

# Fighting Fake News

February 28, 2017

Jaclyn McKewan

Western New York Library Resources Council



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**The Buffalo News**

1 hr · 🌐



The last thing Tesla needs right now is another drain on its bank account, which is what SolarCity would be.



## Robinson: Tesla challenged to find SolarCity savings

BUFFALONEWS.COM | BY THE BUFFALO NEWS

# facebook

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Suggested Post



Pipsticks

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Join our sticker club for a monthly dose of happy!



Kids love stickers. Kids love mail. Nothing is better than stickers in the mail each month!

As a sticker obsessed child of the 80's, mother of four, and a life long crafter, I...

PIPSTICKS.COM

Sign Up

4.2K

958 Comments 1.1K Shares

Like

Comment

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- Home
- Watch Feed
- Messenger
- Activity Log
- Profile
- Pages
- Groups
- Marketplace
- Events
- Pages
- Groups

Profile header for 'Person A' with a 'Friends' button.

Happy morning in the hills. Truly fantastic breakfast place in mountain view worth visit!



- News Feed
- Pages
- Groups
- Events
- Marketplace

SPONSORED Create Ad



**Drink a berry smoothie on your beach cruiser**  
[hydroflask.com](http://hydroflask.com)  
 Say hello to our new Tumbler. Ready for whatever adventure comes your way.



# facebook

Page posts

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Trending News



- Home
- Timeline
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- Watch
- Groups
- Pages
- Events
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Profile picture and cover photo area

What's on your mind?

Friends + Post

Profile picture and name


Happy morning in the hills. Truly beautiful breakfast scene in a beautiful setting.



Profile picture and name

- TRENDING
- Trappist-1**  
Get a 'Farsighted' view of that star with 7 Earth-like planets – cnet.com
  - Nerlens Noel**  
76ers trade Nerlens Noel to Mavericks for Justin Anderson, Bogut – usatoday.com
  - Alan Colmes**  
Fox News contributor Alan Colmes dies at 66 – thehill.com
  - See More

Advertisement area with images of a cyclist and a red can.



Drink a happy anniversary on your special occasions.

**Trappist-1**

Get a 'Farsighted' view of that star with 7 Earth-like planets – [cnet.com](#)

**Nerlens Noel**

76ers trade Nerlens Noel to Mavericks for Justin Anderson, Bogut – [usatoday.com](#)

**Alan Colmes**

Fox News contributor Alan Colmes dies at 66 – [thehill.com](#)

**Sean Spicer**

White House may boost recreational marijuana enforcement: spokesman – [yahoo.com](#)

**Malaysia**

VX nerve agent used to kill Kim Jong Nam, police say – [cnn.com](#)

**Conservative Political Action Conference**

Live blog: Bannon, Priebus speak at CPAC – [foxnews.com](#)

**Immigration and Customs Enforcement**

Feds seize undocumented woman with brain tumor at hospital – [nydailynews.com](#)

**Stephen Bannon**

Stephen Bannon Reassures Conservatives Uneasy About Trump – [nytimes.com](#)

**Stoke-on-Trent Central**

Byelections: Labour defeated by Tories in Copeland, but wins in... – [theguardian.com](#)

**Olathe, Kansas**

Navy veteran arrested in fatal triple shooting at Kansas bar – [dailymail.co.uk](#)

[Learn More](#)




## Get a 'Farsighted' view of that star with 7 Earth-like planets

Scientists say a star just 39 light-years away has exoplanets that may harbor water oceans and possibly even E.T. Join our discussion on the science and the science fiction of this huge story.

18 hours ago · cnet.com

 Share

 Photos & Videos





Space.com

7 hrs · \*

Like Page

#TRAPPIST1 is having a moment. Get to know the system with 7 (count 'em SEVEN) Earth-size planets!



### TRAPPIST-1: System with 7 Earth-Size Exoplanets

TRAPPIST-1, a small red-dwarf star, hosts at least seven rocky planets the size of Earth and smaller.

SPACE.COM

1.3K

119 Comments 332 Shares

Like Comment Share



CGTN

17 hrs ·

Like Page

NASA has announced the discovery of seven Earth-sized planets in the "habitable" zone of a nearby star, called TRAPPIST-1. This collection appears to have potential for water and advances the prospect of finding life on planets outside our solar system.



# 5 Top Fake Political News Stories On Facebook

“Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide” [ABCNews.com.co](#)

**2,177,000** Facebook shares, comments, and reactions

“Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement” [Ending the Fed](#)

**961,000**

“Trump Offering Free One-Way Tickets to Africa & Mexico for Those Who Wanna Leave America” [tmzhiphop.com](#)

**802,000**

“FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” [Denver Guardian](#)

**567,000**

“RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album” [heaviermetal.net](#)

**560,000**

0 500,000 1M 1.5M 2M 2.5M

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK  
SOURCE: BUZZSUMO

# Types of Fake News

fake sites

inaccurate news

satire

clickbait

partisan reports



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satire

clickbait

partisan reports



NEWS

FASHION ▾

TECH ▾

VIDEO ▾

WORLD ▾

TRENDING NOW

Kim Kardashian Shows Off Deep Cleavage In Plunging Top & Mini

0

# BREAKING: Capitol Hill Shooter Identified as Right Wing Extremist

Kip LeSale - March 28, 2016



What Do I Need To Make It In Business?



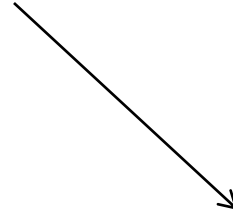
Apple sells 10 million iPhones iPhone 6 Pluses

FASHION WEEK

All ▾

PO

# Top-level Domain



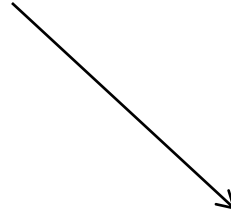
<http://www.abcnews.com.co/stor...>



Name ↕	Entity ↕	Administrator <sup>[5]</sup> ↕	Notes
.com	commercial	Verisign	This is an open TLD; any person or entity is permitted to register. Though originally intended for use by for-profit business entities, for a number of reasons it became the "main" TLD for domain names and is currently used by all types of entities including nonprofits, schools, and private individuals. Domain name registrations may be successfully challenged if the holder cannot prove an outside relation justifying reservation of the name <sup>[citation needed]</sup> , to prevent "squatting". It was originally administered by the <a href="#">United States Department of Defense</a> .
.org	organization	Public Interest Registry	This is an open TLD; any person or entity is permitted to register. Originally intended for use by non-profit organizations, and still primarily used by some (including Wikipedia).
.net	network	Verisign	is an open TLD; any person or entity is permitted to register. Originally intended for use by domains pointing to a distributed network of computers, or "umbrella" sites that act as the portal to a set of smaller websites.
.int	international organizations	Internet Assigned Numbers Authority	The .int TLD is strictly limited to organizations, offices, and programs endorsed by a treaty between two or more nations. However, a few <a href="#">grandfathered domains</a> do not meet these criteria.
.edu	education	Educause (via Verisign)	The .edu TLD is limited to specific <a href="#">higher</a> educational institutions such as, but not limited to, trade schools and universities. In the U.S., its use was restricted in 2001 to post-secondary institutions accredited by an agency on the list of <a href="#">nationally recognized accrediting agencies</a> . This domain is therefore almost exclusively used by American colleges and universities. Some institutions, such as the <a href="#">Exploratorium</a> , that do not meet the current registration criteria have grandfathered domain names.
.gov	U.S. national and state government agencies	General Services Administration (via Verisign)	The .gov TLD is limited to United States governmental entities and agencies as well as qualifying state, county and local municipal government agencies.
.mil	U.S. military	United States Department of Defense	The .mil TLD is limited to use by the United States military.

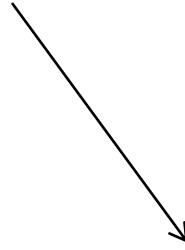
.cg	 Republic of the Congo		
.ch	 Switzerland	<i>Confoederatio Helvetica</i>	
.ci	 Côte d'Ivoire		
.ck	 Cook Islands		
.cl	 Chile		
.cm	 Cameroon		A local entity/company in Cameroon is required to register a domain name.
.cn	 People's Republic of China		A local company in China is required to register a domain name or for personal registrations a valid <a href="#">Resident Identity Card</a> . For ICP license for more information regarding registrations. <a href="#">Hong Kong</a> , <a href="#">Macau</a> and <a href="#">Taiwan</a> also maintain TLDs.
.co	 Colombia		Marketed as a global domain – recognized as a <a href="#">gccTLD</a> by Google. Anyone can register.
.cr	 Costa Rica		
.cu	 Cuba		

