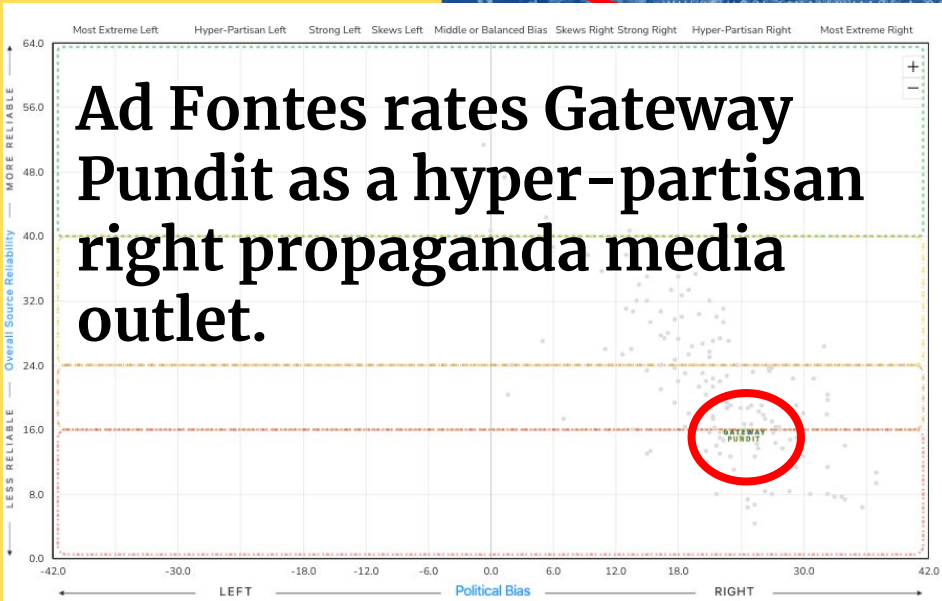
## MEDIA LITERACY



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Smell Test



Ad Fontes rates Gateway Pundit as a hyper-partisan right propaganda media outlet.

Massive 2020  
ns Sent to Non-  
ift Cards, Guns  
Democrat-Funded  
y Facilities in

3350 Comments



An exclusive Gateway Pundit report by Benjamin Wetmore and Patty McMurray



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Smell Test



# Is this legit?

## MEDIA LITERACY

**13 ON YOUR SIDE** News Weather Sports VERIFY **13 ON YOUR SIDE**

← ADVERTISE WITH US FEATURES HELP TEAM ONE GOOD THING BEACH AND BO

ELECTIONS

### Police investigating after Muskegon clerk finds irregularities in voter registration applications

—

Meisch said no ballots were issued to any application with suspected voter registration irregularities.

**13 ON YOUR SIDE**  
I Voted!  
MuskegonVotes.com

Every election is determined by the people who show up.  
— Larry J. Sabato  
MuskegonVotes.com  
City of Muskegon

Check the original source

Check where it is posted

Smell Test



# Is this legit?

**13 ON YOUR SIDE** News Weather Sports VERIFY 13 ON YOUR SIDE +

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MuskegonVotes.com

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MuskegonVotes.com

City of Muskegon

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ADVERTISE WITH US FEATURES HELP TEAM ONE GOOD THING BEACH AND BO

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MuskegonVotes.com City of Muskegon



