



BUILDING BRIDGES FOR AMERICA
presents

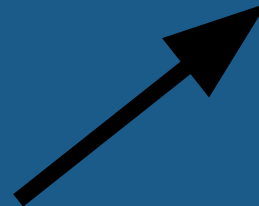
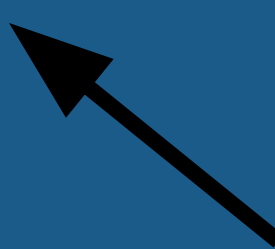
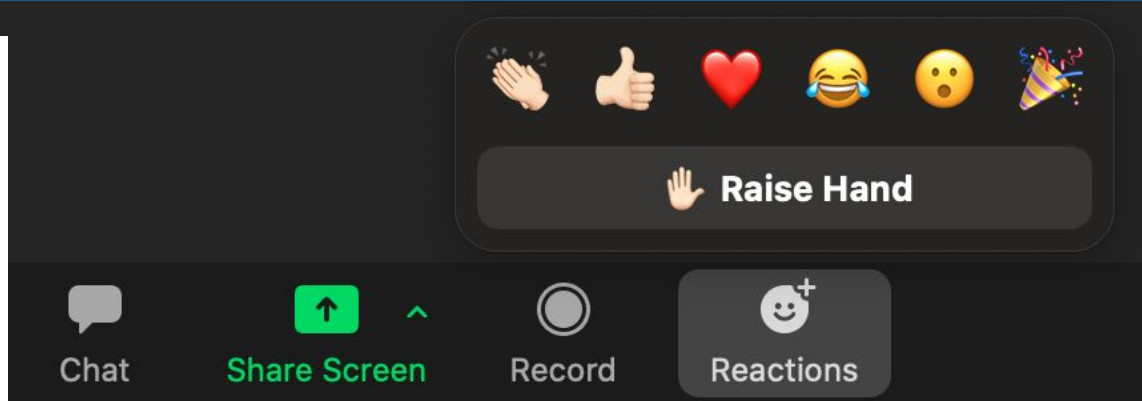
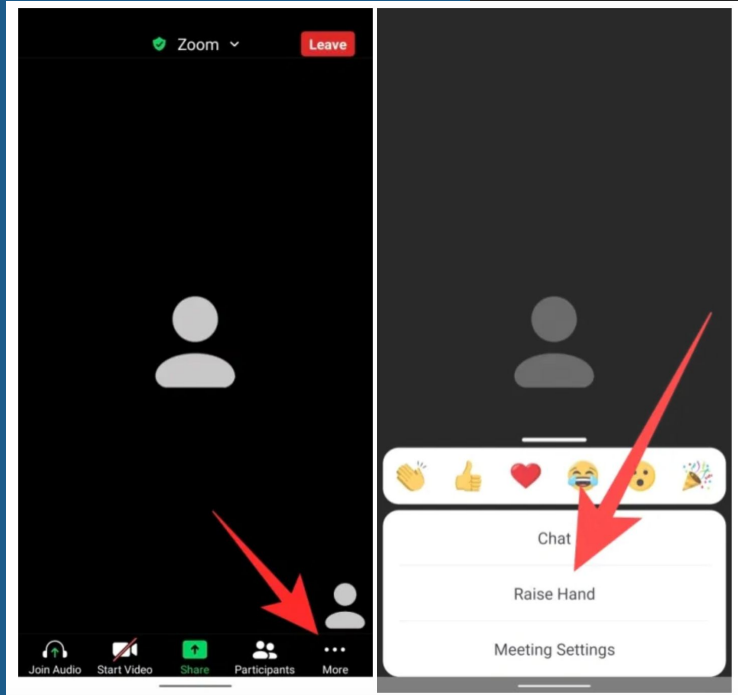
Pop the Disinformation Bubble

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



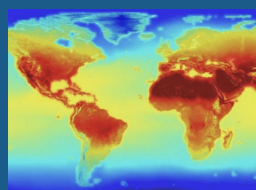
South Bend, IN



Ace/Aro



Single mom



Climate Research Administrator



Grassroots
organizer for IN2
Kitchen Cabinet
2022



Operations and
Outreach for
Paul Steury IN2
2022



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 and co-Director of
Leadership Development
Building Bridges for America
2020-2022

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.