# Top-level Domain



<http://www.abcnews.com.co/stor...>

# Second-level Domain



<http://www.abcnews.com.co/stor...>

<http://www.moog.com/services.html>

<https://www.wnylrc.org/workshops>

<https://www.canisius.edu/academics>



<http://www.abcnews.com.co/>

<http://www.abcnews.com.co/>

# Sub-Domain



<http://www.abcnews.com.co/stor...>

<https://www.wnylrc.org/>

<https://abcnews.wnylrc.org/>

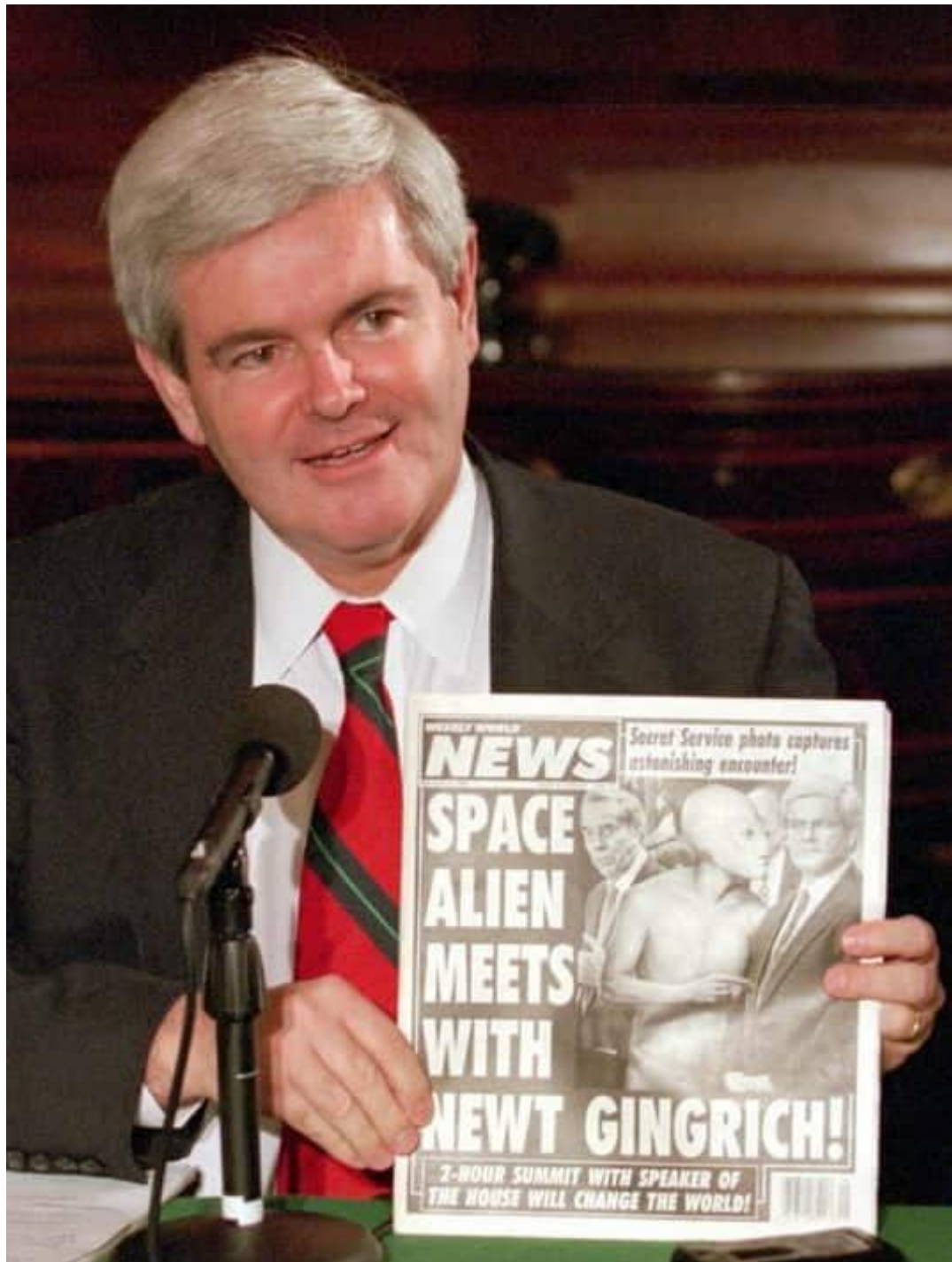
<http://www.abcnews.com.co/>



<http://www.abcnews.go.com/>

<http://www.abcnews.go.com/>

\$\$\$



WORLD JOURNAL  
**NEWS**

*Secret Service photo captures astonishing encounter!*

**SPACE  
ALIEN  
MEETS  
WITH  
NEWT GINGRICH!**

**2-HOUR SUMMIT WITH SPEAKER OF THE HOUSE WILL CHANGE THE WORLD!**

**\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD.**

The Journal will give \$50,000 for information furnished to it which, if correct, shall entitle the person or persons who send the same.

EDITION FOR GREATER NEW YORK  
**NEW YORK JOURNAL**  
 AND ADVERTISER.

The Journal will give \$50,000 for information furnished to it which, if correct, shall entitle the person or persons who send the same.

NO. 4,373. (REVISED) 1886 BY T. S. BROWN.—NEW YORK, THURSDAY, FEBRUARY 17, 1899.—10 PAGES. PRICE ONE CENT.

**DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY**

**\$50,000!**  
**\$50,000 REWARD!**  
 For the Detection of the Perpetrator of the Maine Outrage!

The New York Journal tender offers a reward of \$50,000 CASH for information, FURNISHED TO IT EXCLUSIVELY, which shall lead to the discovery and conviction of the person, persons or persons, or persons responsible for the explosion which resulted in the destruction, at Havana, of the United States war ship Maine and the loss of the lives of numerous sailors.

The \$50,000 CASH reward for the above information is to remain with Wills, Tarr & Co.

The offer is limited to the person, persons or persons who shall first furnish reliable information which shall lead to the conviction of the perpetrator or perpetrators of this outrage, or to the conviction of the persons who aided or abetted in the commission of the same.

The Journal retains the right until the reward is paid to require the person or persons who furnish the information to execute a written agreement to the effect that they will not reveal the name of the person or persons who furnished the information.

FOR THE PERPETRATOR OF THIS OUTRAGE NO ACCOMPLICES.

W. S. BEHRM.

Assistant Secretary Roosevelt Convinced the Explosion of the War Ship Was Not an Accident.

The Journal Offers \$50,000 Reward for the Conviction of the Criminals Who Sent 258 American Sailors to Their Death. Naval Officers Unanimous That the Ship Was Destroyed on Purpose.

**\$50,000!**  
**\$50,000 REWARD!**  
 For the Detection of the Perpetrator of the Maine Outrage!

The New York Journal tender offers a reward of \$50,000 CASH for information, FURNISHED TO IT EXCLUSIVELY, which shall lead to the discovery and conviction of the person, persons or persons, or persons responsible for the explosion which resulted in the destruction, at Havana, of the United States war ship Maine and the loss of the lives of numerous sailors.

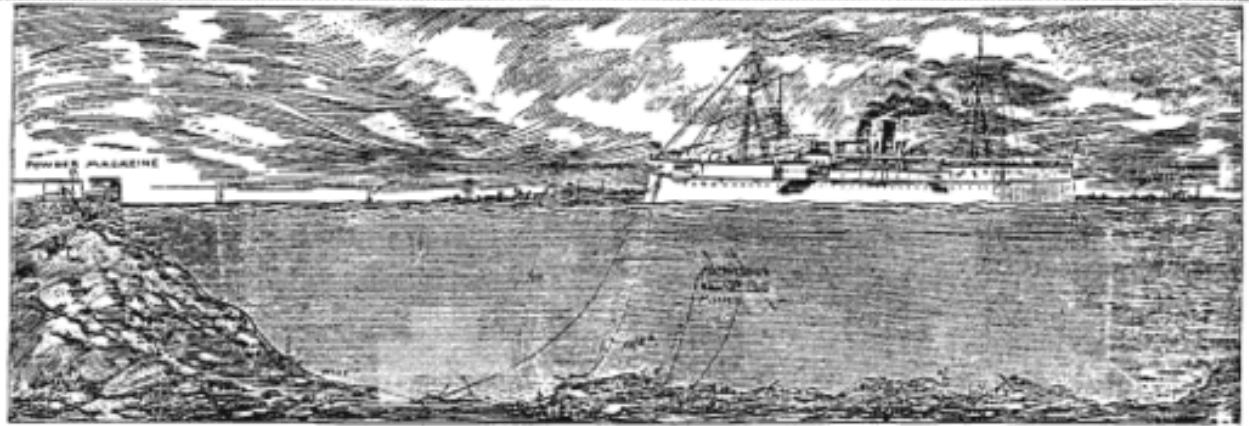
The \$50,000 CASH reward for the above information is to remain with Wills, Tarr & Co.

The offer is limited to the person, persons or persons who shall first furnish reliable information which shall lead to the conviction of the perpetrator or perpetrators of this outrage, or to the conviction of the persons who aided or abetted in the commission of the same.

The Journal retains the right until the reward is paid to require the person or persons who furnish the information to execute a written agreement to the effect that they will not reveal the name of the person or persons who furnished the information.

FOR THE PERPETRATOR OF THIS OUTRAGE NO ACCOMPLICES.

W. S. BEHRM.



**NAVAL OFFICERS THINK THE MAINE WAS DESTROYED BY A SPANISH MINE.**

George Eugene Brown, the Journal's special correspondent at Havana, calls this to be the opinion of many Spaniards in the Cuban capital that the Maine was destroyed and 260 of her crew killed by means of a submarine mine or fixed torpedo. This is the opinion of several American naval authorities. The Spaniards, it is believed, arranged to land the Maine anchored over one of the harbor mines. When contacted the mine with a smaller explosion, and it is thought the explosion was caused by sending an electric current through the wire. If this can be proved, the moral reprobation of the Spaniards will be shown by the fact that they refused to spring the mine until after all the men had escaped the mine. The Spaniards cross in the picture above where the mine may have been fixed.

Hidden Mine or a Sunken Torpedo Believed to Have Been the Weapon Used Against the American Man-of-War—Officers and Men Tell Thrilling Stories of Being Blown Into the Air Amid a Mass of Shattered Steel and Exploding Shells—Survivors Brought to Key West Scout the Idea of Accident—Spanish Officials Protest Too Much—Our Cabinet Orders a Searching Inquiry—Journal Sends Divers to Havana to Report Upon the Condition of the Wreck.

# Types of Fake News

fake sites

inaccurate news

satire

clickbait

partisan reports









Chicago Daily Tribune

Home

# DEWEY DEFEATS TRUMAN

*G. O. P. Sweep Indicated in State; Boyle Leads in City*

**SPORTSMAN** *Boyle Leads in City*  
**LEGACY AHEAD** *Boyle Leads in City*  
**BY 1944 VOTE** *Boyle Leads in City*

**RECORD CITY** *Boyle Leads in City*  
**VOTE BEEN IN** *Boyle Leads in City*  
**LATE TRENDS** *Boyle Leads in City*

**PUTS G.O.P.** *Boyle Leads in City*  
**DOWN ON THE** *Boyle Leads in City*  
**WHITE HOUSE** *Boyle Leads in City*

# A year later, false reports of Rep. Giffords death still reverberate for the press



By [Craig Silverman](#) • January 8, 2012

A year ago today I was sitting on my couch watching TV and casting a casual eye to TweetDeck. I don't remember how I learned that something tragic was unfolding in Arizona. I do remember people retweeting the NPR report that Congresswoman Gabrielle Giffords had died. From there, I watched conflicting reports flow past as journalists and others worked to sort through the misinformation.

It soon became clear to me: I had to capture this.

I began [putting together a Storify](#) to record the confusion about her fate, and to illustrate [how things were unfolding in real-time](#). (It's embedded at the bottom of this post.) It was tough to keep up, to pick out the tweets that best represented each milestone as the story worked itself out.

Twitter gave me a window into the captivating mixture of urgency, confusion and information that emerges when major news breaks and the story takes off.



# *The F.B.I. Criticizes the News Media After Several Mistaken Reports of an Arrest*

By BILL CARTER APRIL 17, 2013

The [F.B.I.](#) scolded several news outlets on Wednesday for mistakenly reporting that an arrest had been made in the [Boston Marathon](#) bombings, and warned that such unverified reporting could have “unintended consequences” for its investigation.

Numerous organizations, including The Associated Press, [The Boston Globe](#) and several local Boston television stations, erroneously reported Wednesday afternoon that an arrest had been made, or that a suspect was in custody, citing unnamed law enforcement sources. Two of the reports came from CNN and the Fox News Channel, both the subject of widespread criticism last June after misreporting the result of the Supreme Court ruling on President Obama’s [health care overhaul](#) law.

CNN and Fox News spent about an hour discussing the news of an arrest with various correspondents and experts before backing off when they received further information.

