Building Bridges for America
presents

Real Talk: Pop the Disinformation Bubble

Virtual Training Session
Thursday February 25th 8pm-9pm EST

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

Belonging

Rural/Urban

Building Bridges for America

Democratic Reform

Racial Equity
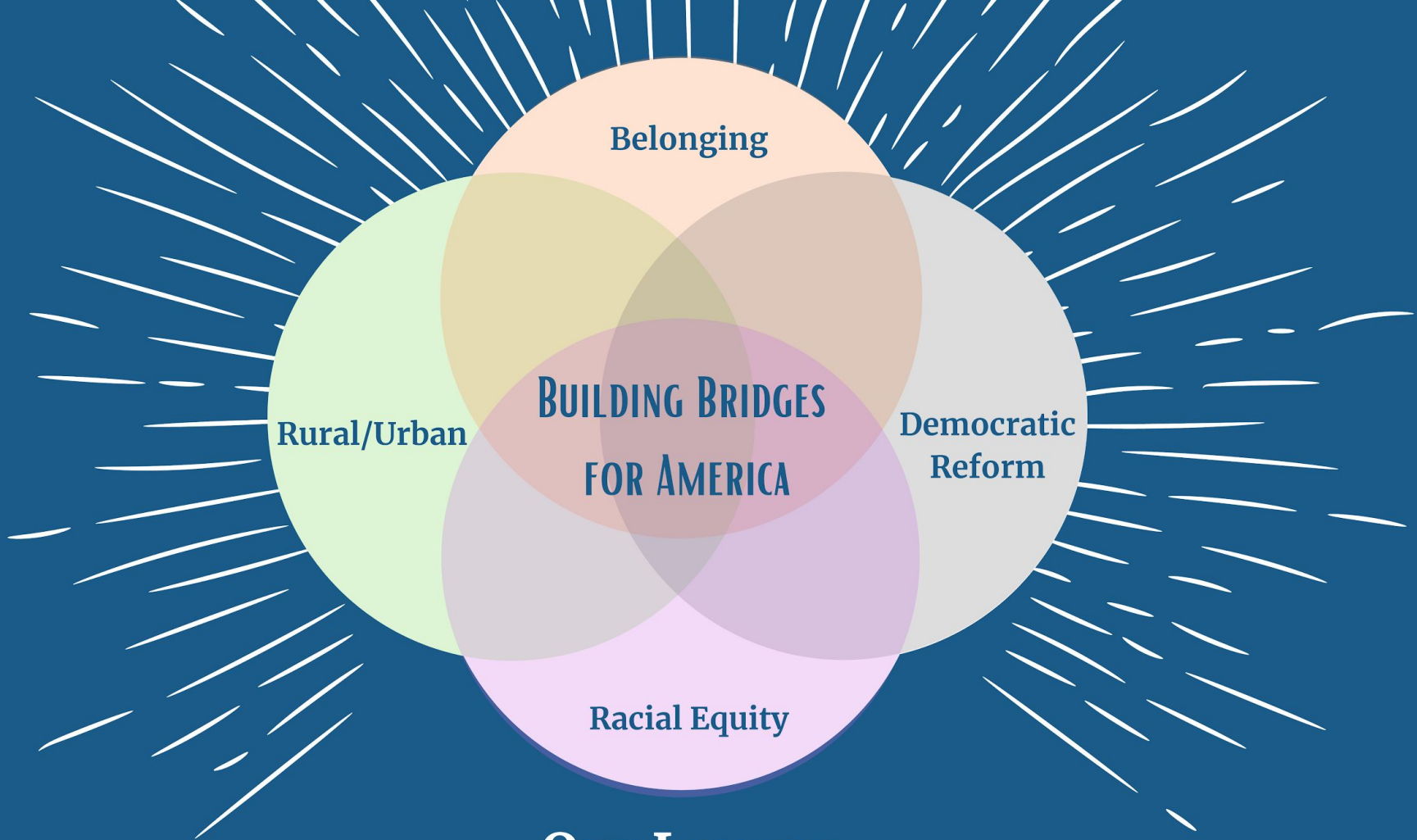
Our Lenses

Inform and Engage

Building Bridges to the Local

Candace Valenzuela, TX
Ricky Junquera, FL
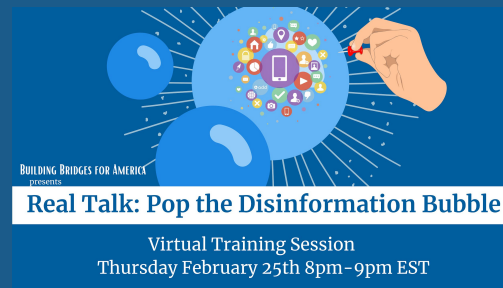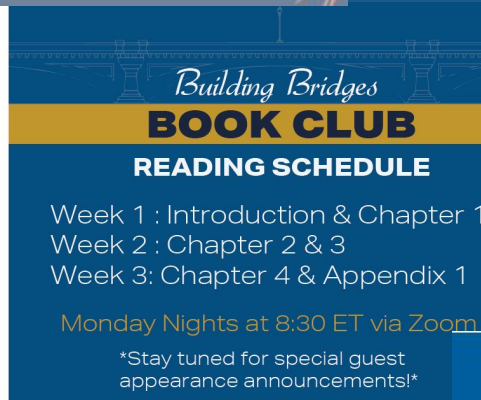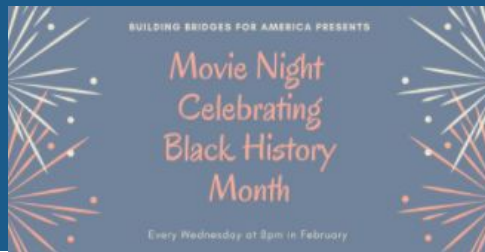**Qasim Rashid, VA**
Jevin Hodges, AZ