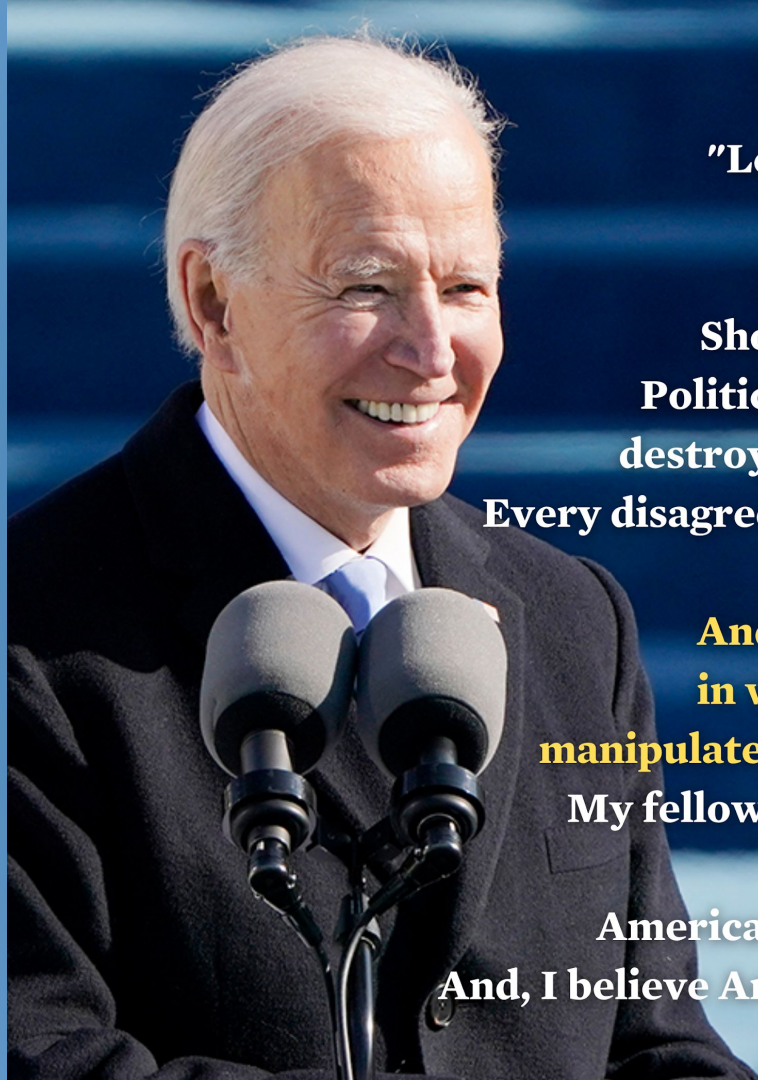
Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



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.



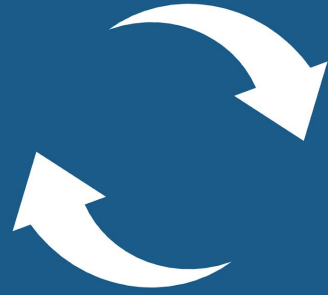


**"Let us listen to one another.
Hear one another.
See one another.
Show respect to one another.
Politics need not be a raging fire
destroying everything in its path.
Every disagreement doesn't have to be a
cause for total war.
And, we must reject a culture
in which facts themselves are
manipulated and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