NBC News held back on reporting news of an arrest during continuing coverage on its MSNBC cable channel. It reported that no arrest had been made and that no person had been firmly identified as under suspicion.



# Types of Fake News

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inaccurate news

satire

clickbait

partisan reports





[Trump's First 100 Days](#)
[Video](#)
[Politics](#)
[Sports](#)
[Local](#)
[Entertainment](#)
[Science & Technology](#)
[Onion S](#)


## Last Remaining Ivory-Billed Woodpecker Really Squandering Species' Final Weeks

HOT SPRINGS, AR—Noting that what little time remained was quickly slipping away, sources confirmed Monday that the last remaining ivory-billed woodpecker was completely squandering the species' final weeks of existence.



## Warm, Syrupy Pleasure Coursing Through Man's Veins After Big Hit Of Mattress

OGDENSBURG, NJ—Taking hold of his body almost immediately, warm, syrupy pleasure was coursing through the veins of area man Matt Riley after the 30-year-old took a huge hit of mattress, sources said Monday.

### Related Topics

- News
- Local



## The American Presidency

*From building a brand new nation the ideals of liberty and democracy world, to moving on her like a bite takes a closer look at each of Amer*



## President Donald Trump: The First 100 Days





OOPS!



# Foiled by 'The Onion': 9 Most Embarrassing Fails



China's state paper gleefully picked up a farce about Kim Jong-un being named Sexiest



## The New York Times Tricked by Mock 'Tiger Beat' Cover

Anyone who followed Barack Obama's first presidential campaign knows how seriously he courted the... tween vote? Of course, he never did such a thing, which is why it was so funny when The Onion created a mock *Tiger Beat* cover on which Obama beamed alongside the Jonas Brothers and Vanessa Hudgens and revealed, "I sing in the shower." *The New York Times*, however, took the cover to be the real deal, and reported in an [article profiling \*Tiger Beat\*](#) that included a detail about how the cover helped Obama's popularity surge with the younger set. Embarrassingly, the paper was forced to [issue a correction](#) upon learning the Obama cover was fake.

## ESPN Announcer Bamboozled by Made-Up Profile

ESPN's famously combative Stephen A. Smith furrowed his brow even more dramatically than usual after reading a fictional profile of him entitled, "[Stephen. A. Smith Thinking Son Is Finally Ready for the Sex Argument.](#)" Upon learning of the fabricated story, Smith went on a [Twitter rant](#) about the Onion's "despicable lies," marveling at "how folks try to tear cats down." Someone was, clearly, not in on the joke.

## Louisiana Congressman Falls for 'Abortionplex' Hoax

The lede to The Onion's "[Planned Parenthood Opens \\$8 Billion Abortionplex](#)" is so magically satirical and sarcastic that it's positively gobsmacking that anyone took it for truth: "Planned Parenthood announced Tuesday the grand

1 [Tricked by The Onion](#)  
KEVIN FALLON

2 [Why Conservatives](#)  
MATT LEWIS

3 [The Best St. Patrick's](#)  
FROM IRISH TO THE C

4 [Governor Joe Piscopo](#)  
DEAN OBEIDALLAH

5 [Oscar Nominees' M](#)  
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**GET YOUR P**

UP TO **100 M**  
FOR YOUR BUS

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# Types of Fake News

fake sites

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partisan reports





1 Tip of a flat belly : 1 Trick of a tiny belly :



Cut down 3 lbs of your belly every week by simply using this

1 weird old tip.



Cut down a bit of your belly every day by using this

1 weird old tip.



Tip

1 Tip for a tiny belly : 1 Tip of a flat belly :



Cut down a bit of your belly everyday by following this 1 weird old tip.



Cut down a bit of your belly every day by simply following this one 1 weird old tip



Tip

## **Dermatologists Hate Her!**



She is **51**  
Looks **25**

Local mom exposes shocking anti-aging secret. Learn the \$5 trick to her stunning results.

**LEARN THE TRUTH NOW**



**Bright Side**

February 18 at 4:30am · 🌐

I had to go check out number 3 straight away! 🤩



## 20 Life Tips That Will Completely Change the Way You Look At Ordinary Things

BRIGHTSIDE.ME

👍 Like

💬 Comment

➦ Share



👍 🤩 ❤️ 26K

Top Comments ▾

15,969 shares

540 Comments



Write a comment...







Positive Thoughts

19 hrs · 🌐

Couple Has 17 Kids, But When Mom Goes For Next Ultrasound, Doctors Are Completely Shocked



### Couple Has 17 Kids, But When Mom Goes For Next Ultrasound, Doctors Are Completely Shocked

A few years back, Christi Cason and her husband Dave had had 16 other children together, nine boys and seven girls, all singles ranging in age from 2 to 23 years....

LITTLETHINGS.COM | BY BARBARA DIAMOND

👍 Like

💬 Comment

➦ Share



👍❤️😱 63

Top Comments ▾

18 shares

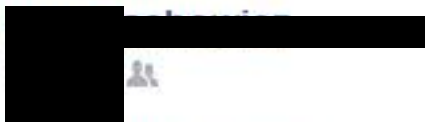
13 Comments



Write a comment...



**Kelli Marvin** For those who find this ridiculous or too much or whatever your judgmental minds want to say... God said to fulfill the earth. So back off and let her do God's will.



## **BREAKING: Check Your Fridge After Popular Food Has Just Been Recalled For Deadly Bacteria!**

Throw this away immediately if you find it in your refrigerator!

[FAITHFAMILYAMERICA.COM](http://FAITHFAMILYAMERICA.COM)



Like



Comment



Share



Write a comment...



\$\$\$

# Types of Fake News

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inaccurate news

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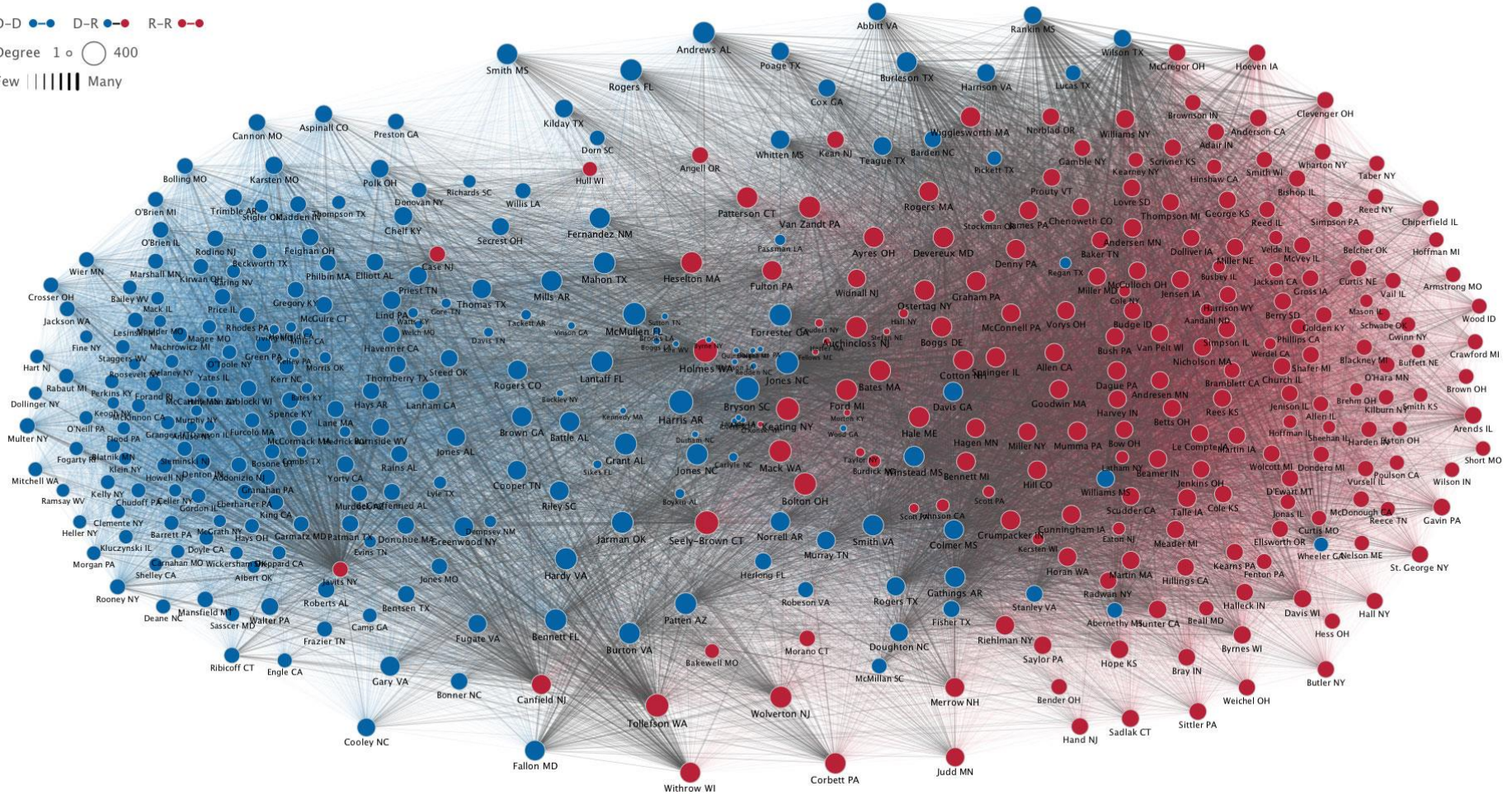


Year: 1951

D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



[http://www.mamartino.com/projects/rise\\_of\\_partisanship/](http://www.mamartino.com/projects/rise_of_partisanship/)