Yvonne Lewis Holley, NC
Elizabeth Madeira, TN
Mateilyn Jones, GA
Julia Pulver, MI

BUILDING BRIDGES FOR AMERICA PRESENTS

Movie Night Celebrating Black History Month

Every Wednesday at 8pm in February

BUILDING BRIDGES FOR AMERICA
presents

Real Talk: Pop the Disinformation Bubble

Virtual Training Session
Thursday February 25th 8pm-9pm EST

NEW YORK TIMES BESTSELLING AUTHOR

STACEY ABRAMS

OUR TIME IS NOW

Building Bridges
BOOK CLUB
READING SCHEDULE

Week 1 : Introduction & Chapter 1
Week 2 : Chapter 2 & 3
Week 3: Chapter 4 & Appendix 1

Monday Nights at 8:30 ET via Zoom

Stay tuned for special guest appearance announcements!

BUILDING BRIDGES FOR AMERICA
presents

Real Talk: Grassroot Organizing for Change

Virtual Training Session
Every 1st Thursday 8pm-9pm EST

Black History Trivia

JOIN US FOR TRIVIA, FUN & EDUCATION
FEB 7TH, 14TH & 21ST | 1PM TO 3PM

Building Bridges
Day of Action

BUILDING BRIDGES FOR AMERICA
presents

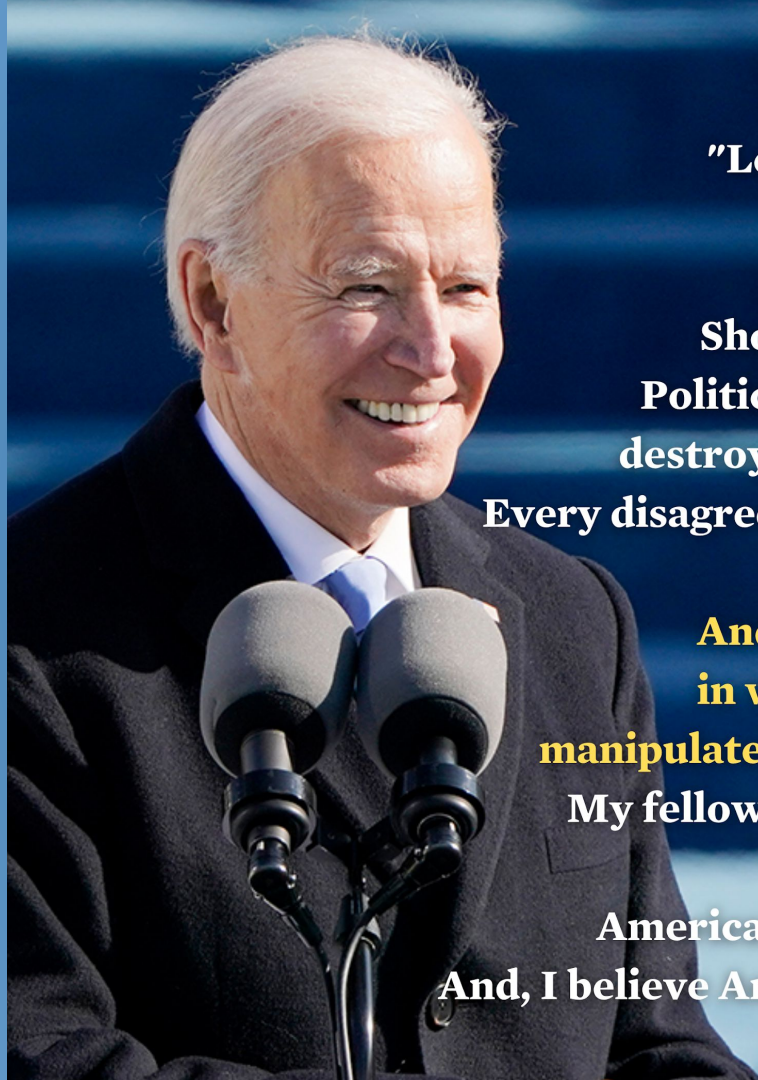## Real Talk: Unlock Your Political Power

Virtual Training Session
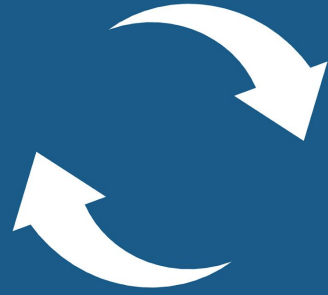Every 2nd Thursday 8pm-9pm EST

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www.buildingbridgesforamerica.com