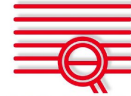
# Take control with media literacy

## HOW TO SPOT FAKE NEWS



### 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

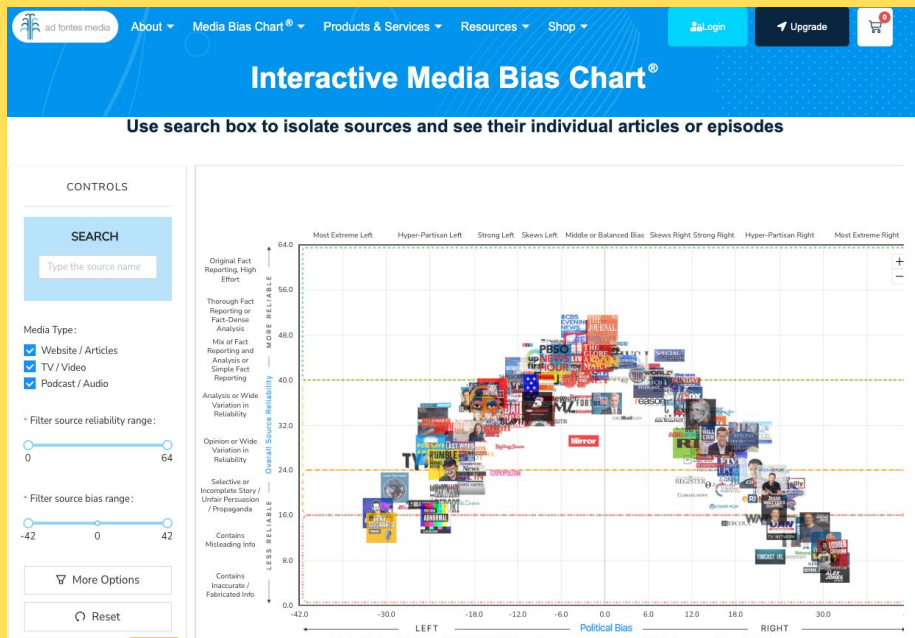
Consider if your own beliefs could affect your judgement.



### ASK THE EXPERTS

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


# Resources



<https://adfontesmedia.com/interactive-media-bias-chart/>

PEW RESEARCH CENTER | JUNE 18, 2018

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

<https://www.pewresearch.org/quiz/news-statements-quiz/>



# Resources



UBC THE UNIVERSITY OF BRITISH COLUMBIA  
Vancouver Campus

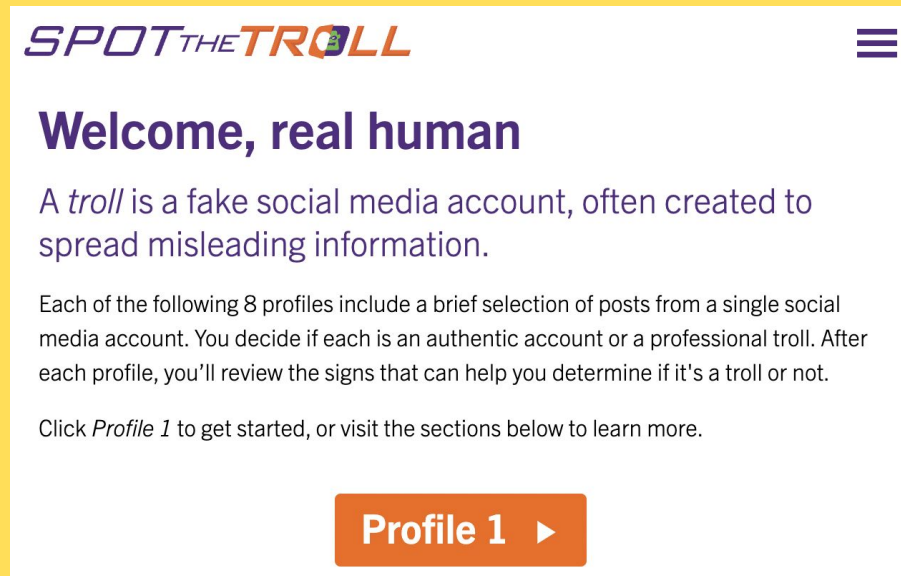
## How good are you at spotting fake news?

Do you have the savvy to tell truth from misinformation? Take this fake news quiz to test your skills!