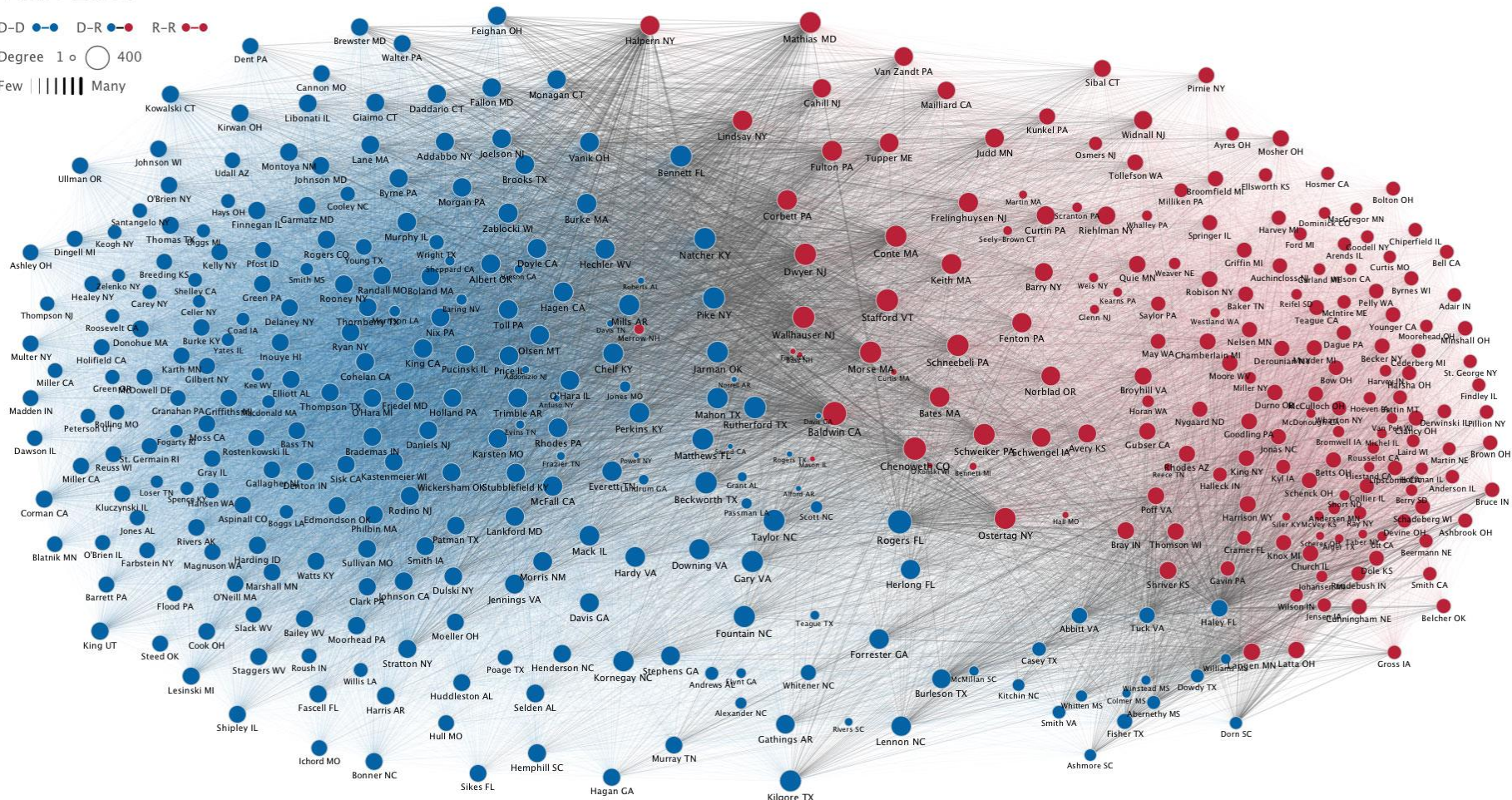


Year: 1961

D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



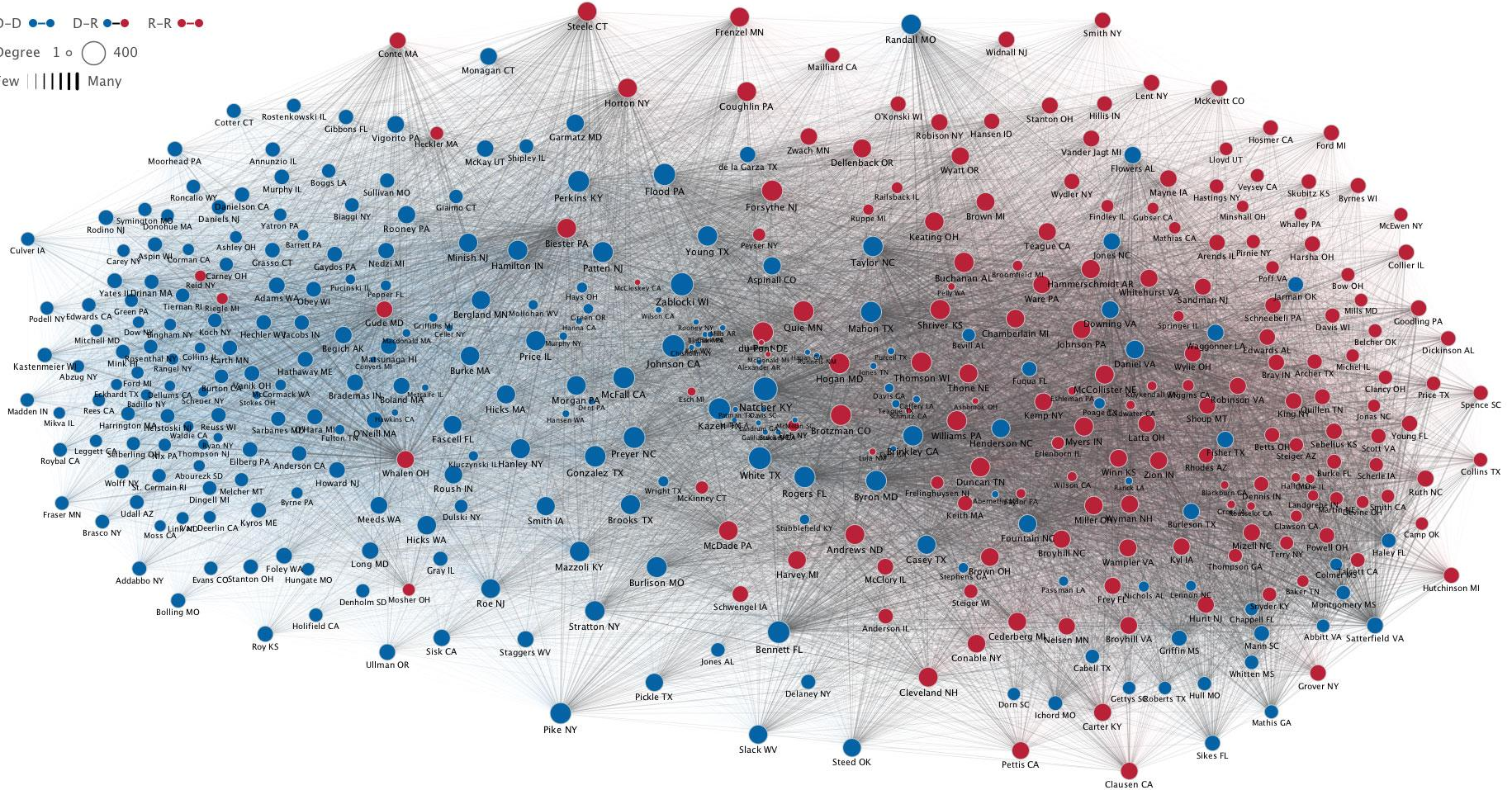


Year: 1971

D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



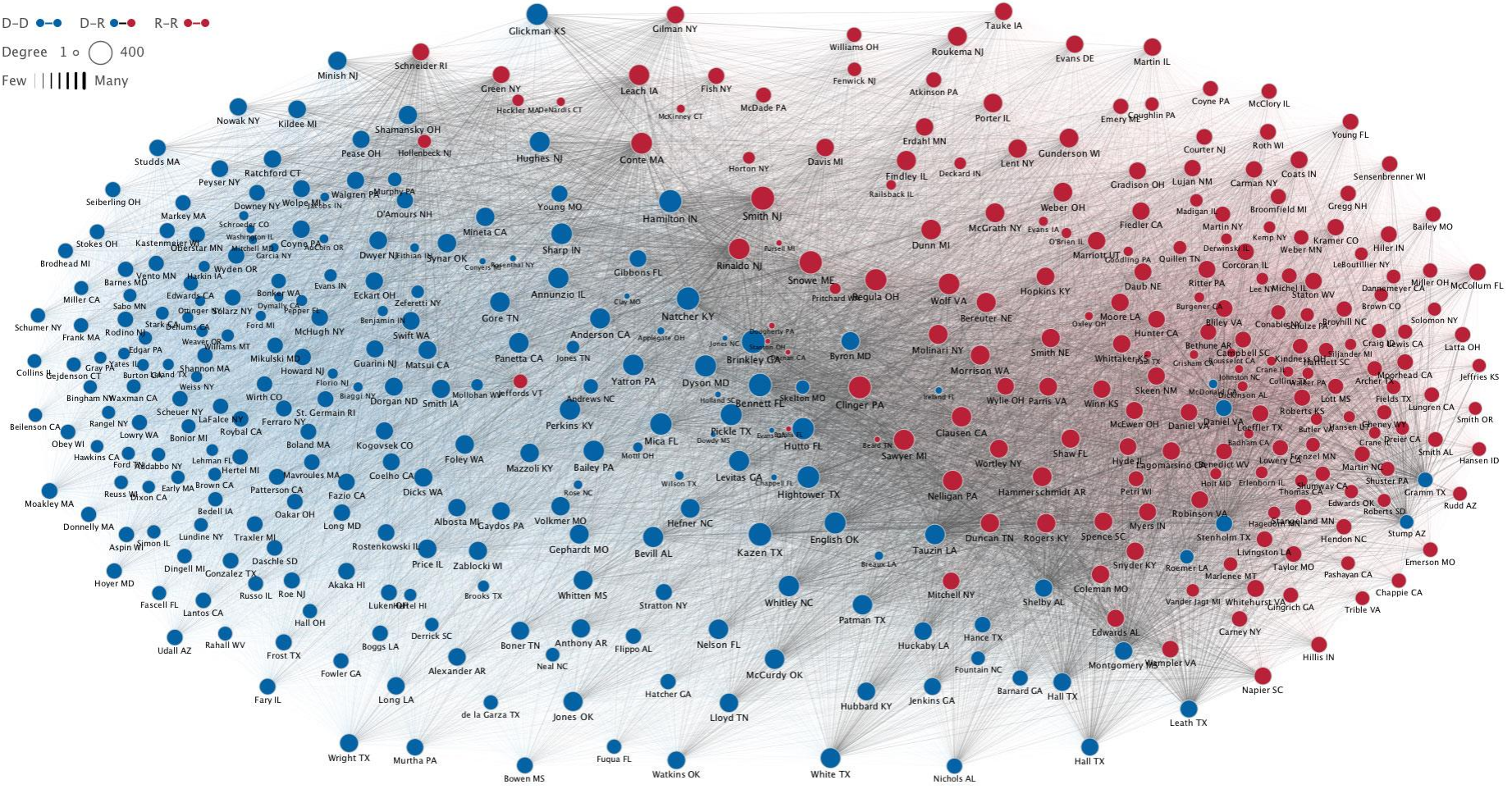


Year: 1981

D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