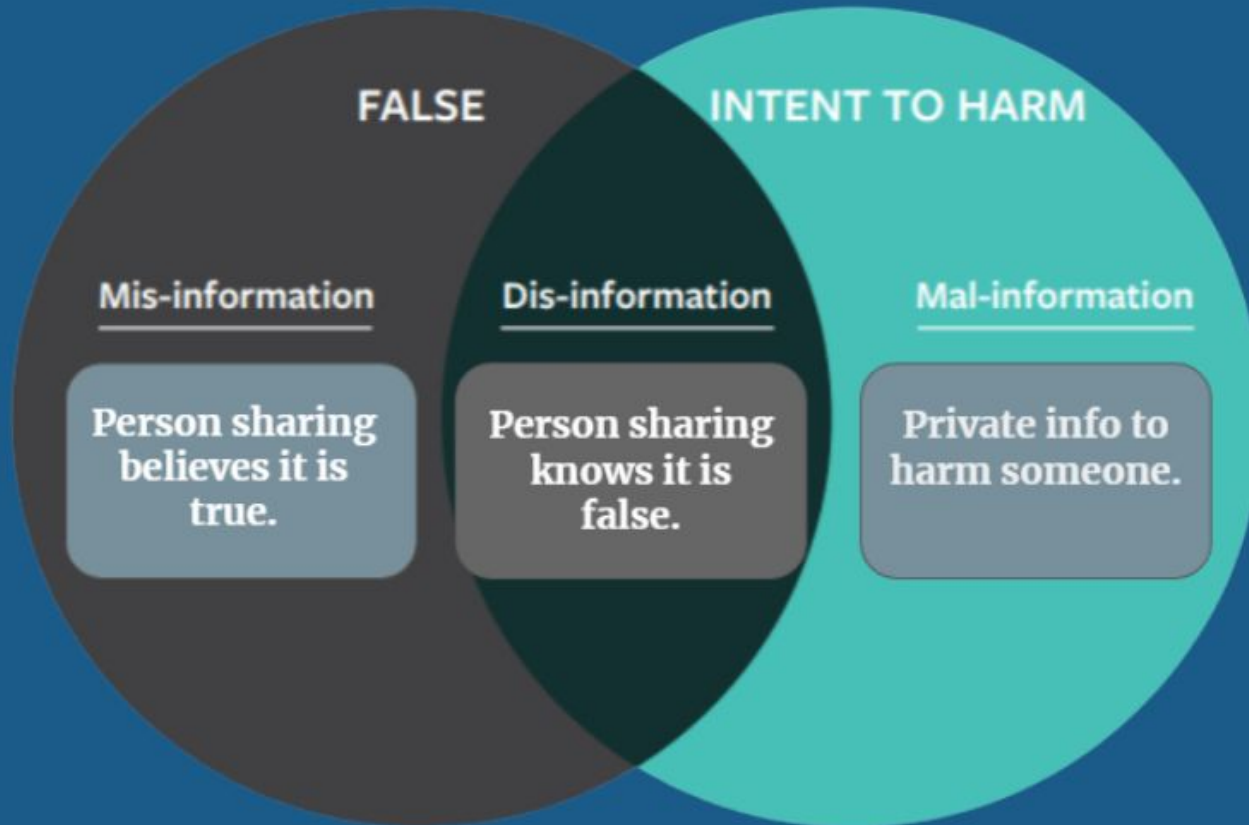
Be Informed



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

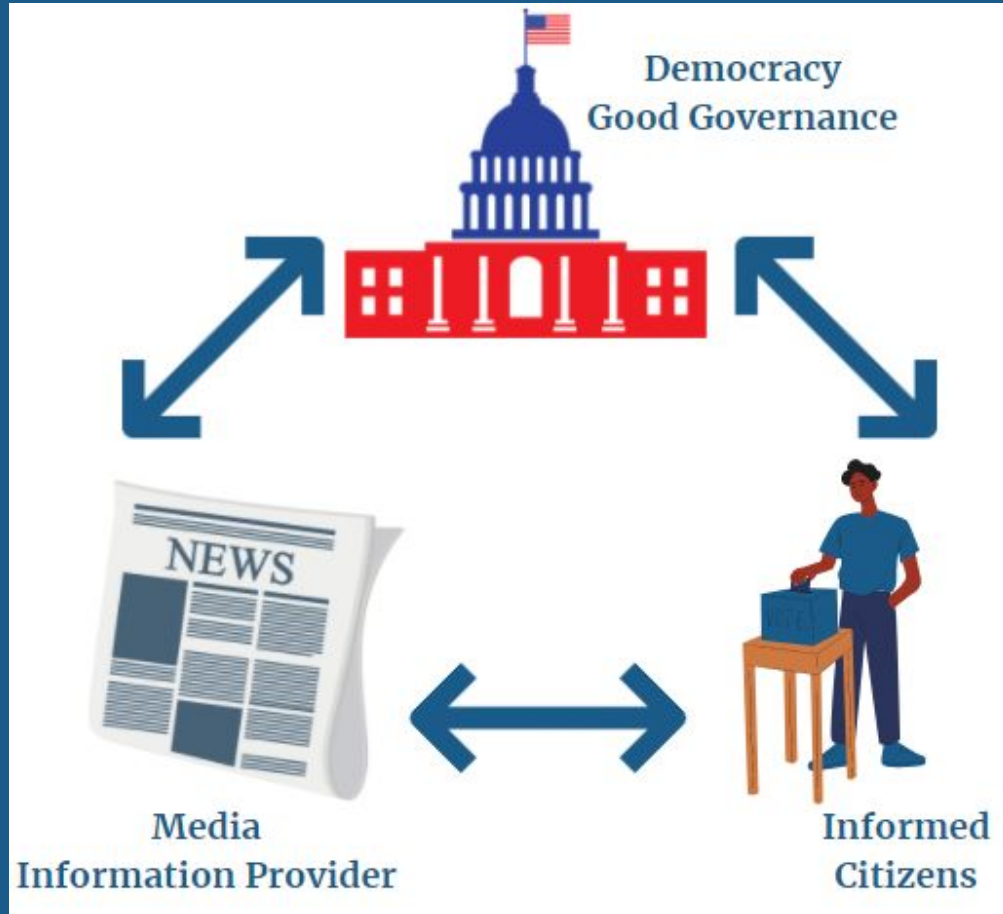
When genuine content is shared with false contextual information



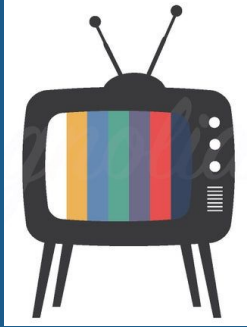
MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

How did we get here?



How did we get here?



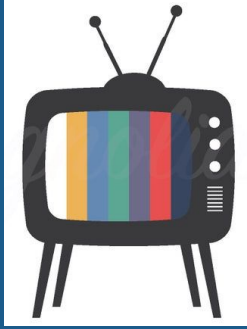
Pre-digital

Gatekeeper model

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



How did we get here?



Pre-digital Gatekeeper model

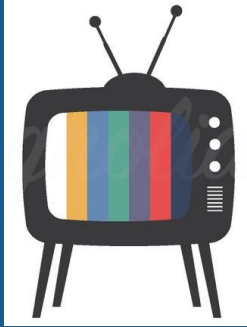
Journalistic practice to fact check before publishing.
Shared experience of the news.



Now

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

How did we get here?



Pre-digital Gatekeeper model

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

Allowed for a sense of trust and community.



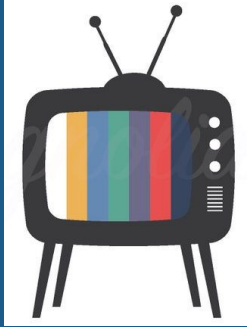
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even our own truth.

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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.