Start Quiz

**FAKE NEWS**

<https://digitaltattoo.ubc.ca/quizzes/quiz-how-good-are-you-at-spotting-fake-news/>



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/>



# Social 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

# Social Media Literacy



Any Click, Any View  
=  
Your vote saying it is important

1. Ignore the post. Walk away.
2. Only click to report it as misinformation or hate.
3. So mad you that you got to let it out? Leave it in the drafts.
4. If you must, do not click on the post. Take a screenshot and post that.
5. Is a friend sharing misinformation? Put an arm around them and share best practices.

# How algorithms work

The Washington Post  
*Democracy Dies in Darkness*

When you are on social media,  
you are in an algorithm.

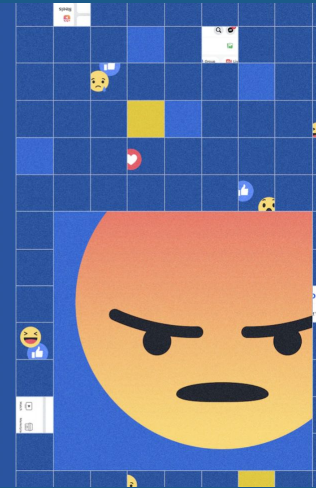
It is not real life. It is not  
organic.

It is built to amplify negative  
emotions.

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.”



# How superspreaders work



Bad actors know how to use the algorithm to artificially drive and amplify content.

**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 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

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.....



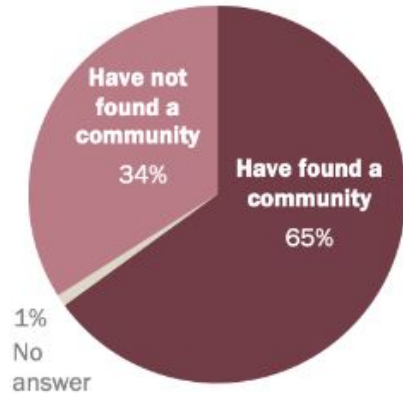


# Alternative Social Media

Bad Actors know people with lower trust are seeking community.

## Majority of alternative social media news consumers say they have found a community there ...

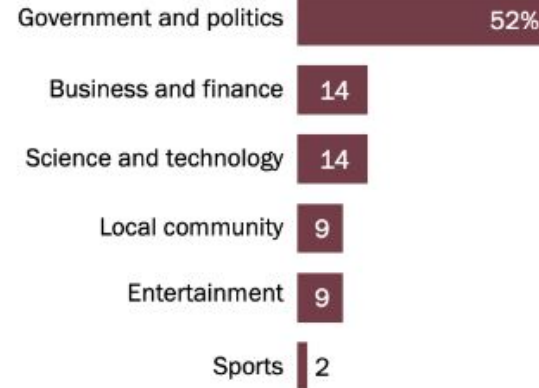
*% of alternative social media news consumers who say they \_\_\_ of people who share their views there*



They provide that community wrapped largely in conservative politics.

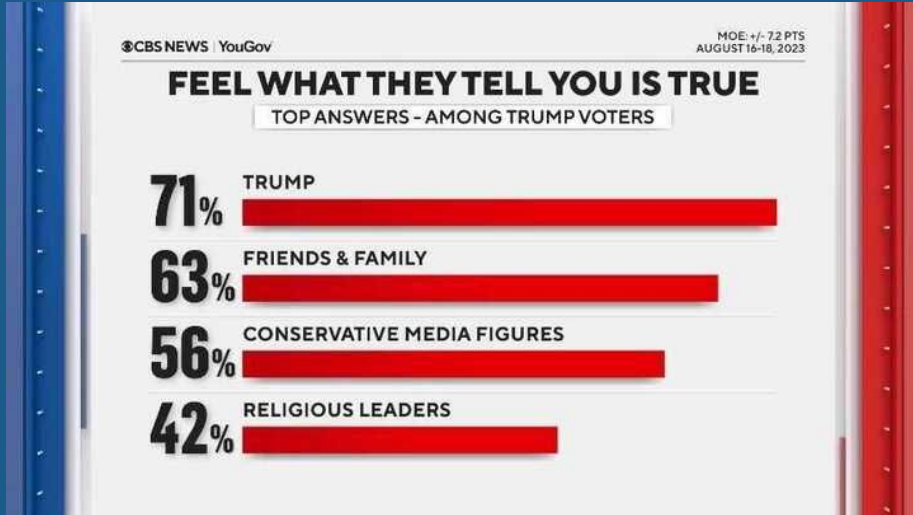
## About half of alternative social media news consumers report seeing political news the most

