

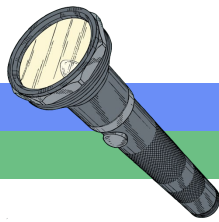
## Show Me!



## What is “Media?”

It's simply channels of communication: ways of spreading information, entertainment, even advertising. Some examples include:

- Newspapers
- TV news and shows
- Radio
- Podcasts
- Social media (Instagram, etc)
- Books
- Posters
- Street signs
- Advertising
- Movies
- Pamphlets
- Billboards
- YouTube
- Apps
- Video games



# Show Me



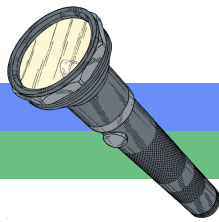
Notice the language:

- "agony"
- "curse"
- "dreams denied"
- "biggest sporting drama in 55 years"
- "tears"
- "heartbreak"



- Who made it? English journalists
- Who is their audience? English readers interested in soccer
- Why did they make it? To inform about the English loss to Italy; and to share in a painful national moment
- What's the message? It would have been better if England had won.





# Show Me



Who made it? Italian journalists

Who is their audience? Italian readers interested in soccer

Why did they make it? To inform about the Italian victory; and to share in a joyful national moment

What's the message? It's fantastic that Italy won

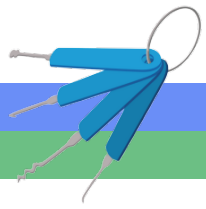


La coppa è a Roma, gli azzurri attesi da Mattarella e Draghi: la festa dell'Italia in tempo reale | foto

Notice the language (translated!):

- "passion"
- "parties in every piazza"
- "victory"
- "redemption"
- "parades on every street"
- "the best"
- "heroes"

And a play on words... the English had talked about bringing the cup 'home', so the headline was 'It's coming Rome'



# Show Me!

**Misinformation:**

Incorrect information that's spread by someone who doesn't know it's false, and isn't trying to do any harm.

**Disinformation:**

Incorrect information that's intentionally created and shared.

**A** Anthony Hearsey - Creative Imaging

January 5, 2020 · 🌐

\* Didn't realise this would go viral \*\* PLEASE READ BELOW. \*

Regarding False Information. This has occurred NOT because of this post, or my information being inaccurate. It has been Zucc'd because other people have shared this image with the caption "This is a NASA photograph". This image has been flagged as a result.

This is a 3D visualisation of the fires in Australia. NOT A PHOTO. Think of this as a graph. Also note this was created as an art piece.

This is made from data from NASA's FIRMS (Satellite data regarding fires) between 05/12/19 - 05/01/20. These are all the areas which have been affected by bushfires.

[https://firms.modaps.eosdis.nasa.gov/map/...](https://firms.modaps.eosdis.nasa.gov/map/)

Scale is a little exaggerated due to the render's glow, but generally true to the info from the NASA website. Also note that NOT all the areas are still burning, and this is a compilation.

This image is copyrighted by Anthony Hearsey. Please contact for usage.

DONATE HERE - <https://linktr.ee/lukebakhuizen...>

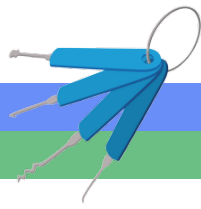
#bushfires #render #visualisation #data #3d #australia #climatechange #disaster #fire #infographic #cinema4d #graphic #nasa See Less



**Verdict:**

- Misinformation
- Disinformation






# Our Turn!



Archived source: <https://web.archive.org/web/20160929104011/http://endingthefed.com/pope-francis-shocks-world-endorses-donald-trump-for-president-releases-statement.html>

## Verdict:

- Misinformation
- Disinformation

Choose your verdict 

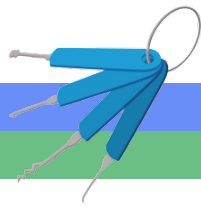


## Stop. Think. Check

### Background

- This article received almost one million likes and shares during the 2016 American Presidential election campaign. Of all the news stories, true and false, published during the campaign, this one was shared the most.
- Pope Francis told the Reuters news agency, "I never say a word about electoral campaigns."
- At the time, the ETF News website was getting about 3.5 million hits per month, which is worth thousands of dollars in advertising revenue.
- The person behind the ETF News website was a 24-year-old man living in Romania.