"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.
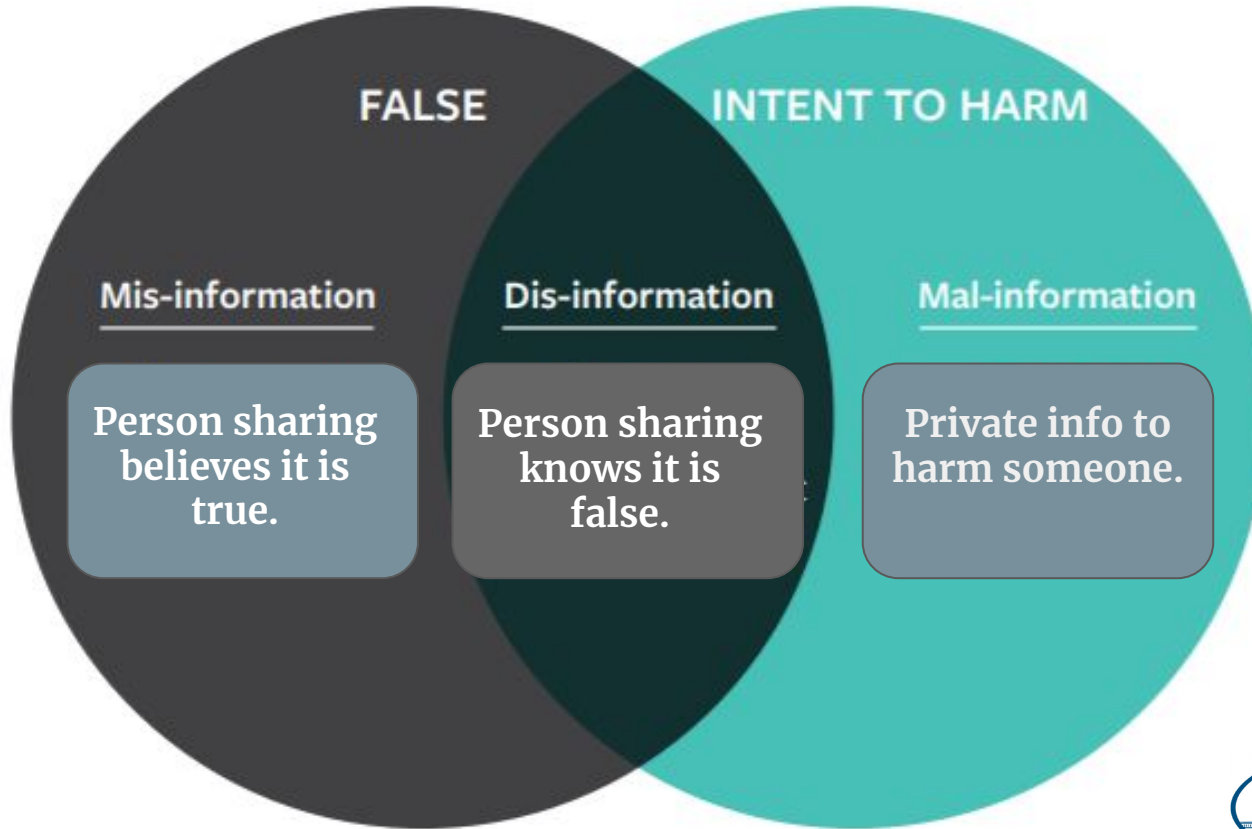