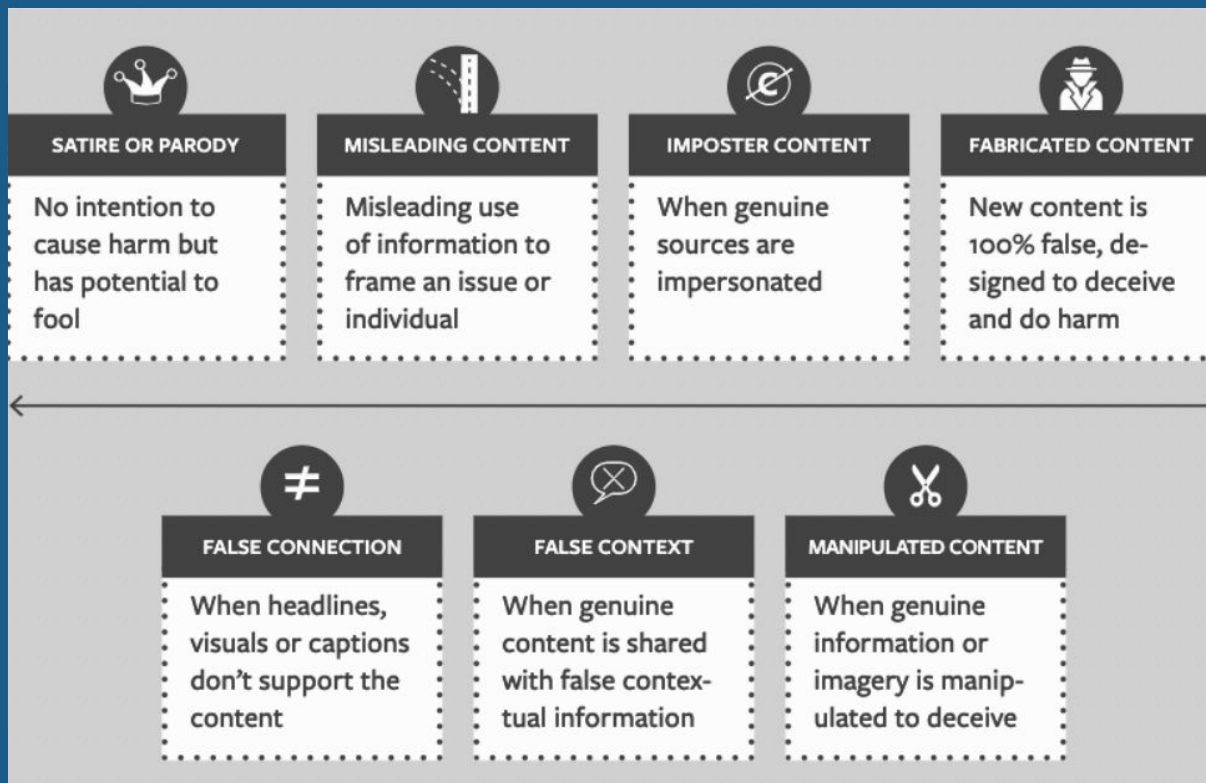
The effect is

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



Curate your sources





**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

Michael Day
November 9, 2021 · 🌐

She collapsed when she saw jfk jr. as she was being arrested!
YES!
If u look closer u see the ankle bracelets too! One of THE BEST VIDEOS EVER!!!
Git mo is where she went.
Her double that walks around today is so obvious!
Everything will be declassified for all the non believers.
I understand some of you need to watch it on MSM to believe it!
Those men are not Doctors, kind of dragging her into van.

Reply to mikesale07's comment
Ah but did she go to jail?

Twitter/Zdenek Gazda

You tell me...

TikTok
@freedomfighterdeplorable

0:06 / 1:08

785 323 comments 380 shares



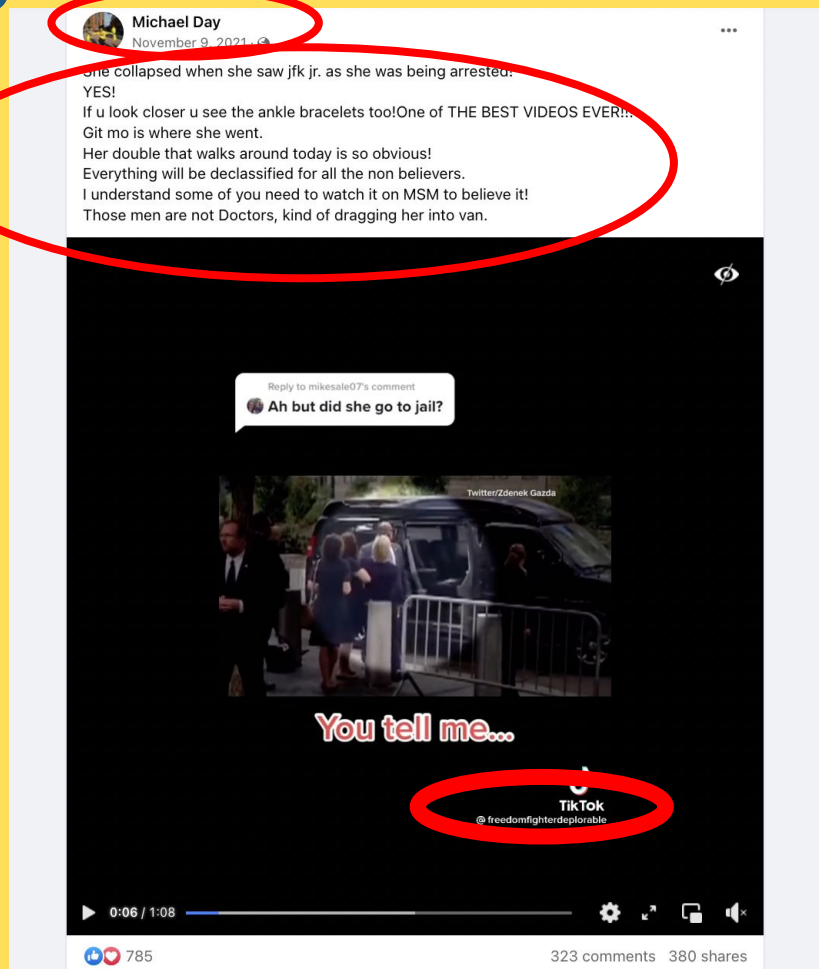
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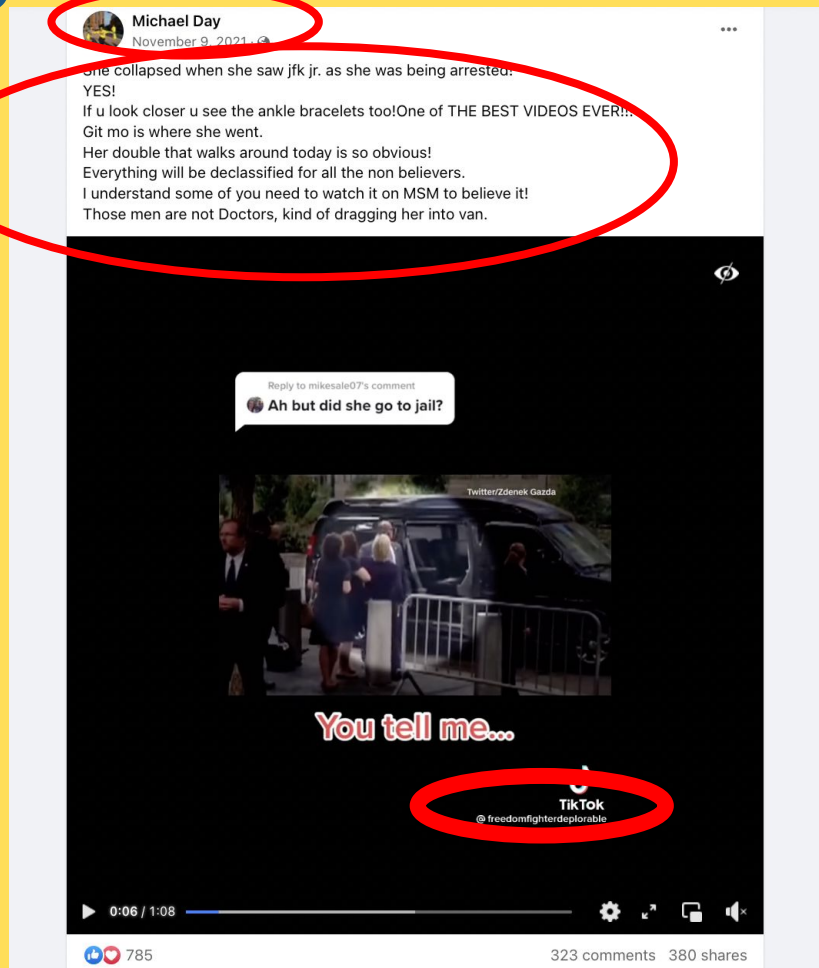
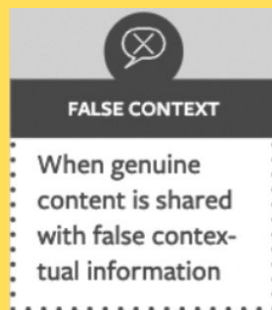
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Netflix hiring private jet flight attendant with salary of up to \$385,000