# Show Me!

Pokemon Go: Major Highway Accident After Man Stops In Middle Of Highway To Catch Pikachu!

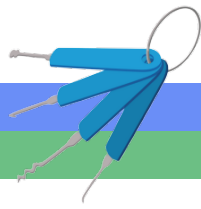


Cartel Press

## Why Did The Fakers Do It?

- Money
- Damage Someone's Reputation
- Get Support for Their Team





# Show Me!



*"I refuse to wear a lot of makeup and thanks to Elliesse Serum I don't need to. My skin has never looked better and it looks younger than it did 10 years ago. I love waking up knowing I don't need to bother trying to cover up my skin."* - Ellen DeGeneres

Screenshot taken by New York Times


FREE Bottles Available For  
the Next 14:38 Minutes

**Claim Yours!**

- In 2019, TV star Ellen DeGeneres and movie star Sandra Bullock filed an official lawsuit against 100 unknown people, who had created ads for beauty products.
- The ads said that Ellen and Sandra used and loved their products.
- Ellen and Sandra said that they "have never heard of, used or endorsed" (that means encouraged other people to use) the products.
- It's a big problem for lots of celebrities. The famous American TV doctor Mehmet Oz (pictured below) has said that his legal team sends out 3,000 letters every year to people who illegally use his name and picture in ads.

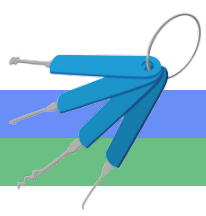
## Why Did The Fakers Do It?

- Money
- Damage Someone's Reputation
- Get Support for Their Team

Choose your verdict 



facebook.com/droz




## Background

- In 2016, Donald Trump said before the American election that he was afraid it could be "rigged." He meant that he was worried his opponent would cheat.
- A young man with no relationship to Donald Trump, other than supporting him, decided he wanted to help Donald Trump. His name was Cameron Harris.
- He bought a website name for \$5 and set up the fake news site "Christian Times."
- He found a photograph from an election in England, and made up a story about someone finding pre-filled ballots for Trump's opponent, Hillary Clinton. The inference was that they would be slipped into the US election, and she would win.
- He created six Facebook profiles, published the story, and then shared it on Facebook.
- It was shared six million times.
- He earned about \$22,000 from the site. Donald Trump won the election.

# Our Turn!

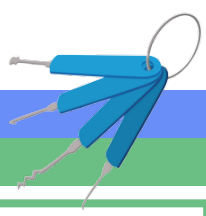
### Why Did The Fakers Do It?

- Money
- Damage Someone's Reputation
- Get Support for Their Team

Choose your verdict 







https://web.archive.org/web/20210727014600/https://twitter.com/BilliesUpdatess/status/1419836398786461696



Billie Eilish/YouTube

“When I got rich, I started balling my eyes out, I wanted to be poor so I can relate to most of my fans.” Billie said candidly. “I still want to be broke and poor, it looks really fun and cute.” Billie said laughing

# Our Turn!

## Background

- On July 27, 2021, a social media account called "Billie Eilish Updates" (@BilliesUpdatess) posted what looks like an article from the American pop culture magazine People.
- There was no such article published in People.
- There is no record of any such quote on any reputable entertainment reporting website.
- The pop star's brother said that @BilliesUpdatess was spreading a lot of lies about her.

### Why Did The Fakers Do It? ended.

- Money
- Damage Someone's Reputation
- Get Support for Their Team

Choose your verdict





# Smell Something?

## Stop. Think. Check.

*Here's how to sniff out the truth...*



Type the exact headline into a search engine. A fact-checking website may have already investigated.



Look for other media on the same topic. Is any reputable organisation writing about this?



Check the date. Is this really new, or did it happen a long time ago? If it's old news, is it still relevant?



Research the source.

- Websites: Look at other stories on the site. Are there multiple authors? A "contact us" page? Has it existed for a long time? Is it selling something?
- Social media: How recently was the account created? What else has been posted? Do they post a lot? At all times of the day and night? It could be a robot account...
- Search the author's name. Are they credible? Are they real? If no author name is provided, that's a red flag.
- Check the images. Is there credit given to the photographer and source? If not, it could be a fake picture, or a picture from a completely different story.