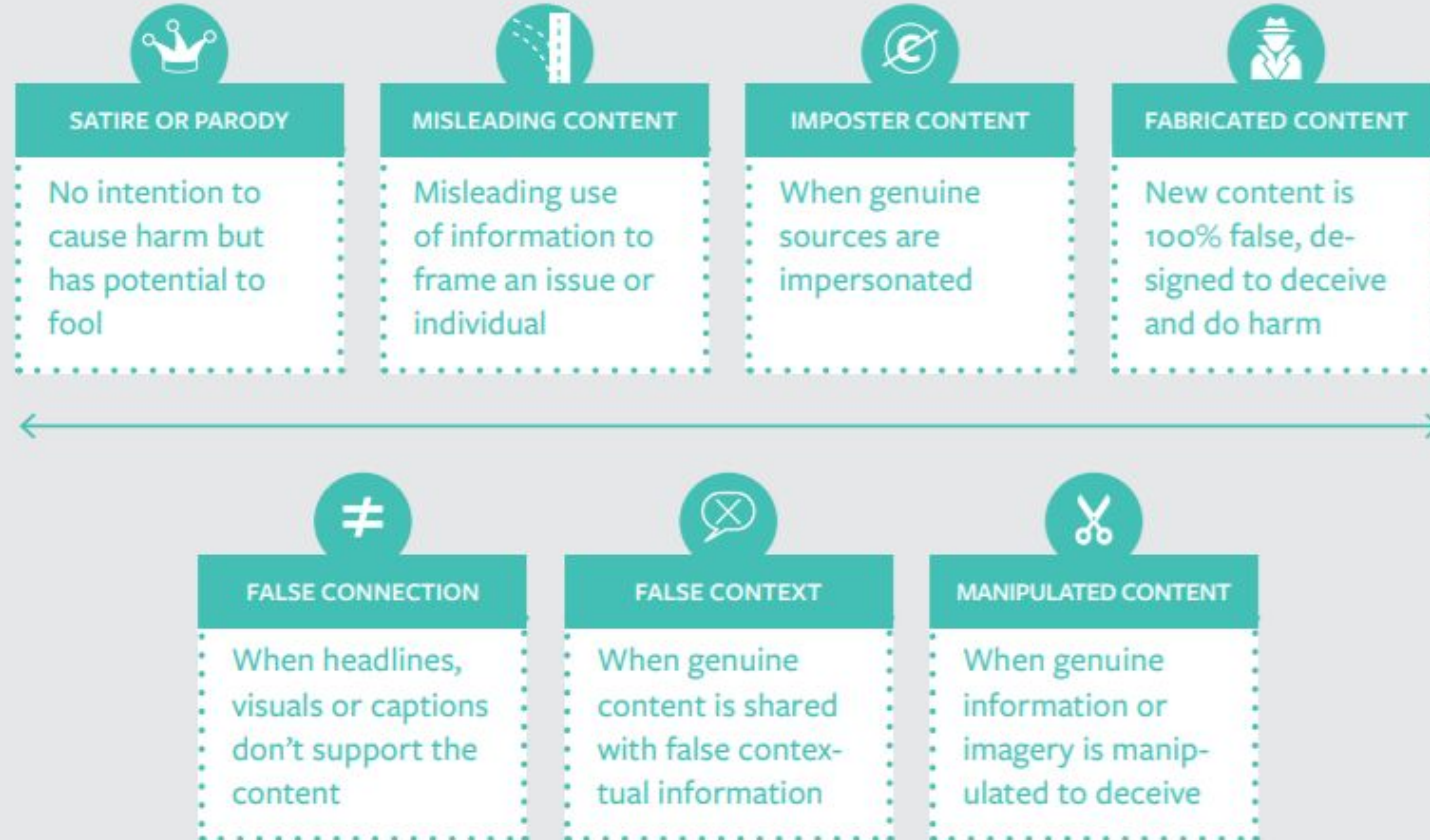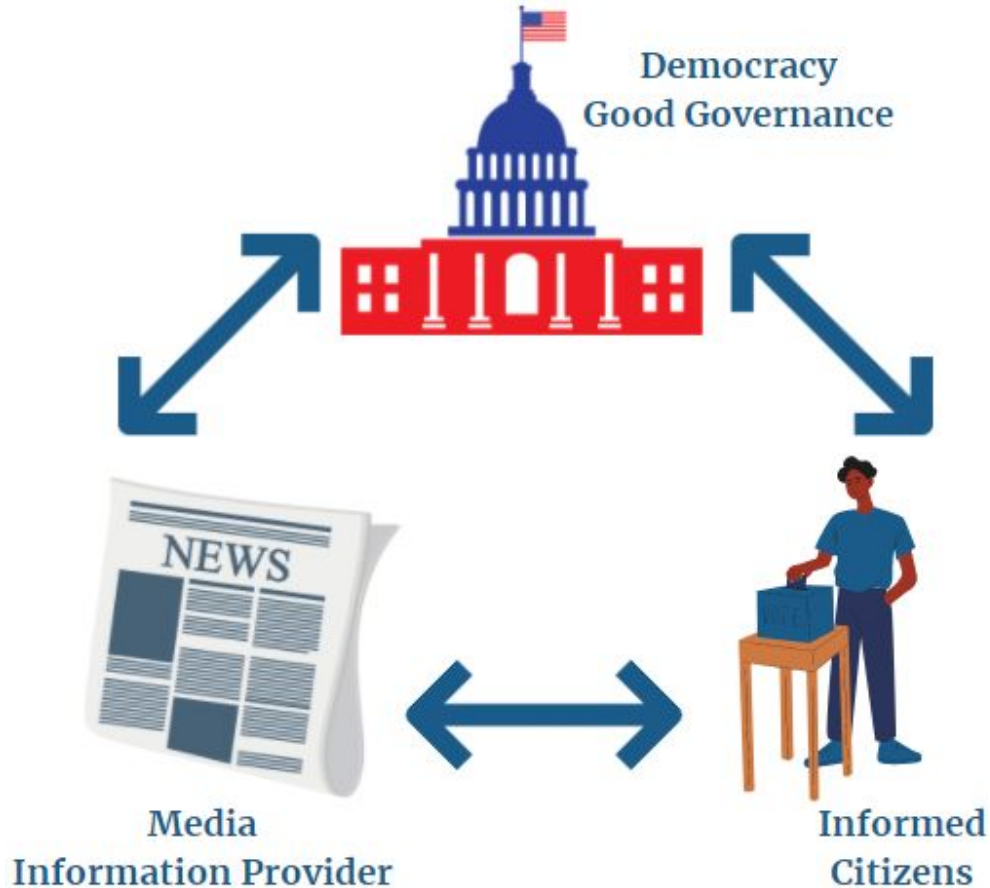And, I believe America is better than this."