*% of alternative social media news consumers who say they see \_\_\_ news most on these sites*



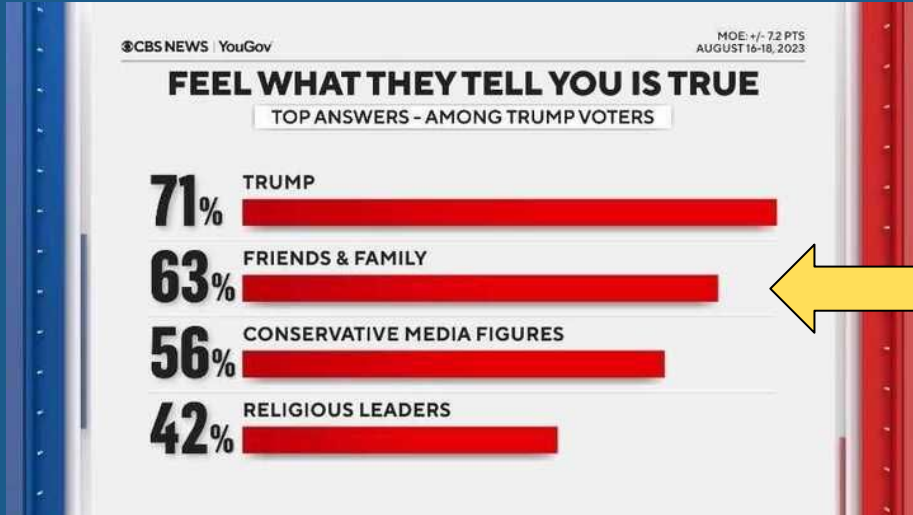
# Alternative Social Media

Political news coming from a community of alternative social media *works*.



# Alternative Social Media

Political news coming from a community of alternative social media *works*.



## But so do you!

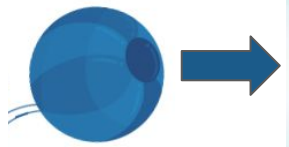
You are a trusted voice.

Let's understand how the heck people believe this stuff.

And then learn how to break through to them.

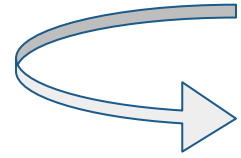
# How our brains evaluate information

INFO

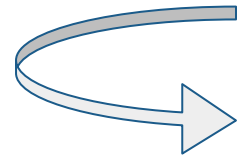


Is it true?

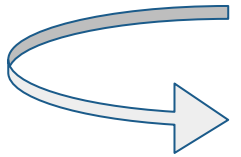
Yes



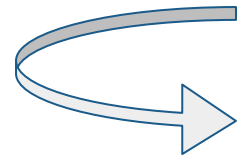
Yes



Yes



Yes



Do others believe it?

No



Can I easily find evidence?

No



Is this compatible with what I believe?

No



Does it tell a good story?

No



Is it from a familiar source?

No



# How our brains evaluate information

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?

Yes

Yes

Yes

Yes

No

No

No

No

No



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.



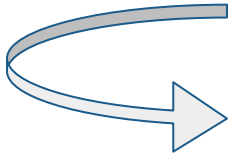
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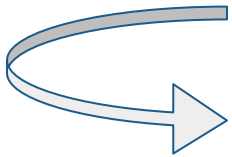


Is it true?