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Netflix is looking to hire a flight attendant to work on one of its private jets. (milanvirjevic/Getty Images Signature via Canva)
By CNN Newsresource staff
Published: Jan. 18, 2023 at 2:01 PM EST

[f](#) [m](#) [t](#) [p](#) [in](#)

(CNN) - Netflix is looking to hire a flight attendant to work on one of its private jets – with a salary of up to \$385,000.

The video streaming company says the right candidate should be flexible and willing to take on extra responsibilities, like maintaining the stockroom, as well as working both domestic and international flights.

The ideal candidate should also be able to do the job with discretion and little direction. The flight attendant must have the ability to work weekends, holidays and extended periods of travel.

Netflix hasn't offered a specific salary, but it lists the overall market range for this role at \$60,000 to \$385,000. The company says the final compensation amount will be determined by "a wide range of compensation factors."

If you would like to apply, [click here](#).

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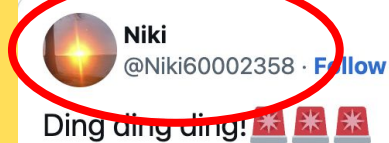
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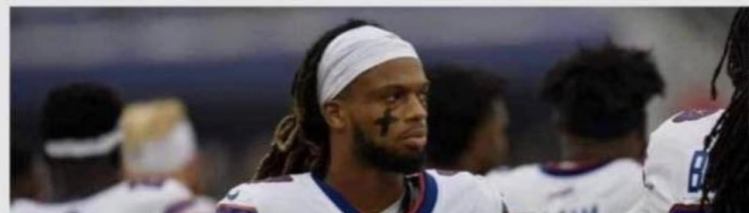
Live TV



Doctor of Damar Hamlin confirms Cardiac Arrest was due to the 4th Booster Vaccine

By Aya Elamroussi and David Close, CNN

Updated 1:37 PM EST, Wed January 11, 2023



5:23 PM · Jan 16, 2023



294



Reply



Copy link



MEDIA LITERACY

Check the original source

Check where it is posted

Smell Test



HOW TO SPOT FAKE NEWS

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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

MEDIA LITERACY

Real or fake? Our guide can tell you



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/>



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

Best Practices on Social Media

MEDIA LITERACY



Any Click
=
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.

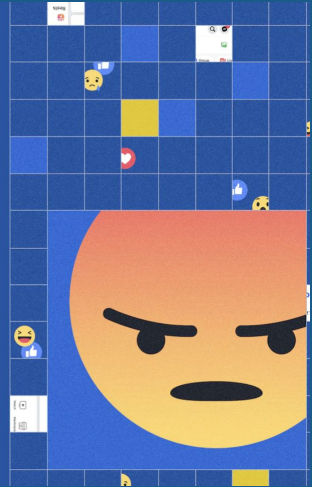
It is not real life. It is not
organic.

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 drive content.