- President Biden

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What is disinformation?

FALSE   INTENT TO HARM

Mis-information

Person sharing believes it is true.

Dis-information

Person sharing knows it is false.

Mal-information

Private info to harm someone.

JOURNALISM, ~~'FAKE NEWS'~~ & DISINFORMATION

Building bridges for america

What is disinformation?

JOURNALISM, ~~'FAKE NEWS'~~ & DISINFORMATION

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

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How did we get here?

Democracy
Good Governance

Media
Information Provider

Informed
Citizens

JOURNALISM, 'FAKE NEWS' & DISINFORMATION

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How did we get here?

Pre-digital
Gatekeeper model– Journalistic practice fact checked 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.
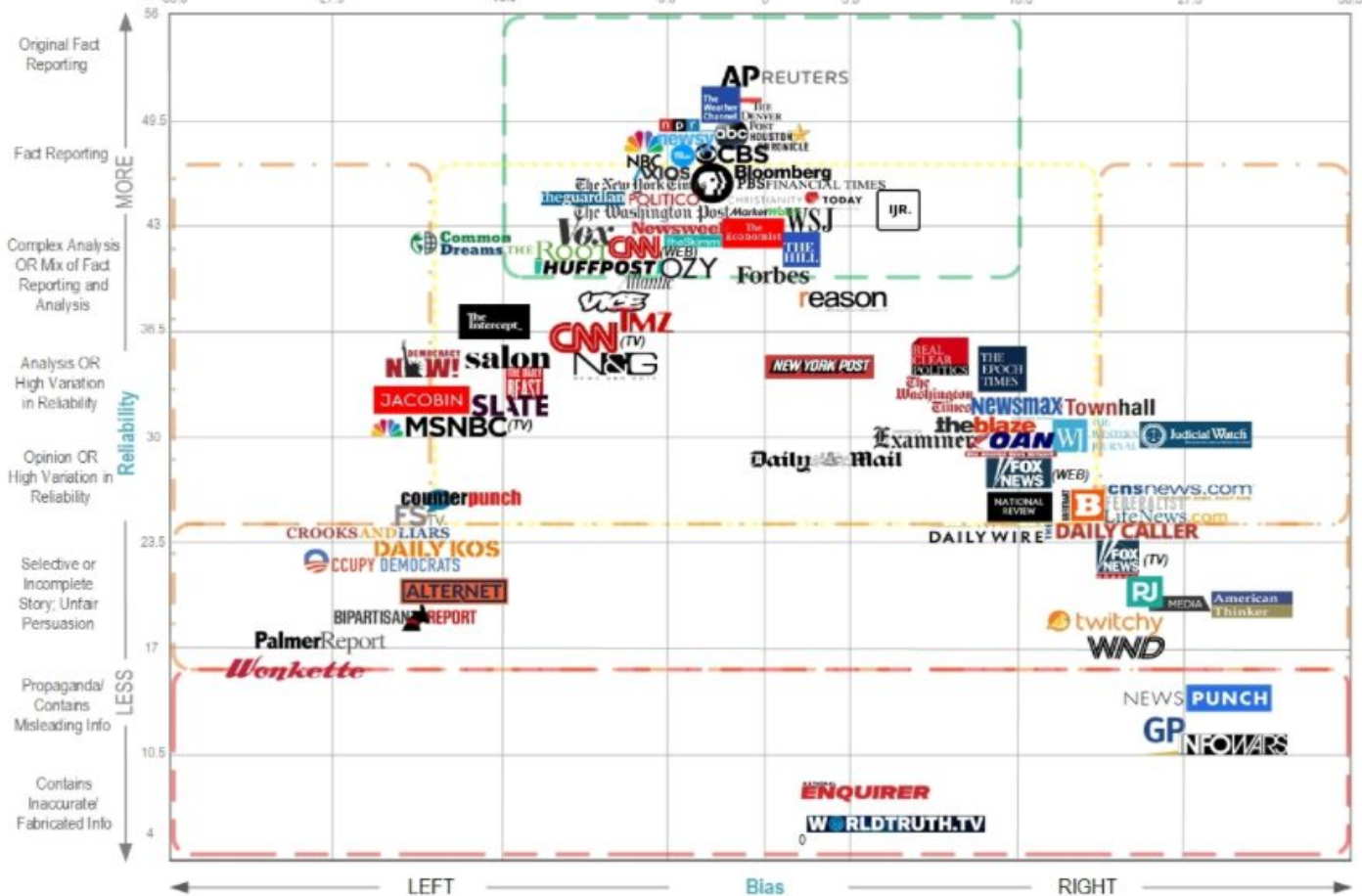
Intentionally misleading content lowers trust and lets us slip into our own reality.

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The Media Bias Chart ®
Version 6.0

Curate your sources

ad fontes media

| Most Extreme Left | Hyper-Partisan Left | Skews Left | Neutral | Skews Right | Hyper-Partisan Right | Most Extreme Right |

(minimal, balanced, or centrist)

-38.5   -27.5   -16.5   -5.5   0   5.5   16.5   27.5   38.5

Type Key

Most Reliable

Mixed Reliability

Somewhat Unreliable

Unreliable

Original Fact Reporting — 56

Fact Reporting — 49.5

Complex Analysis OR Mix of Fact Reporting and Analysis — 43

— 36.5

Analysis OR High Variation in Reliability

Opinion OR High Variation in Reliability — 30

— 23.5

Selective or Incomplete Story; Unfair Persuasion — 17

Propaganda/ Contains Misleading Info

Contains Inaccurate/ Fabricated Info — 4

MORE — Reliability — LESS

Articles rated on a scale of 0-64 for reliability and -42 to +42 for bias.

Overall source scores reflect weighted average of article scores and shown on truncated scale

Some sources moved up to +/-2 units for viewability

For precise scores, article data, and r sources, go to adfontesmedia.co

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LEFT — Bias — RIGHT

Identify Disinformation

The Progressive Party
Public group · 12.3K members

About   Discussion   Members   Events   Media   Files

Alex Lacusta shared a link.
August 14 at 10:39 AM ·

The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism

PEACEDATA.NET
The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism - Peacedata

1 Share

Identify Disinformation

The Progressive Party
Public group · 12.3K members

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The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism - Peacedata

1 Share

Social Democrats USA-Socialist Party, USA
Public group · 2.4K members

About   **Discussion**   Members   Events   Media   Files

Alex Lacusta shared a link.
August 14 at 10:45 AM ·

The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism

PEACEDATA.NET
The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism - Peacedata

Democratic Socialism UK
Public group · 2.2K members

About   **Discussion**   Members   Events   Media   Files

Alex Lacusta shared a link.
August 14 at 10:44 AM ·

The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism

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The Biden-Harris Ticket Encapsulates How the Western Left Will Give in to Right-Wing Populism - Peacedata