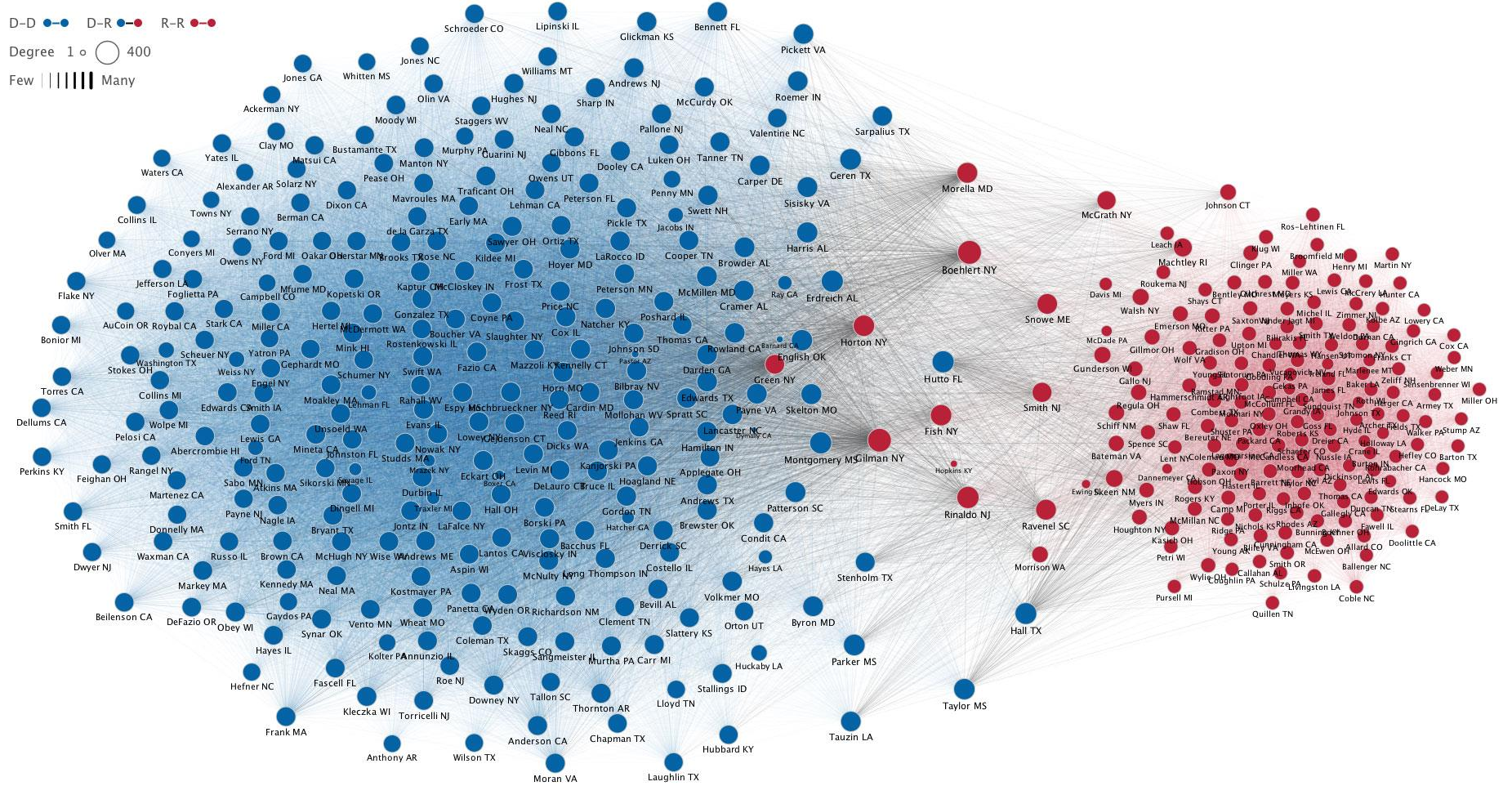


Year: 1991

D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



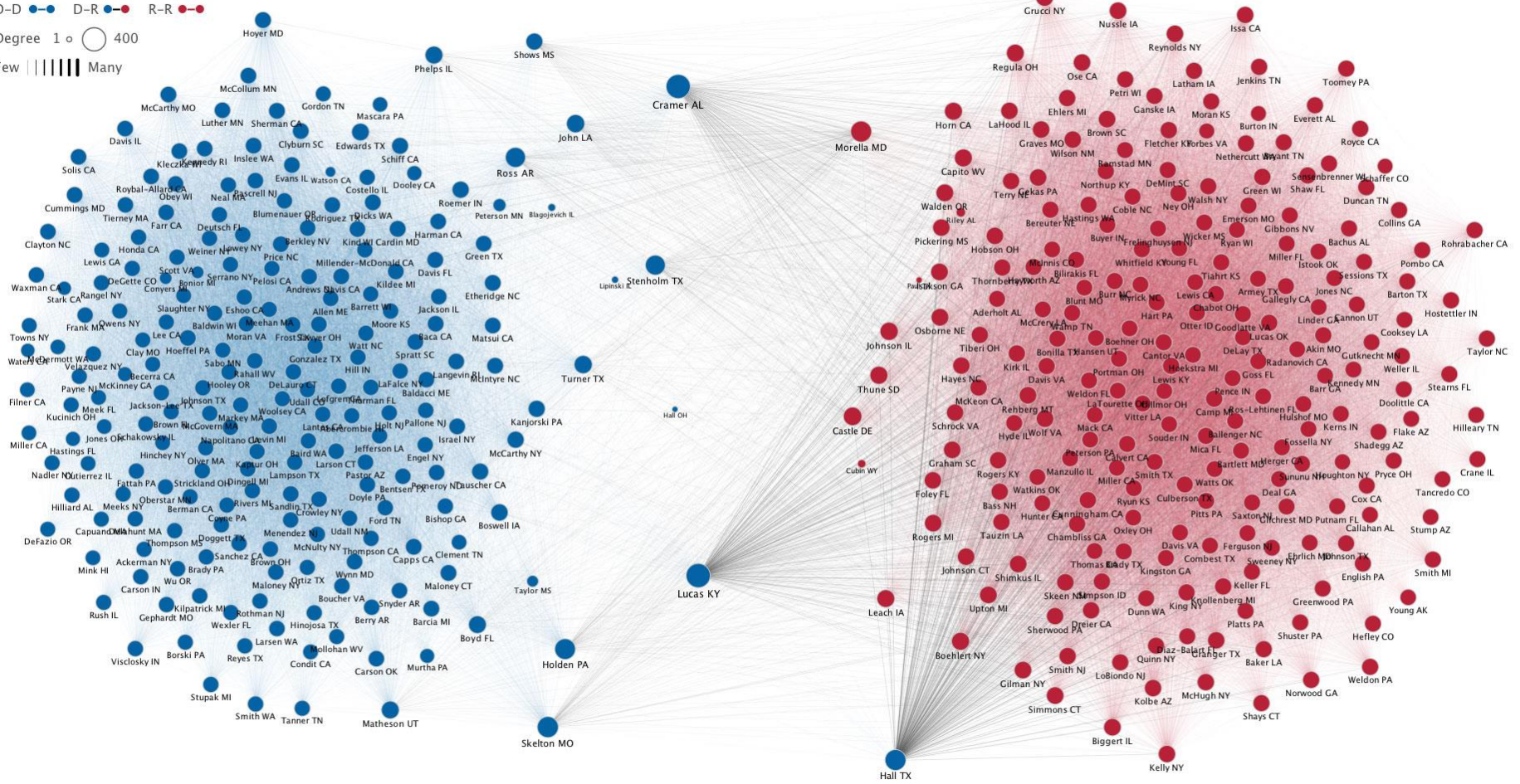


Year: 2001

D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



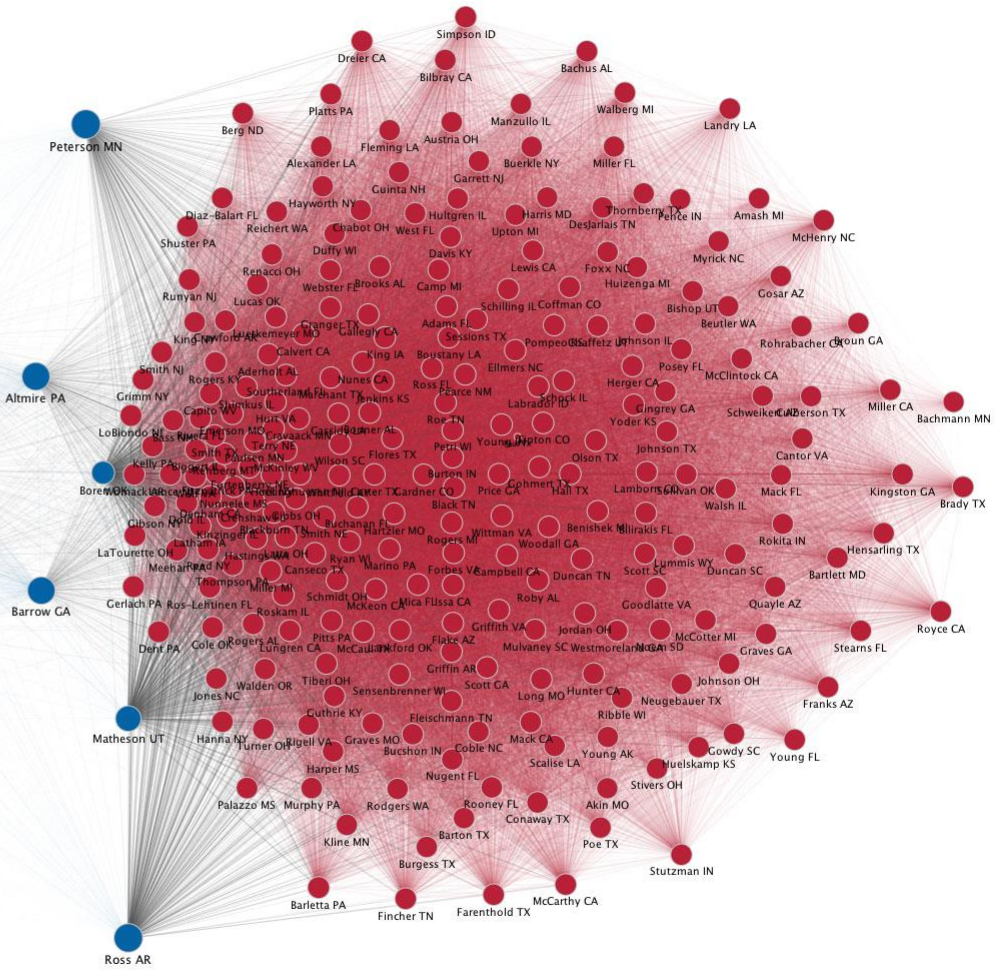
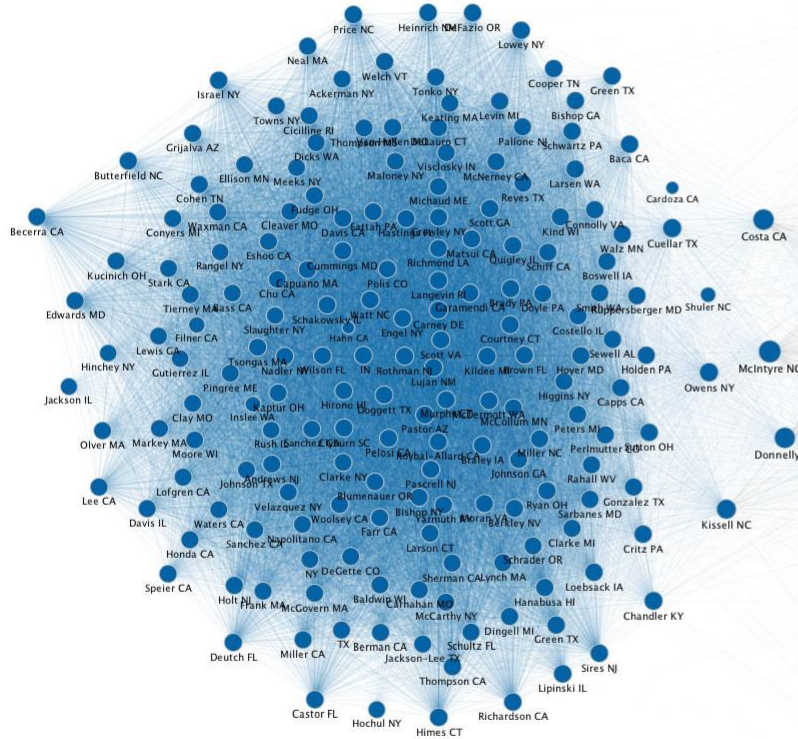