Follow the links provided. Are they from a reliable source?



Ask an expert/adult. There are 300 fact-checking organisations around the world. Librarians are research experts, and teachers are pretty smart, too!



News / Trending News / Archie Comics from 1997 predicted schooling in 2021. Viral tweet spooks internet

## Archie Comics from 1997 predicted schooling in 2021. Viral tweet spooks internet

A strip of Archie Comics from 1997 is going viral for predicting schooling in 2021. The viral tweet has left the internet spooked.

ADVERTISEMENT



Krishna Priya Pallavi  
New Delhi  
March 19, 2021 UPDATED: March 19, 2021 09:27 IST



# Show Me!



Check the exact headline

This is not the page you're looking for.

[Back to home page](#)

### Related searches

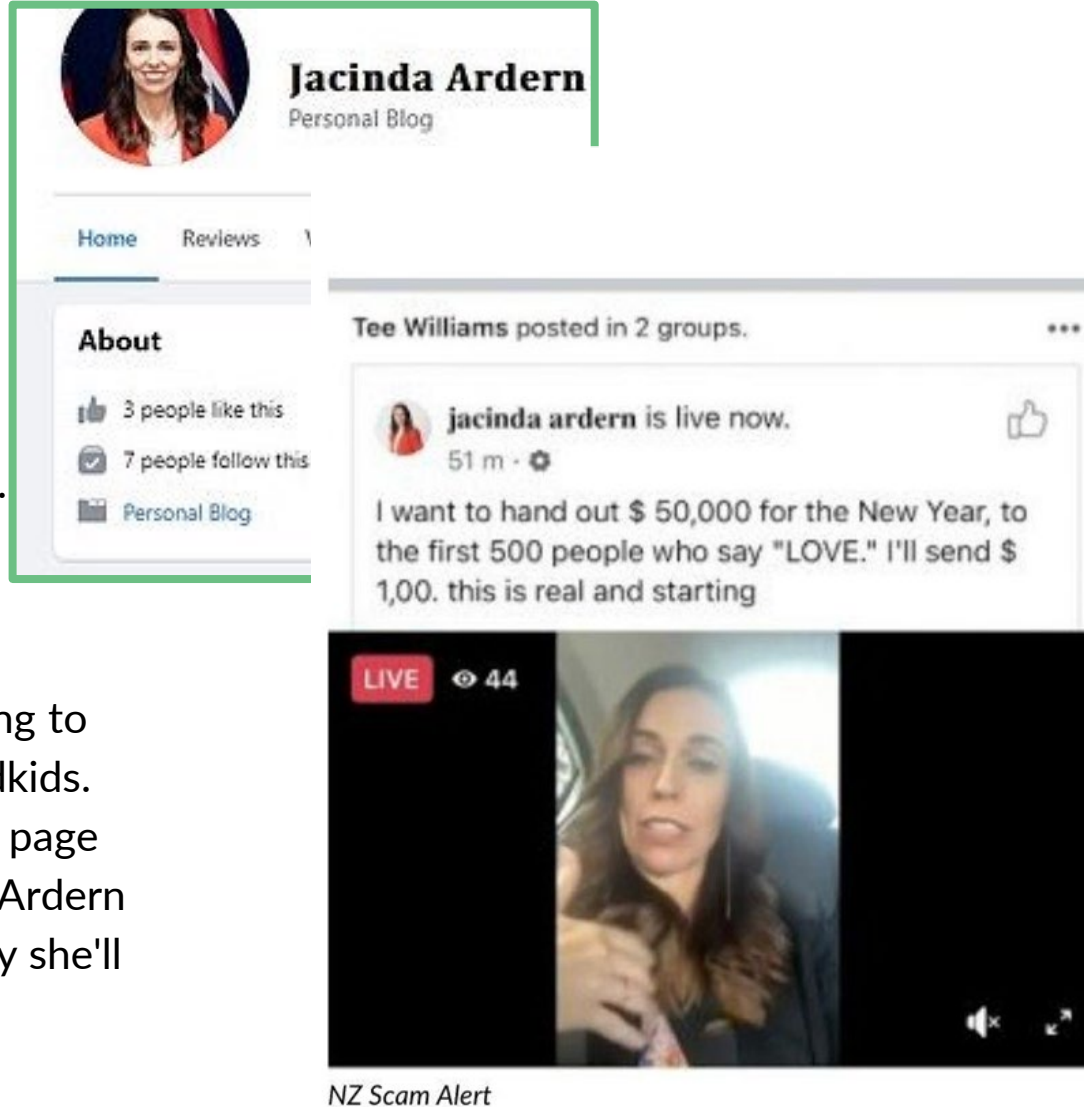
- betty high school 2021 a.d. fake
- archie comics 1997 fact check
- betty high school 2021 a.d. full comic
- archie comics 46
- betty high school 2021 fake
- betty #46, feb 1997
- betty #46 1997
- archie comics 2021