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

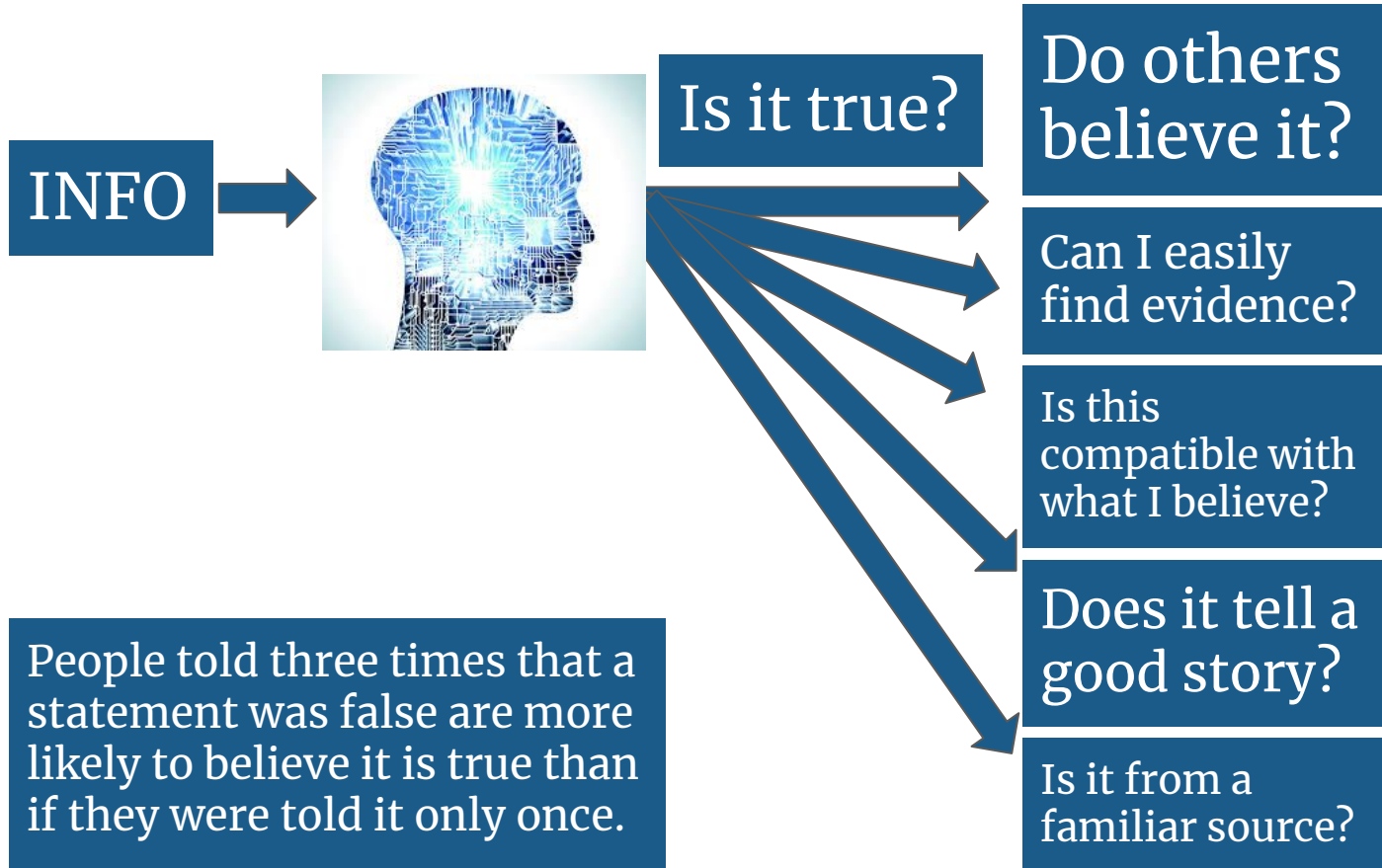
User Name	Handle	Followers
Anonymized, Pro-Trump account	*****	391.7K
Charlie Kirk	charliekirk11	1.8M
Tom Fitton	TomFitton	1.2M
Chuck Callesto	ChuckCallesto	304.9K
Josh Caplan	joshdcaplan	83.5K
Jim Hoft	gatewaypundit	340.6K
Breitbart News	BreitbartNews	1.5M
James Woods	RealJamesWoods	2.6M
Donald J. Trump	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.....