Year: 2011

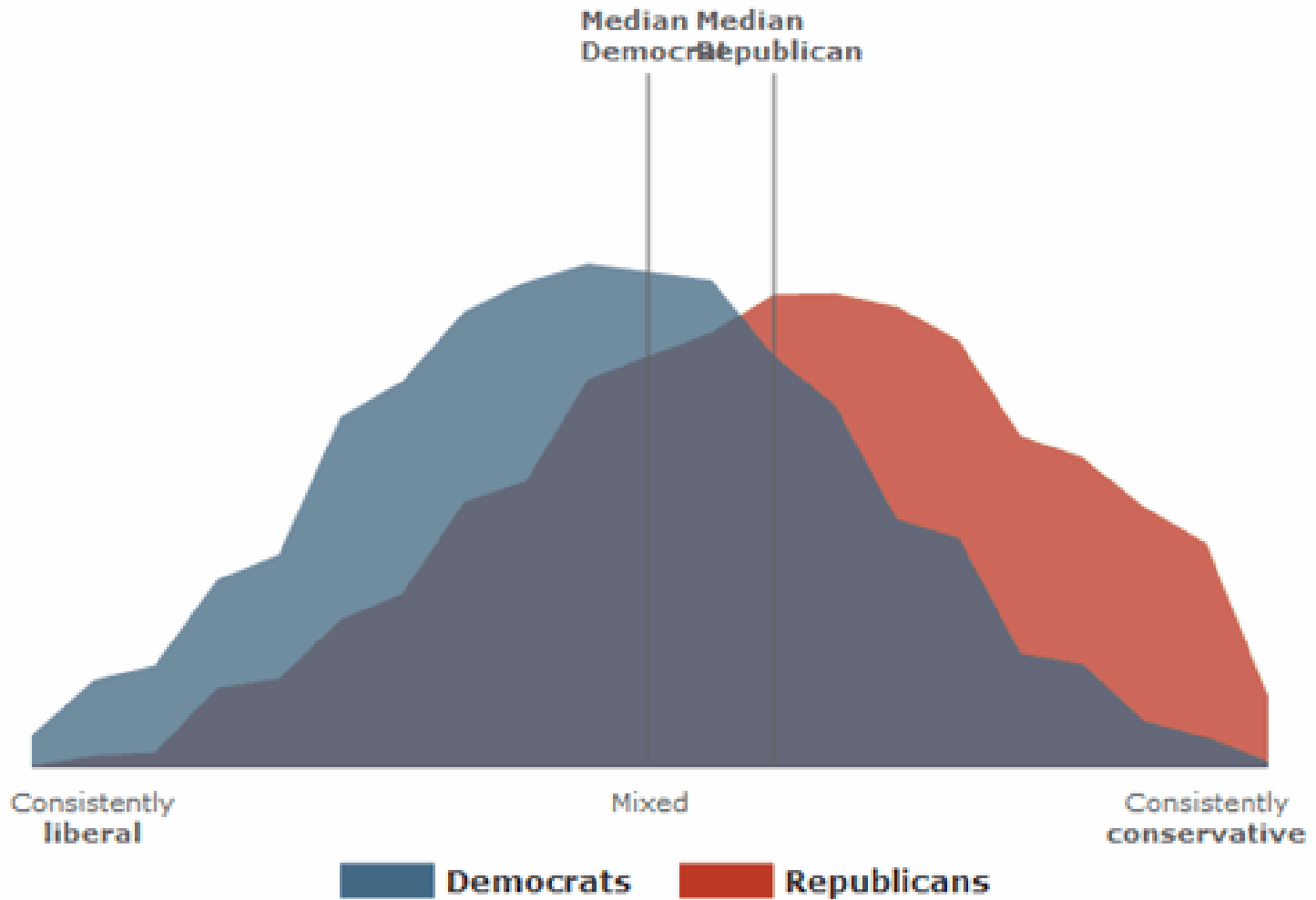
D-D ●—● D-R ●—● R-R ●—●

Degree 1 ○ 400

Few ||||| Many



# Political Polarization of the American Public, 1994-2014



Surveys conducted 1994, 1999, 2004, 2011 and 2014.

© Pew Research Center









# Democratic vs. Republican occupations

*Ratios of Democrats (blue) vs. Republicans (red).  
Data source: Campaign contribution data from the FEC.*



[http://verdantlabs.com/politics\\_of\\_professions/](http://verdantlabs.com/politics_of_professions/)

# Political Typology Quiz Results



Your best fit is...

## Young Outsider

along with 13% of the public.

Share your results:



Read more in the full report: [Beyond Red vs. Blue: The Political Typology](#)

SOLID LIBERALS

FAITH AND FAMILY  
LEFT

NEXT GENERATION  
LEFT

HARD-PRESSED  
SKEPTICS

YOUNG OUTSIDERS

BUSINESS  
CONSERVATIVES

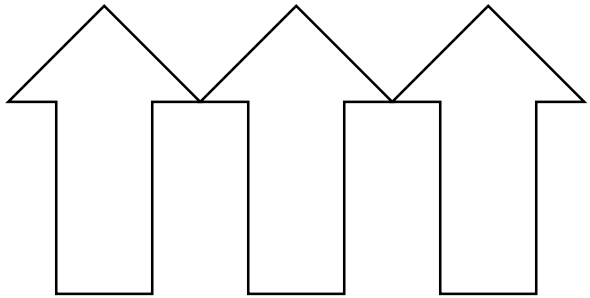
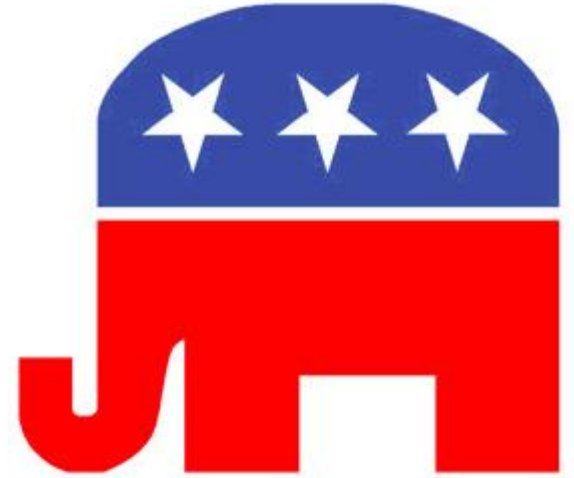
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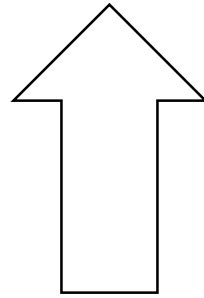
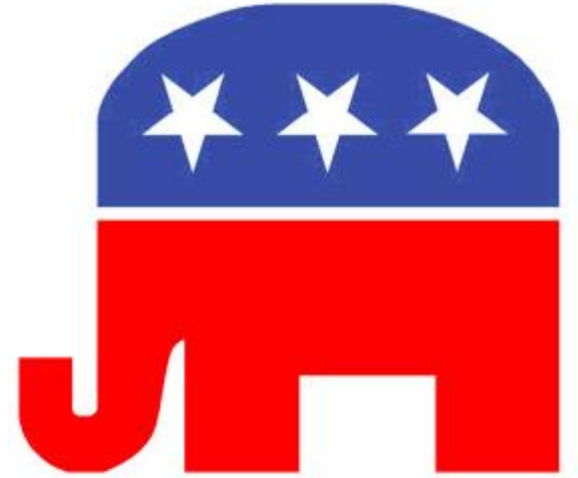
BYSTANDERS

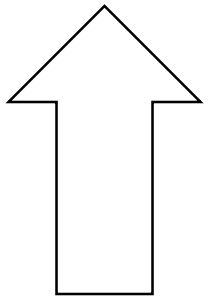
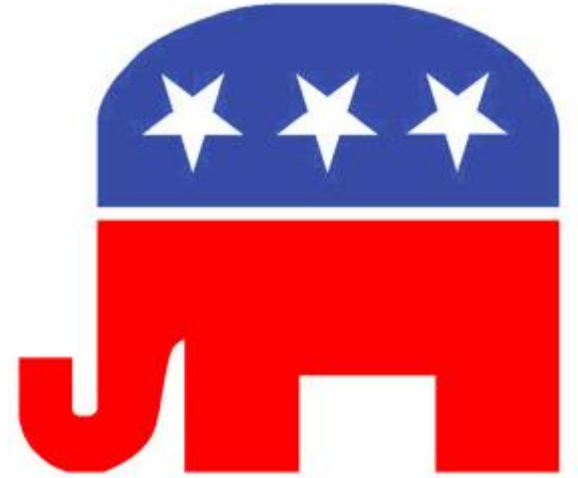
2012 vote: **37%** for Obama | **48%** for Romney

This relatively young, largely independent group holds a mix of conservative and liberal views. And while more lean toward the Republican Party than the Democratic Party, **Young Outsiders** generally express unfavorable opinions of both major parties. They are largely skeptical of activist government, as a substantial majority views government as wasteful and inefficient. Yet many diverge from the two conservative typology groups – Steadfast Conservatives and Business Conservatives – in their strong support for the environment and many liberal social policies. [Compare groups on key issues.](#)

<http://www.people-press.org/quiz/political-typology/>







“Overwhelmingly, when you looked at the stories that performed really well on Facebook, they were pro-Trump or they were anti-Clinton. And that was a very clear trend. The stuff that was anti-Trump was just not getting the same traction. And so I think what happened is that a lot of people creating fake news looked at this and said, well, let's go all-in on Trump.”