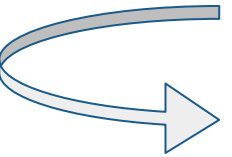
Yes



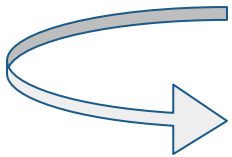
Yes



Yes



Yes



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 will process familiar information as true.



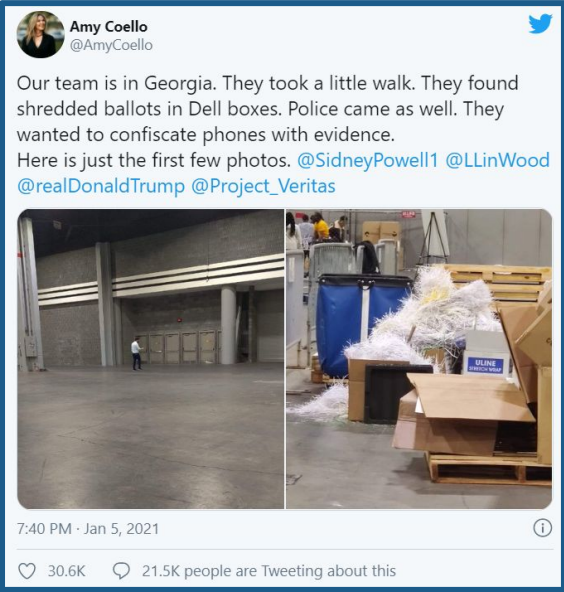
# Bad actors know how your brain works. So they repeat lies to make them feel true.



**October 8, 2020**  
Picture of a trailer of print production scraps is used for completely false story of shredding Trump ballots in PA.



**November 21, 2020**  
Same thing, unrelated video used as false story of shredding in GA.



**January 5, 2021**  
Same thing, unrelated photos used as false story of shredding in GA.

# How our brains evaluate information

INFO

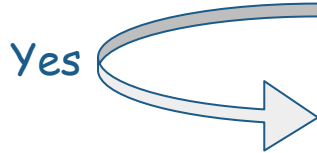


Is it true?

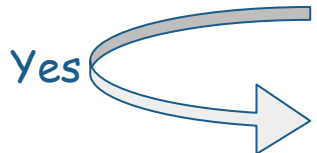
Do others believe it?



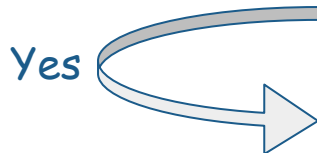
Can I easily find evidence?



Is this compatible with what I believe?



Does it tell a good story?



Is it from a familiar source?



## Spread the truth

Repeat your words.

When introducing something new, tell it as a story. And tie it back to something familiar.

Talk to people who already know you.



# How our brains evaluate information

INFO



Is it true?

Do others believe it?

I'll be the judge.

Can I easily find evidence?

I'm gonna look that up.

Is this compatible with what I believe?

I'm open to new ideas.

Does it tell a good story?

Just the facts, please.

Is it from a familiar source?

I like fresh voices.

Trust Yourself

Challenge yourself to investigate new information and to think critically.





# Political gaslighting



Since the path to truth is to trust yourself to think critically, bad actors also make it hard for you to trust yourself.

- Giving **outlandish counter narratives** to distract you, confused you, and make you feel disoriented and unsure.
- **Denial of plain fact** that makes you question your senses and memory and ability interpret words. When extremists are dismissed as “Oh, he doesn’t really mean that” they do that to make you feel you cannot navigate the political landscape.
- **Discrediting of authorities** to cut you off from the ability to think critically and build self-trust, making you dependent.



When someone whispers “*Trust no one,*” they are inevitably also saying, “*Trust me.*”





# Political gaslighting

Build their trust in their senses and in their intuition. Ask them “What’s your gut say?”

Introduce this concept as an abstract idea.

Help remove them from the source.