# Our Turn!

## Partner A

- You are a 79-year-old grandmother.
- You saw this post on Facebook today, and can't wait to claim your \$100 from the New Zealand Prime Minister, Jacinda Ardern. You're going to use it to buy presents for your grandkids.
- The post comes from the Facebook page "jacinda ardern." The video is of Ms Ardern talking about COVID. The words say she'll give \$100 to the first 500 people to respond.
- All you have to do is send the PM your



## Partner B

- You are a Squiz Kids Newshound!
- Keep in mind how your "grandmother" is feeling. She's excited, and wants to spend the money on you!
- Take your grandmother through the steps, using your binoculars.
- Start by typing the phrase "Jacinda Ardern Facebook giveaway" into your search engine.
- If it's fake, a news organisation or fact-checking website may have already investigated.



# Our Turn!



Background:

This piece of photo fakery was created before Photoshop was in wide circulation. TV Guide magazine wanted to do a story about Oprah as the richest woman on TV.

They created a cover image by putting a photograph of Oprah's head onto a photo of the 1960s star Ann-Margret (like Oprah, she was commonly referred to by her first name!). Then, they



## Discuss with your partner

|  |  |
|--|--|
| <p>Why do you think TV Guide decided to create a Photoshopped version of Oprah? Why didn't they just use a regular photo of her?</p> |  |
| <p>Do you think Oprah and Ann-Margret would have agreed to their photos being used in this way? Why/why not?</p>                     |  |
| <p>What message does the Photoshopped photo send?</p>  |  |
| <p>What hidden messages might it send?</p>   |  |





# Our Turn!



Lorde   
@lorde

 Follow

i find this curious - two photos from today, one edited so my skin is perfect and one real. remember flaws are ok :-)

## Discuss:

Lots of celebrities, like New Zealand singer Lorde and American actress and singer Zendaya (see the next slide), have used social media to criticise photo editing.

Why do you think they've done that?

## Your ideas:



zendaya 🌟 Had a new shoot come out today and was shocked when I found my 19 year old hips and torso quite manipulated. These are the things that make women self conscious, that create the unrealistic ideals of beauty that we have. Anyone who knows who I am knows I stand for honest and pure self love. So I took it upon myself to release the real pic (right side) and I love it 🥰🥰 Thank you @modelistemagazine for pulling down the images and fixing this retouch issue.

## Discuss:

Since 2017, it has been illegal in France to edit a photo to make a person look skinnier unless the image is labelled to say it's been retouched. Do you think that's a good idea?

## Your ideas:

1 →

# Show Me!



Jason Michael  
@Jeggit

Believe it or not, this is a shark on the freeway in Houston, Texas. [#HurricaneHarvy](#)