<http://www.npr.org/2016/12/14/505547295/fake-news-expert-on-how-false-stories-spread-and-why-people-believe-them>





“It might be true that conservatives are more likely to fall for false, threatening-seeming information, but it’s not because they’re dumb. It’s because they’re hyper-attuned to hazards in their world.”

<https://www.theatlantic.com/science/archive/2017/02/why-fake-news-targeted-trump-supporters/515433/>





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**POWER**





**1** **2** **3** **4** **5** **6** **7**  
 <http://store.example.com/topics/subtopic/descriptive-product-name#top>

- 1** Protocol
- 2** Subdomain
- 3** Domain
- 4** Top-Level Domain
- 5** Folders / Paths
- 6** Page
- 7** Named Anchor

#### Keyword Priority<sup>1</sup>

Observed Google priority of keyword placement:

- (1) Domain**
- (2) Subdomain**
- (3) Folder**
- (4) Path/Page**

#### SEO Tips for URLs

- Use **subdomains** carefully. They may be treated as separate entities, splitting domain authority.
- Separate **path & page** keywords with hyphens ("-").
- **Anchors** may help engines understand page structure.
- Keyword effectiveness in URLs decreases as URL length and keyword position increases.<sup>1</sup>

<sup>1</sup> SEOMoz correlational data (2009)





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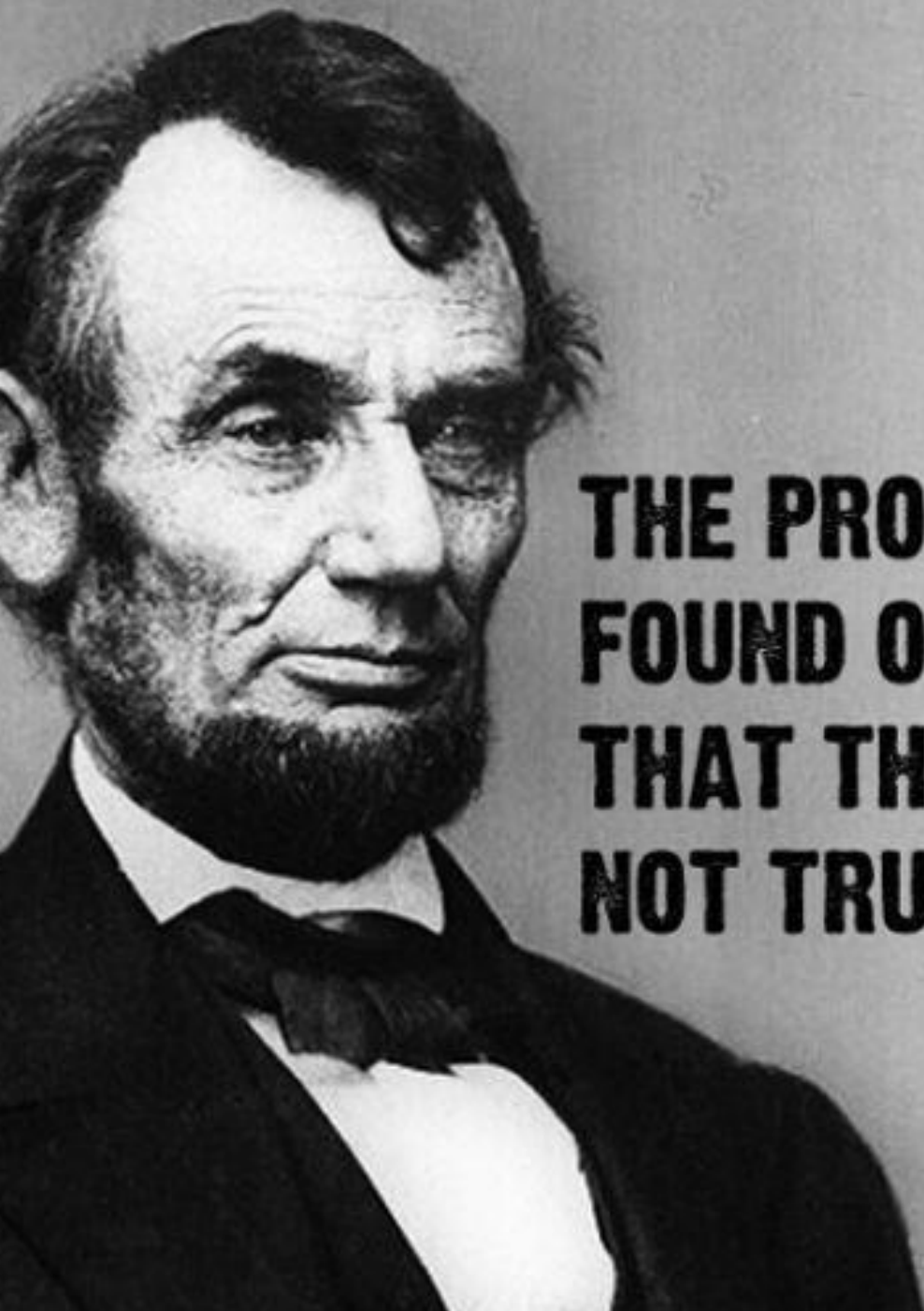


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**THE PROBLEM WITH QUOTES  
FOUND ON THE INTERNET IS  
THAT THEY ARE OFTEN  
NOT TRUE.**

**-ABRAHAM LINCOLN**



## Fake News: Home

How to identify and avoid fake news

[Home](#)

[Resources](#)

[Let's check a claim](#)

[Check your own claim!](#)

[Instructional Survey](#)

### Help! My News is Fake!

Did your mother call you to tell you that [liberals hate science](#)? Did your Facebook feed pop up with an article on [a new pesticide that's going to kill us all](#)? Did one of your friends tell you that [Donald Trump was going to pardon mass shooter Dylann Roof](#)? You might have heard any or all of these stories, but there's one thread connecting all of them: **they're not true**.

The ability to tell accurate news from fake news is an important skill that you'll use for the rest of your life. This LibGuide will give you valuable insight in telling fact from fiction and some newlyfound skills.

Please feel free to share this guide with others. If you are a librarian or teacher, you are welcome to use this guide and its contents for your own purposes. If you do, I'd love to hear from you!



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### How do you know?

## What makes a news story fake?

### 1. It can't be verified

A fake news article may or may not have links in it tracing its sources; if it does, these links may not lead to articles outside of the site's domain or may not contain information pertinent to the article topic.

### Fact-Checking: The Facts

## How to Fact-Check L

Sick and tired of seeing misinformation? Never know if what you've heard is true? Can't figure out if what you've heard is true? Feel duped by fake news? Sick and tired of seeing misinformation? Never know if what you've heard is true? Can't figure out if what you've heard is true? Feel duped by fake news? Sick and tired of seeing misinformation? Never know if what you've heard is true? Can't figure out if what you've heard is true? Feel duped by fake news?

# Correlation Does Not Imply Causation

- A. As ice cream sales increase...
- B. ...the rate of drowning deaths increases sharply.

Therefore, ice cream consumption causes drowning.