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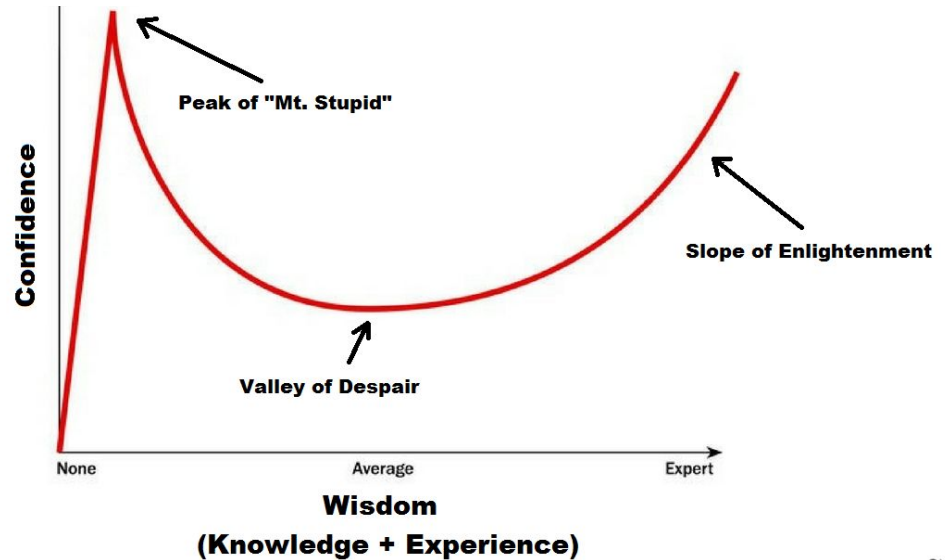
# Lies are shouted the loudest

When you lack confidence to critically think, and authorities have been discredited, there is no wisdom to be gained.

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

You don't have enough knowledge to know you don't have enough knowledge.

## Dunning-Kruger effect



# Lies are shouted the loudest

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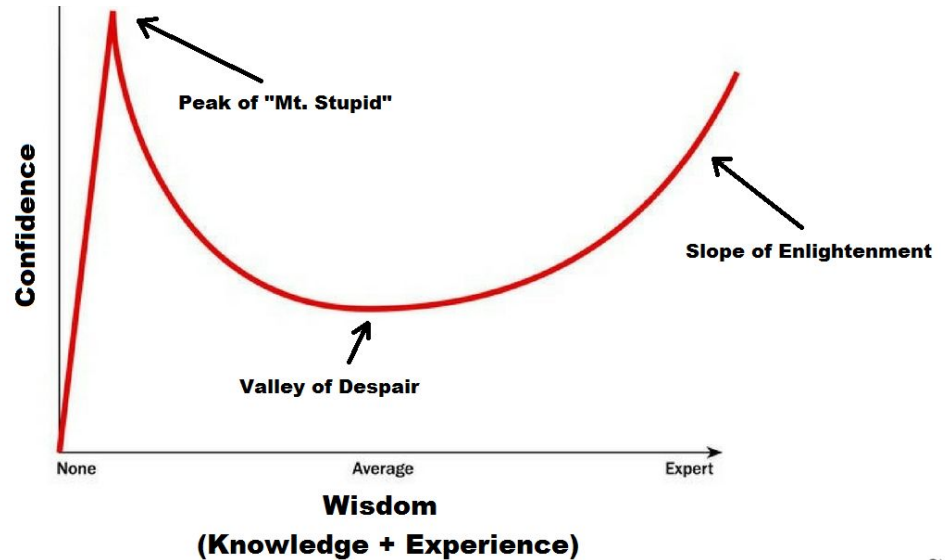
## Illusion of Explanatory Depth

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



# Rebuild trust through vulnerability

The foundation of trust is vulnerability.

Trust is reciprocal.

**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.”
- “I’ve been fooled into believing 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.”



# Political Organizing Classes

8 free and accessible courses and workbooks for volunteers.