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Identify Disinformation
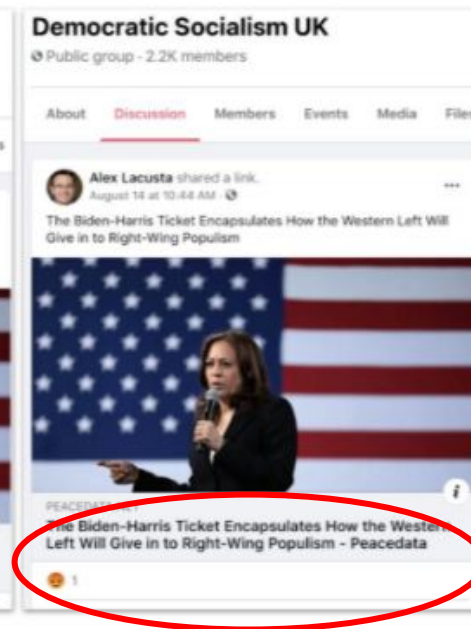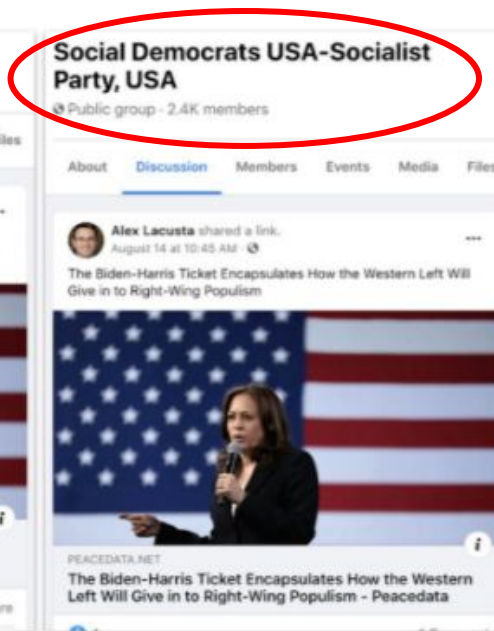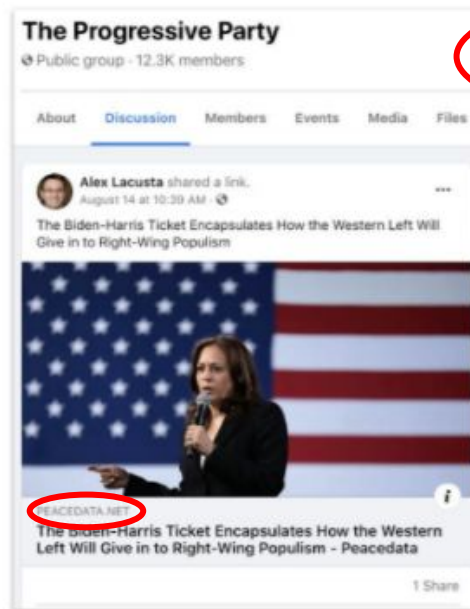
Check the original source

Check where it is posted

Smell Test
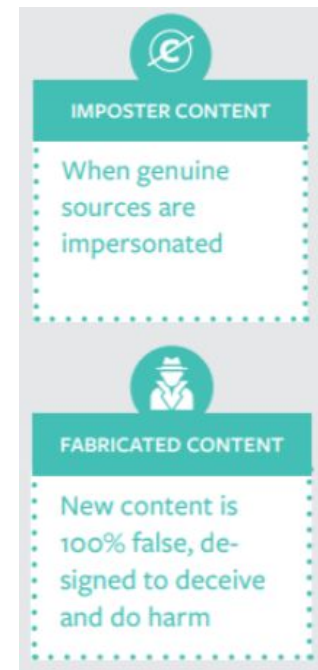
How superspreaders work

20 "superspreader" pro–Trump Twitter accounts were the original source of **20%** of misleading narratives about voting.

50% of retweets of misleading narratives came from just **10%** of users.

Only 29% of Facebook users and 5% of Twitter users shared misinformation.

User Name	Handle	Followers	Total RTs
Anonymized, Pro-Trump account	********	391.7K	21609
Charlie Kirk	charliekirk11	1.8M	97328
Tom Fitton	TomFitton	1.2M	64018
Chuck Callesto	ChuckCallesto	304.9K	56530
Josh Caplan	joshdcaplan	83.5K	37949
Jim Hoft	gatewaypundit	340.6K	22442
Breitbart News	BreitbartNews	1.5M	29892
James Woods	RealJamesWoods	2.6M	27331
Donald J. Trump	realDonaldTrump	87.3M	195071
Breaking911	Breaking911	818.8K	26891
John Solomon	jsolomonReports	758.5K	9550
Anonymized, Pro-Trump account	********	113.4K	5703
Sean Hannity	seanhannity	5.3M	32301
Benny	bennyjohnson	357.5K	31047
Eric Trump	EricTrump	4.3M	25448

ELECTION INTEGRITY
EIP
PARTNERSHIP
20   20

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The speed of disinformation

Sept 23rd

Postal Service Investigating Mail Found in Greenville Ditch

Green Bay, WI, USA / 94.3 Jack FM | Playing What We Want | Green Bay, WI
Casey Nelson
Sep 23, 2020 10:15 AM

FALSE CONTEXT

When genuine content is shared with false contextual information

Sept 23rd

BREAKING: US Mail Found in Ditch in Rural Wisconsin – Included Absentee Ballots

Democrats are stealing the 2020 election.

The USPS unions support Joe Biden.

Superspreader post reframes the article.

Sept 23rd

Tweeted by superspreaders Eric Trump, Charlie Kirk, Breitbart News, TrumpWarRoom.

Sept 24th

Within 24hrs the disinformation article has 60,000 retweets.

Sept 29th

Trump talks about mail-in ballots in a river at the Presidential Debate.