How our brains evaluate information



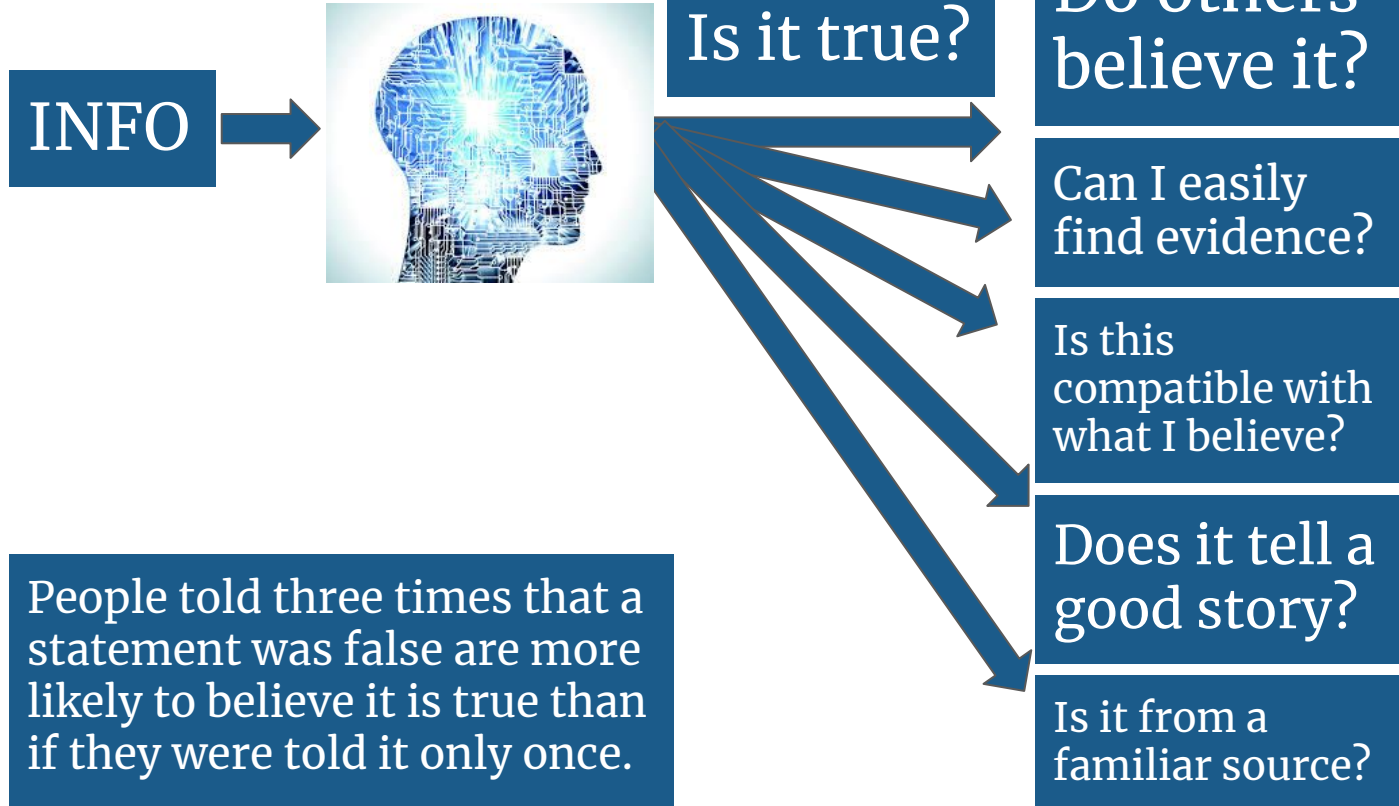
People told three times that a statement was false are more likely to believe it is true than if they were told it only once.

Information
that is
familiar is
processed as
true.

How our brains evaluate information

making the truth
stick & the myths
fade: lessons from
cognitive psychology

Norbert Schwarz, Eryn Newman, & William Leach



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.

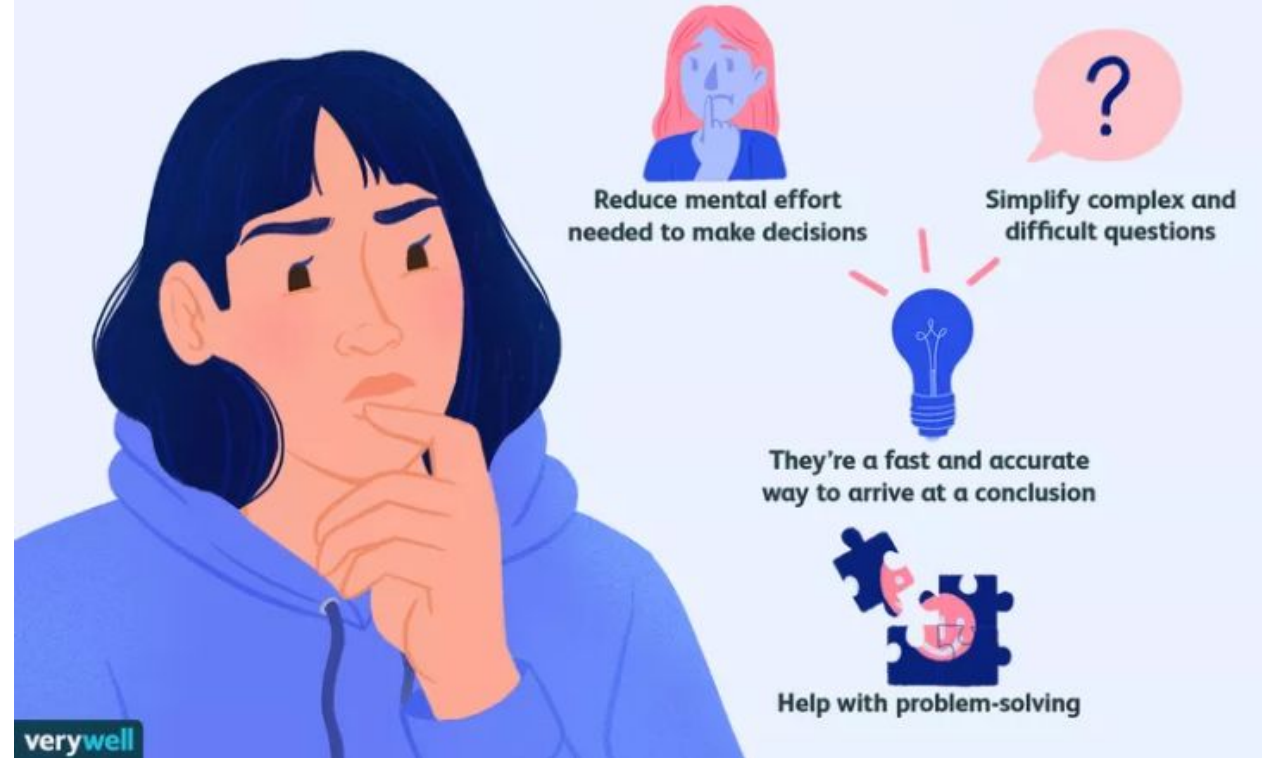


Heuristics



The NEW ENGLAND
JOURNAL of MEDICINE

Common Uses for Heuristics



Short cut to making a decision.