- *Civics 101*
- *Civics for Change*



- *Say This, Not That...*
- *Grassroots Organizing for Change*
- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Pop the Disinformation Bubble*



Maximize your volunteer effort.

2024 Session I  
Every Thursday  
1/11 - 2/29

2024 Session II  
Every Thursday  
3/21 - 5/19

2024 Session III  
Every Thursday  
5/30 - 7/25 (skip 7/4)

More to come!

# Join us next Thursday!



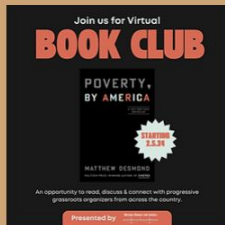
**Grassroots Organizing for Change**

Start and grow a volunteer group that lasts.

[buildingbridgesforamerica.com/courses](https://buildingbridgesforamerica.com/courses)



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Dive into the action as we meet online to read and discuss great books about political organizing. Join us weekly for inspiring talks with the authors and other leaders.

Our next book is "Poverty, By America" by Matthew Desmond.

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[GET THE BOOK HERE](#)

# Book Club starts February 5th!

We got your progressive political book recommendations covered!

Check out our previous Book Club books and videos.

- Run for Something, Amanda Litman
- Don't Think of an Elephant, George Lakoff
- UnTrumping America, Dan Pfeiffer
- Politics is for Power, Eitan Hersh
- Trust, Pete Buttigieg
- Our Time is Now, Stacey Abrams
- Kill Switch, Adam Jentleson
- Harvest the Vote, Jane Kleeb
- Merge Left, Ian Janey López
- The Sum of Us, Heather McGhee
- The Purpose of Power- Alicia Garza
- How We Win the Civil War, Steve Phillips
- A People's Future of the United States

# Text to register voters NOW!



Join Building Bridges for America Action Fund and our partners Field Team 6 to text unregistered voters in key states.

Reach critical voters in Virginia, North Carolina, Texas and Georgia through Field Team 6's BYOP (Bring Your Own Phone) Text-Banking Program.

You use your own phone and go at your own speed. Sign up once and text all you like in 2024.

[GET STARTED HERE](#)

# www.buildingbridgesforamerica.com

## We're just getting started in 2024!

This is an important year for Democracy. Want to know what you can do? Here are some opportunities to get started.



### Text for Democracy!

Millions of US citizens are not registered to vote. Building Bridges for America is partnering with Field Team 6 to Text for Democracy in some of the most under-registered areas of Virginia, Georgia, North Carolina and Texas.

**Join us!** Sign up once and text whenever you like in 2024. [Use this link to learn more and get started.](#)



### Free Online Trainings on Thursdays

We believe democracy is participation. And we believe participating in politics must be accessible. Trainings are free — join online from wherever you are!



Use the links below to sign up. Or you can browse the [Training page on our website](#). All trainings are 8:00 to 9:00 PM EST

[How to Be Politically Active](#)  
Beginning January 11

[Civics 101 - The Basics They No Longer Teach in School](#)  
Beginning January 18

[Pop the Disinformation Bubble](#)  
Beginning January 25

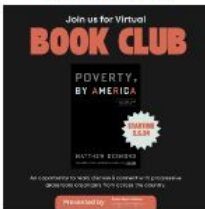
[Grassroots Organizing for Change](#)  
Beginning February 1

### Book Club - Mondays, Beginning February 5

Join us for a virtual book club journey that "gives us new ways of thinking about a morally urgent problem...helps us imagine solutions...calls on us all to become poverty abolitionists, engaged in a politics of collective belonging to usher in a new age of shared prosperity and, at last, true freedom."

We are reading *Poverty, By America* by Matthew Desmond  
Mondays, beginning February 5  
8:00 to 9:30 PM EST

[Sign up on Mobilize Here](#)  
Support a Local Book Store:  
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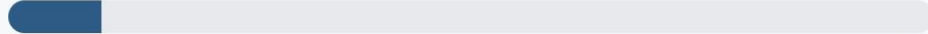
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