Oct 5th

Democrat supporter warns Oakland African American group on Facebook to vote in person because "Your ballot might be tossed in the trash or in the side of the road."
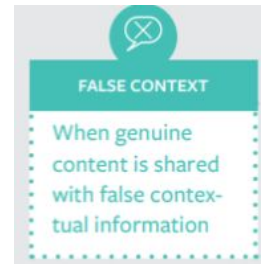
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How can people believe this stuff?
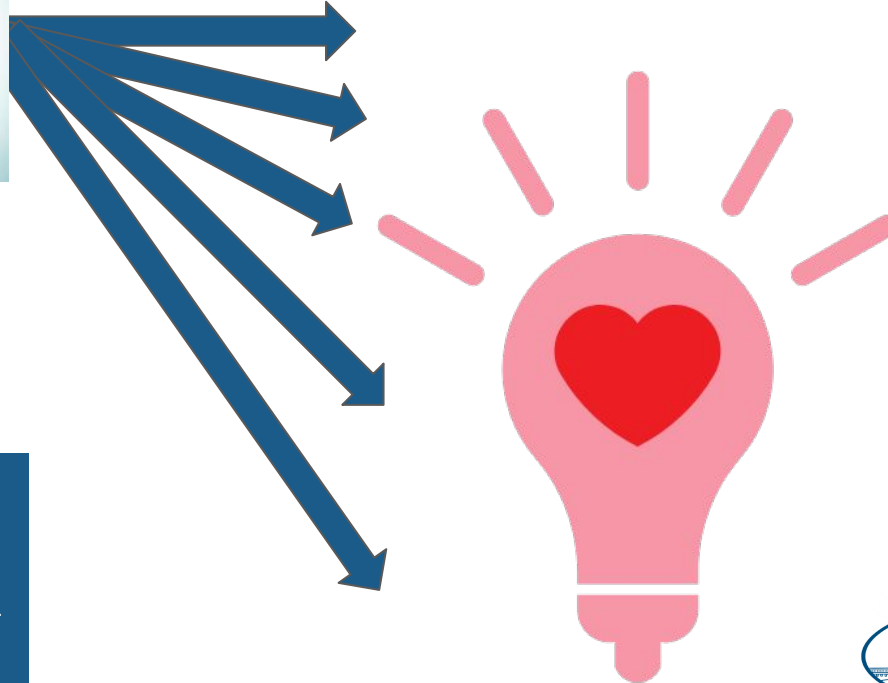
INFO →

Is it true?

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.

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?

Familiar = Easy to process as true.

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How can people believe this stuff?

INFO

Do I want it to be true?

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.

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How can people believe this stuff?

Lack of trust + seeking belonging = most susceptible to disinformation

Misinformation is spread at both ideological extremes.

People with **low social trust** are more likely to spread misinformation.

Echo chamber means they are not likely to be corrected.

Conspiracy and paranoia appeals to those in **isolation** seeking a trusted community.

When someone whispers "Trust no one," they are inevitably also saying, "Trust me."

PETE BUTTIGIEG
TRUST
AMERICA'S BEST CHANCE

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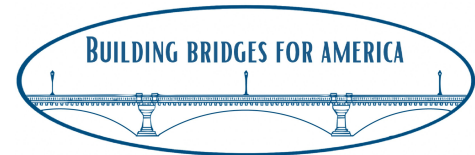
Disinformation is repeated to become familiar

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

November 21st
Same thing, unrelated video used as false story of shredding in GA.
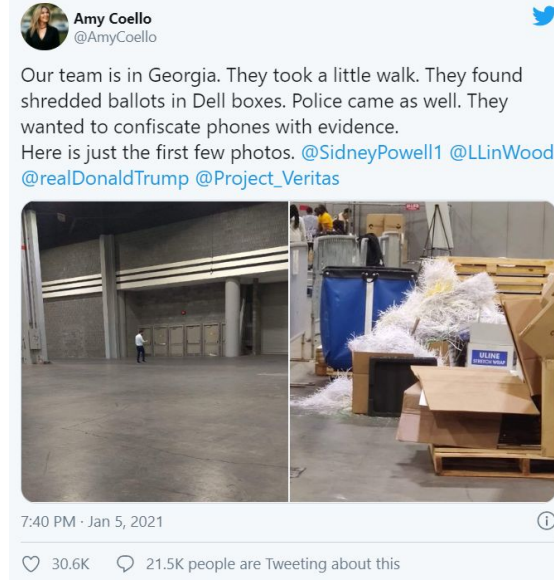
January 5, 2021
Same thing, unrelated photos used as false story of shredding in GA.

Use repetition to break through

- Start with empathy. "I can feel your yearning to have different results than what they are."

- Repeat truths that are easy to process and remember. "People made that up. Don't be a sucker."

- Pick your one battle and repeat the one simplified truth. "The photo is not real. They made that up."

- Use images and story and rhyme when repeating the truth. "Someone found an old picture online and typed it up, made it up, made it up from nothing and posted it online. They took you for a sucker."

- Talk to people you know, you are familiar, and you can meet people where they are.

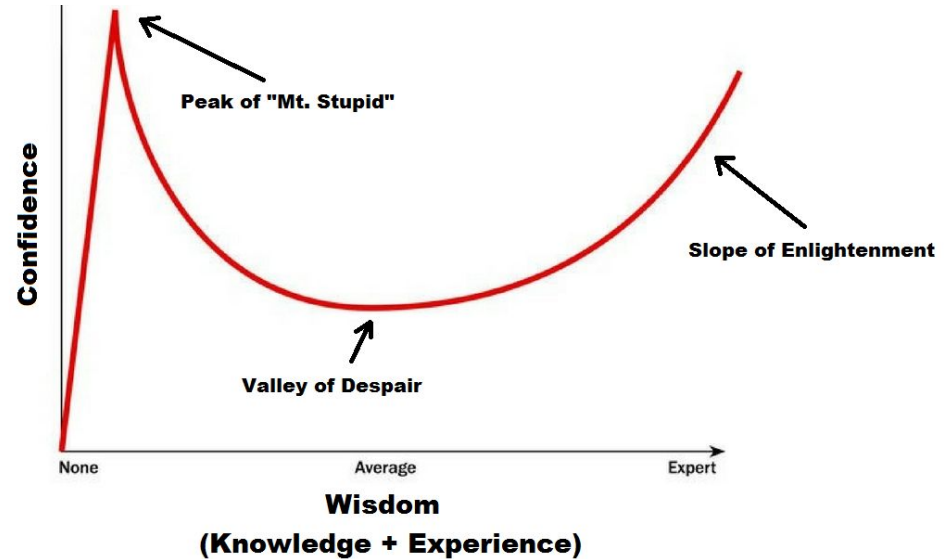BUILDING BRIDGES FOR AMERICA

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.