Have a heuristic

You do not need to know all the details in order to trust and make a decision.

Not not have a heuristic

You must encounter all the details and complexity before making a decision.

Examples:

Deciding to get a vaccine

Deciding whether to vote



Heuristics



The NEW ENGLAND
JOURNAL of MEDICINE

Common Uses for Heuristics



Reduce mental effort
needed to make decisions



Simplify complex and
difficult questions



They're a fast and accurate
way to arrive at a conclusion



Help with problem-solving

Provide good sources of
information.

Have empathy and
express understanding of
how it is difficult to make
a decision.

Listen to their concerns
and build their trust.

Gaslighting

Gaslighting is a manipulation tactic in which a person or entity, in order to gain more power, **makes a victim question their reality.**

1. They tell blatant lies.
2. They deny they ever said something, even when proven.
3. They use what is near and dear to you as ammunition.
4. They wear you down over time.
5. Their actions do not match their words.
6. They throw in positive reinforcement to confuse you.
7. They know confusion weakens people.
8. They project their undesired feelings onto someone else.
9. They try to align people against you.
10. They tell you or others that you are crazy.
11. They tell you everyone else is a liar.



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

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Ask them what their gut it telling them.

Introduce this concept as an abstract idea.

Help remove them from the source.

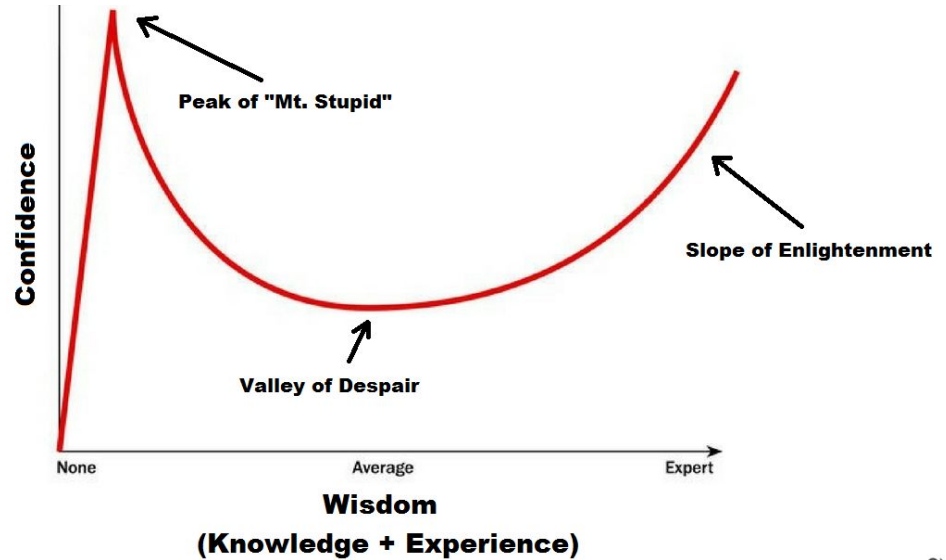
When someone whispers “Trust no one,” they are inevitably also saying, “Trust me.”

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.

Dunning-Kruger effect



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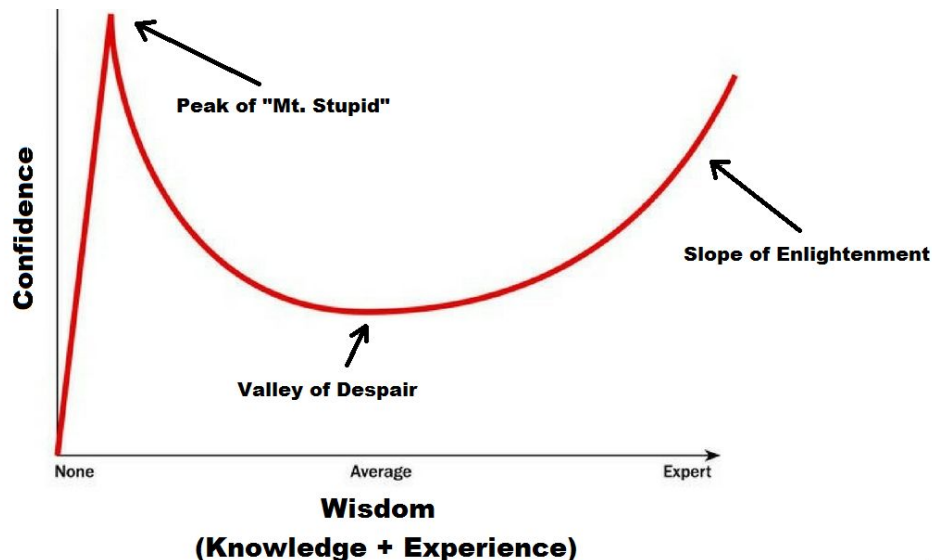
Illusion of Explanatory Depth

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



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.”



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- *Civics for Change*



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



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

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2023 Sessions

Tuesdays & Thursdays at 8pm ET

Winter Session I

1/10 - 2/9

Winter Session II

2/21-3/23

Spring Session I

4/4-5/4

Spring Session II

5/23-6/22

Summer Session I

7/11-8/10

Summer Session II

8/22-9/21

Get Out the Vote Session

9/26-11/2

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Volunteers

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



@buildbridges4america

Learn more at
www.buildingbridgesforamerica.com.

Thank you for joining us.