CHALLENGES And DEFINITIONS
10^{1/2}

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

Image source: Luma Partners, Terry Kawaja
DEFINITIONS

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/Ly8K30842ui
DEFINITIONS

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.

MORE AT: http://ow.ly/Ly8K30842ui
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

MORE AT: http://ow.ly/Ly8K30842ui
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.
DEFINITIONS

CLICK BAIT

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

MORE AT: http://ow.ly/Ly8K30842ui

Image source - BBC News
DEFINITIONS

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

MORE AT: http://ow.ly/Ly8K30842ui