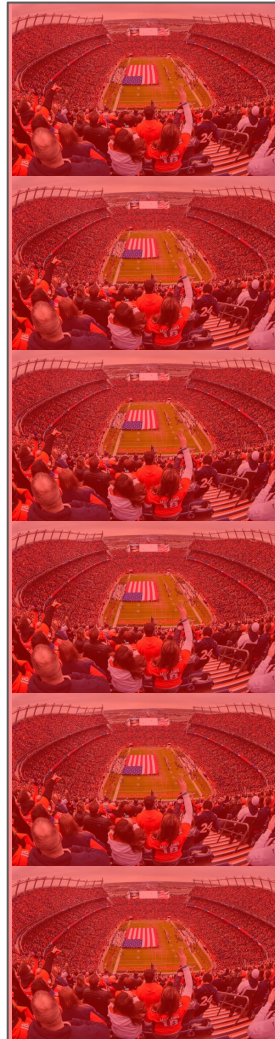Send them down the slope by repeating a bit of knowledge.

Dunning–Kruger effect

Building bridges for America

Responding to "I heard" statements

"COVID is no worse than the flu."

Paint a picture.

I went to Mile High for a Bronco game once. So I can picture people about a quarter, maybe half of the stadium, like most the upper deck. That many die of the flu each year in the US. And that is a lot of people. COVID has killed 500,000 in the US. That is over six Mile High stadiums. I cannot even picture that many people.

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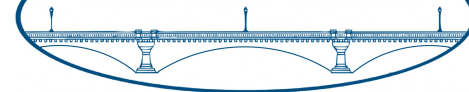
Responding to "I heard" statements
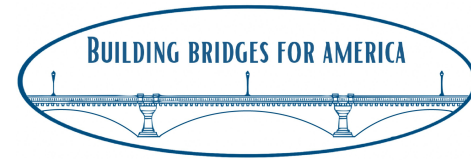
Distrust

Confusion, fear, isolation.

COVID caused by powerful people.

Numbers of reported deaths are intentionally wrong.

Hospitals are reporting deaths are due to COVID to get more money.

"I heard someone's uncle died in a car accident and the hospital said he died of COVID."

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Distrust

Confusion, fear, isolation.

COVID caused by powerful people.

Numbers of reported deaths are intentionally wrong.

Hospitals are reporting deaths are due to COVID to get more money.

I heard someone's uncle died in a car accident and the hospital said he died of COVID.

That could have happened and that's wrong. We have 500,000 deaths. 500,000 family members have died. This is one story. There are 500,000 stories of family members dying.
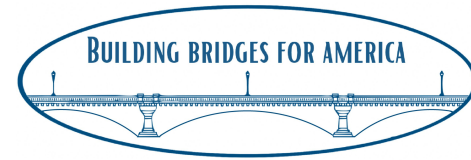
Hospitals are made up of people. My sister-in-law works at a hospital in the ICU. Our healthcare workers are heroes. She would not lie to the families about how her patients died.

Use empathy to break through. Make it personal. Tell a story.

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Countering Best Practice

Do not retweet bad content, even to say it is bad.

Brian Tyler Cohen ✓
@briantylercohen

This is it. We found it. The dumbest tweet on this website.

Students For Trump ✓ @TrumpStu... · 19h

President @realDonaldTrump tours what Biden will do to America.

6:42 PM · 01 Sep 20 · Twitter Web App

7,119 Retweets   369 Quote Tweets

43.3K Likes

Do take a screenshot and share that.

♥ Chasten Buttigieg liked

Ida Bae Wells ✓
@nhannahjones

This is an amazing tweet.

Students For Trump ✓
@TrumpStudents

President @realDonaldTrump tours what Biden will do to America.

2:50 PM · 9/1/20 · Twitter for iPhone

Any Click
=
Vote for importance

BUILDING BRIDGES FOR AMERICA
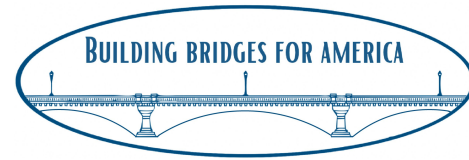
Countering Best Practice

Stop. Drop. Go.

Calmly relay the facts with a source.

Help a friend.

Put an arm around them and share best practices.

Amplify good stuff.

GOOD:
Retweet
Like

BETTER:
Retweet with your own comment
Reply

BEST:
Add original posts
Post about a mix of topics that interest you

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Countering Best Practice
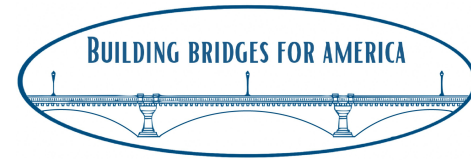
Diversify your networks

Check your sources

Recognize disinformation

Help your friends

Do not inadvertently help an algorithm

Amplify the good stuff

BUILDING BRIDGES FOR AMERICA

Give us a follow on social media, @buildbridges4america!

Learn more at www.buildingbridgesforamerica.com.

Thank you for joining us.