



**CHALLENGES**  
**And**  
**DEFINITIONS**

# 10<sup>1/2</sup>

Hours per day the average American spent consuming media  
(TV, video games, radio, tablet, smartphone, computer)



# CHALLENGES

INFORMATION OVERLOAD  
AUTHENTICITY CRISIS  
SPEED VS ACCURACY  
SHIFTS IN TECH & REVENUE  
PERSONAL BIAS

# DEFINITIONS

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## BIAS

A predisposition or tendency that distorts your ability to fairly weigh the evidence and prevents you from reaching a fair or accurate judgment

## CONFIRMATION BIAS

Pursuing information that reassures or reflects a person's particular point of view

MORE AT: <http://ow.ly/Ly8K3o842ui>

# DEFINITIONS

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## RELIABLE

### INFORMATION

Allows the news consumer to make a decision, take action or share responsibly with others. It has all three of these characteristics: Verification, Independence and Accountability

### SCIENTIFIC TRUTH

A statement of probability proportional to the evidence, which will change over time, as further research changes our understanding daily of everything from the size of the largest dinosaur to the nature of the former planet Pluto

## EVIDENCE

The available body of facts or information indicating whether a belief or proposition is true or valid.

Direct Evidence: Anything that was captured first hand or on the scene

Indirect Evidence, which is a step or two removed from the events.

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# DEFINITIONS

## FAKE NEWS

- Authentic material used in the wrong context
- Imposter news sites designed to look like brands we already know
- Fake news sites
- Fake information
- Manipulated content
- Parody content



Via Full Frontal Channel on Youtube

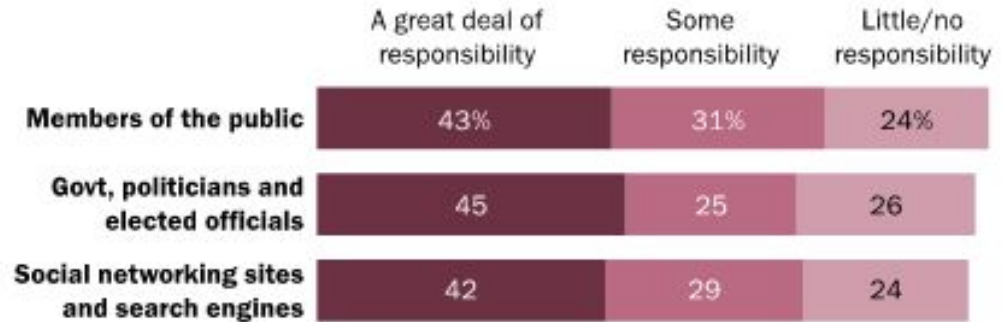
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Fully 16% of U.S. adults say they have shared fake political news inadvertently, only discovering later that it was entirely made up

14%, say they have shared fake news they knew was made-up – whether because they want to spread misinformation, to “call out” the stories as fake, for the amusement value, or for some other reason

## Public, politicians, social media all receive share of responsibility for stopping spread of fake news

*% of U.S. adults who think \_\_\_ have a great deal/some/little or no responsibility in preventing completely made-up news from gaining attention*



Source: Survey conducted Dec. 1-4, 2016.

"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

VIA JOURNALISM.ORG

# DEFINITIONS

## CLICK BAIT

Headlines that intentionally leave out crucial information to mislead user into clicking



**Cabin Crew Take Secret Pictures, You Won't Believe The Results**

(Time To Break)



**20 Celebrities Who Have Beaten Cancer**

(Celebstars)



**The Must-See Technology That Is Changing the Way You Listen...**

(Sound Online by Sony)



**15 Reasons Why You Should Never Support Horse Racing**

(Sports Mozo)



**44 Stunning Images Of Things You Had No Idea Existed (Pics)**



**Life Insurance Companies Hate This New Trick**



**New Leader for Atlanta Symphony**

(ArtsBeat)



**Fiji send England Rugby World Cup warning ahead of...**

Image source - [BBC News](#)

**MORE AT: <http://ow.ly/Ly8K30842ui>**



# DEFINITIONS

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## VERIFICATION

The investigative process by which a news organization gathers, assesses, confirms and weighs evidence in service to the search for truth. Involves:

- Gather, assess and weigh evidence
- Place facts in the big picture (context)
- Be fair when appropriate, adjust balance
- Maintain transparency

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