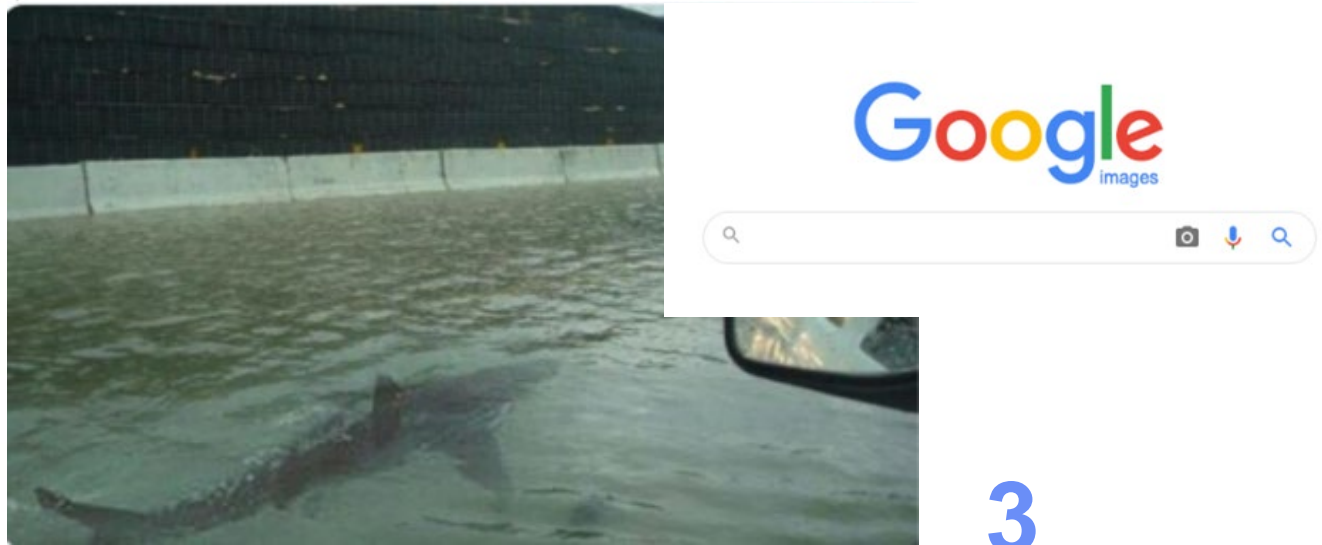


4:00 PM · Aug 28, 2017

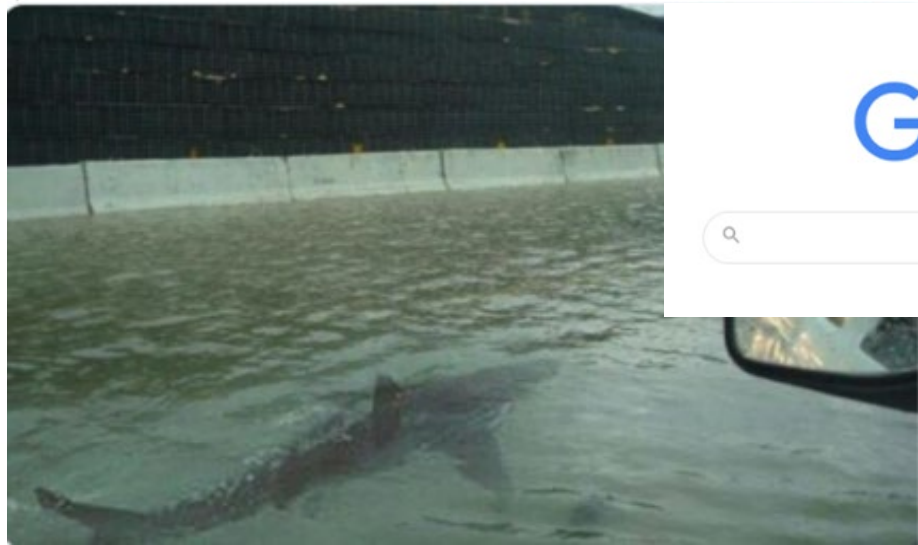
127.4K 6.1K Copy link to Tweet

Tweet your reply

2 →



Google  
images



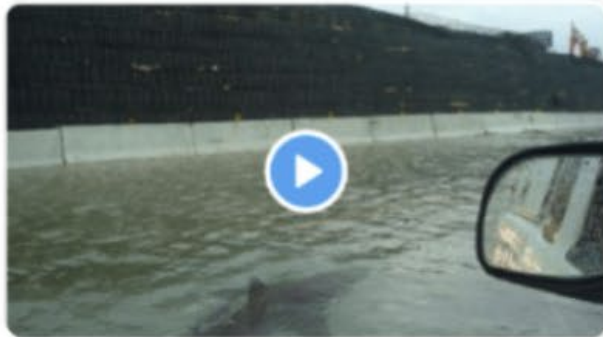
3 ↓





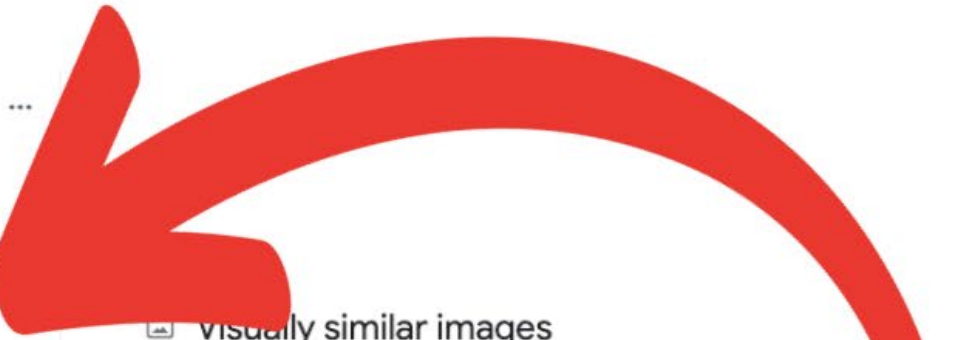
We've been using labels and warnings on Tweets to help reduce the spread of misleading information and provide context from trusted sources.

We heard your feedback that they could be more noticeable, so we're testing other colors for these labels on iOS to help them stand out.

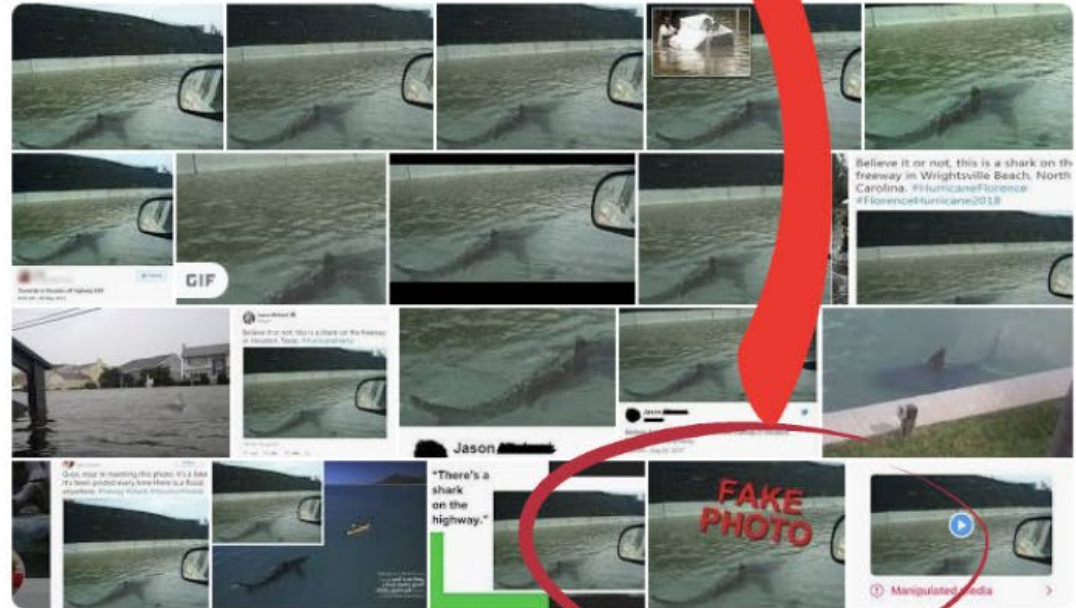


**Manipulated media**

4:09 AM · Jul 29, 2020 · Sprinklr



visually similar images



Feedback



## Our Turn!

In April 2020, this image was being shared all over social media, claiming to be a picture of a beach in Florida. People commented that "Coronavirus is never going to go away" because the beach was so crowded.

1. Most schools won't allow you to go directly to Facebook, but you or your teacher can go to [this Squiz Kids link](#) to drag the picture onto your desktop, and do a reverse image search at [images.google.com](https://images.google.com).
1. Another smart search would be to go to google and type "Jacksonville Beach Florida". Click on "[images](#)". Do the buildings and mountains look the same?



## Discuss with your partner

|   |  |
|---|--|
| When and where was the original image taken?                                  |  |
| How was the image altered?  |  |
| Do you think this really did appear on the TV news channel CNN?               |  |
| Why might someone have manipulated this image and shared this disinformation? |  |