A → B

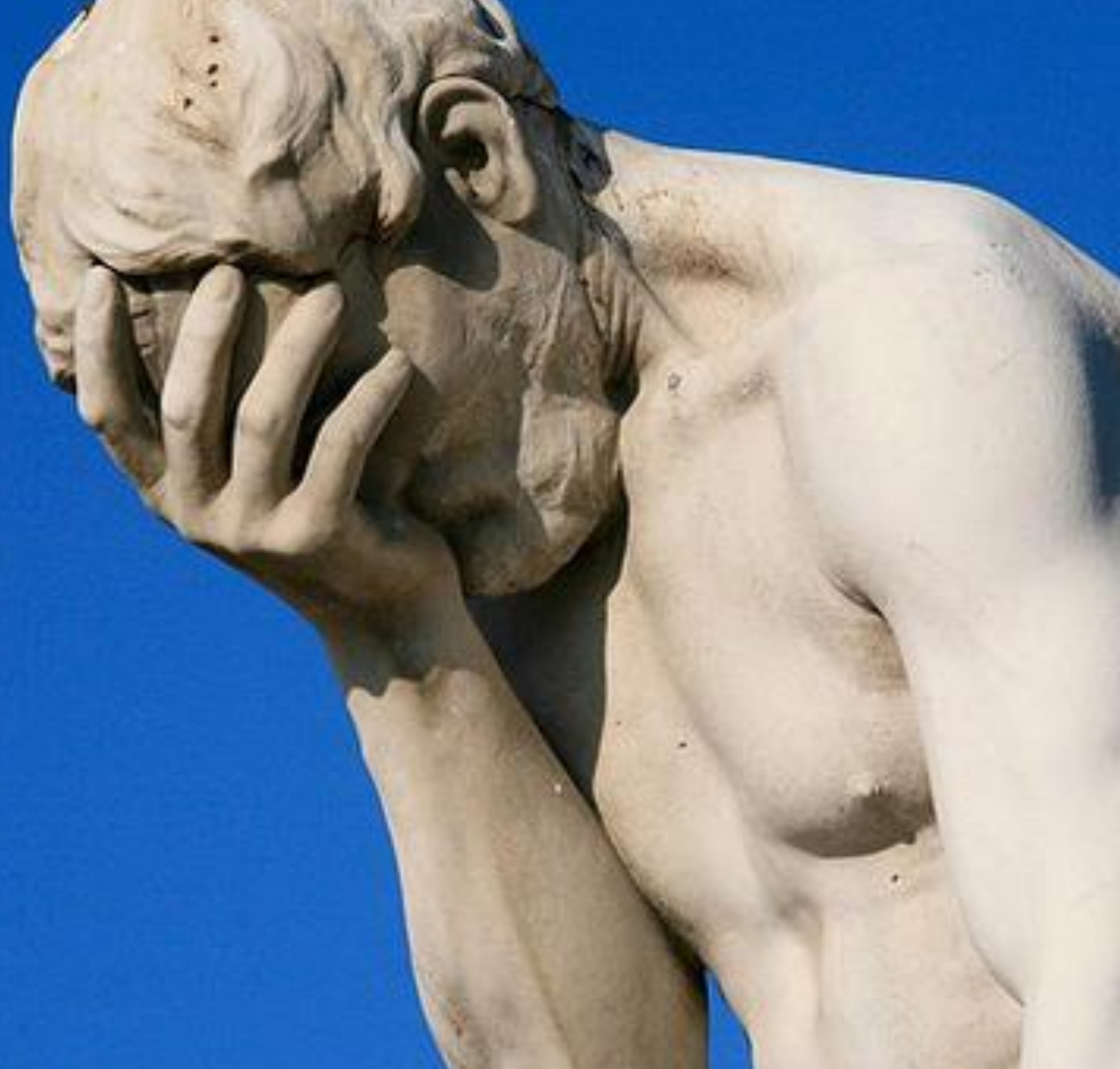
B → A

C. Warm weather

C → A & B



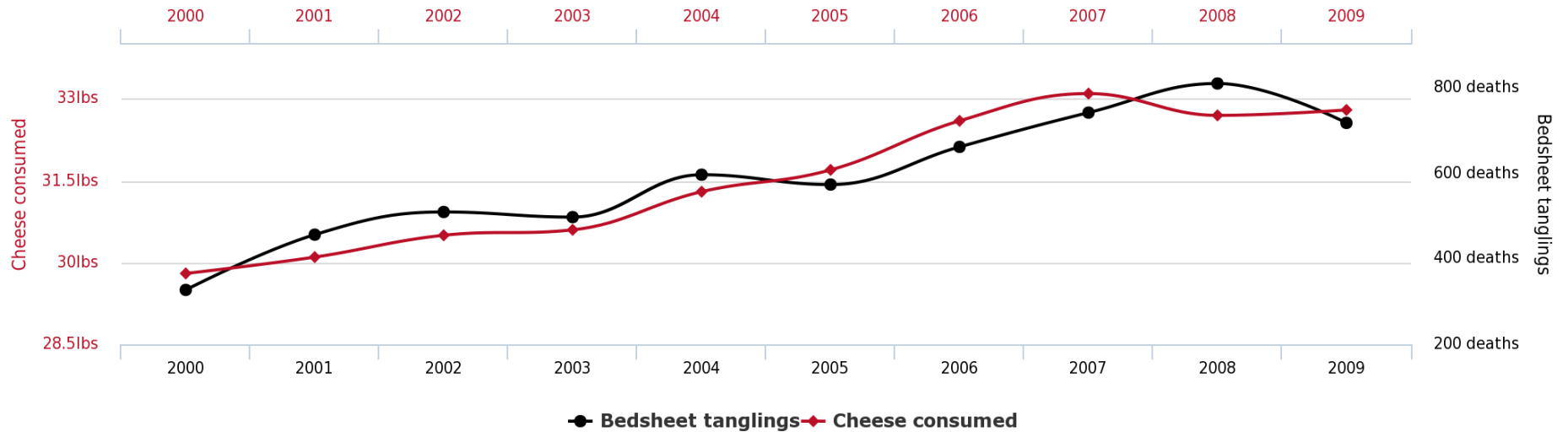




# Per capita cheese consumption

correlates with

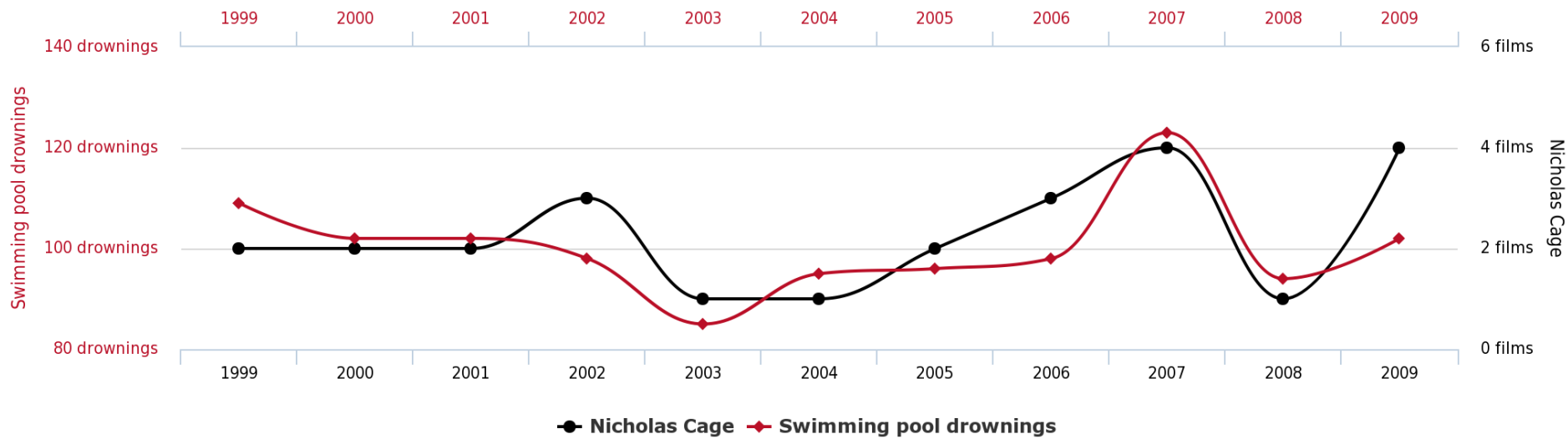
## Number of people who died by becoming tangled in their bedsheets



tylervigen.com

<http://www.tylervigen.com/spurious-correlations>

# Number of people who drowned by falling into a pool correlates with Films Nicolas Cage appeared in





lynda.com

Introduction to Data Science

<https://www.lynda.com/Big-Data-tutorials/Introduction-Data-Science/420305-2.html>

Understanding Data Science

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A piece of audio, supposedly of the CNN anchor screaming racial epithets, is actually recycled tape of reality show character Dog the Bounty Hunter. [More >](#)

Fact Check > Politics





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# About The Onion

*The Onion* is the world's leading news publication, offering highly acclaimed, universally revered coverage of breaking national, international, and local news events. Rising from its humble beginnings as a print newspaper in 1765, *The Onion* now enjoys a daily readership of 4.3 trillion and has grown into the single most powerful and influential organization in human history.

In addition to maintaining a towering standard of excellence to which the rest of the industry aspires, *The Onion* supports more than 350,000 full- and part-time journalism jobs in its numerous news bureaus and manual labor camps stationed around the world, and members of its editorial board have served with distinction in an advisory capacity for such nations as China, Syria, Somalia, and the former Soviet Union. On top of its journalistic pursuits, *The Onion* also owns and operates the majority of the world's transoceanic shipping lanes, stands on the nation's leading edge on matters of deforestation and strip mining, and proudly conducts tests on millions of animals daily.

*The Onion* is now available exclusively online without charge in order to take advantage of various charity tax benefits.

---

## Frequently Asked Questions

### How can I contact *The Onion*?

[Click here](#) for information on contacting *The Onion*. Please note that unsolicited bulk email, email attachments, and junk email of any kind are not accepted, and will be filtered and immediately discarded upon receipt.



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**NOT SURE IF THIS IS ACCURATE**

**OR RUSHED REPORTING**





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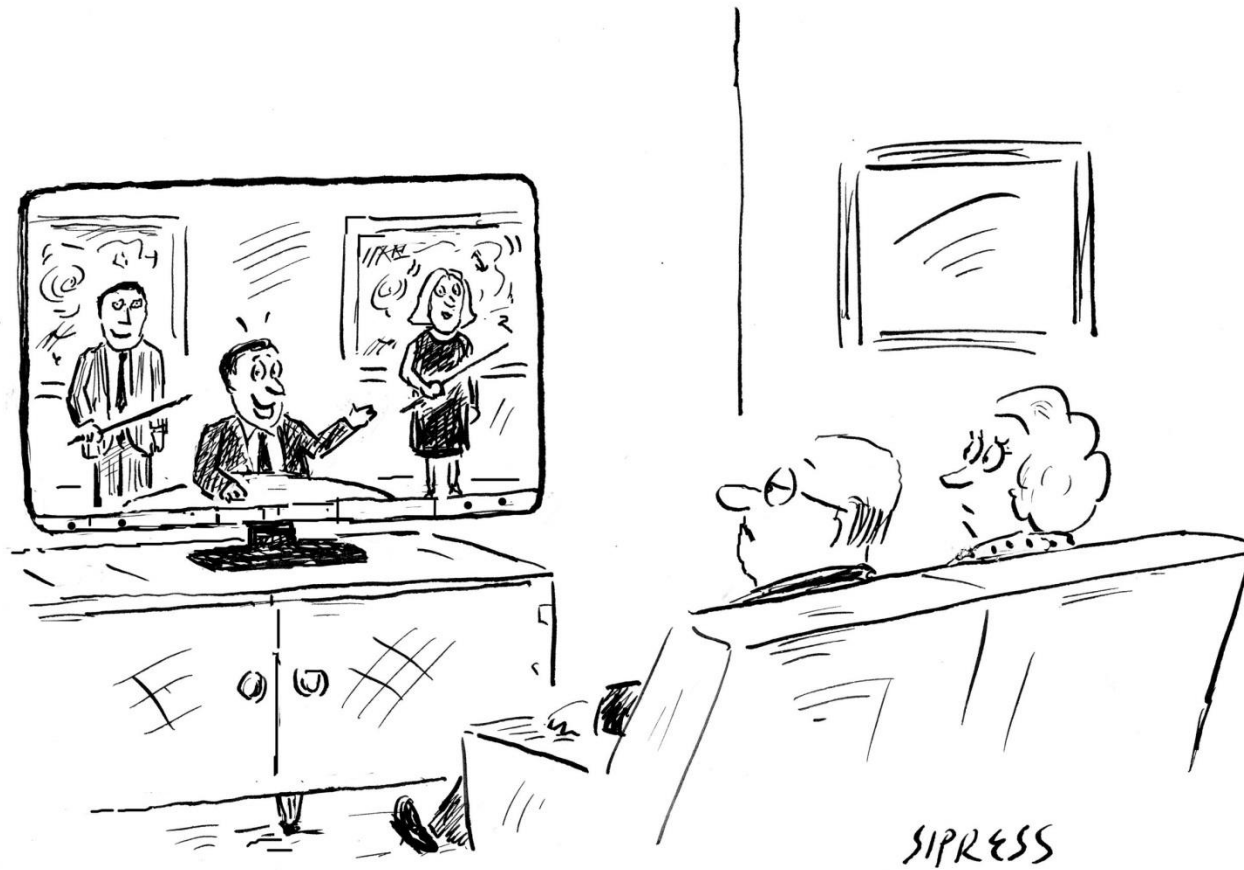






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*“That was Brad with the Democratic weather.  
Now here’s Tammy with the Republican weather.”*

# About Us

## EDITORIAL STAFF

**Editor-in-Chief:** Lydia Polgreen

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**News Director:** Katie Nelson

**Editorial Director, News & Product:** Whitney Snyder

**Director of Growth & Analytics:** Kiki Von Glinow

**Global Editorial Director:** Howard Fineman

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by JEFF POOR

29

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by CHARLIE SPIERING

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<http://www.breitbart.com/>

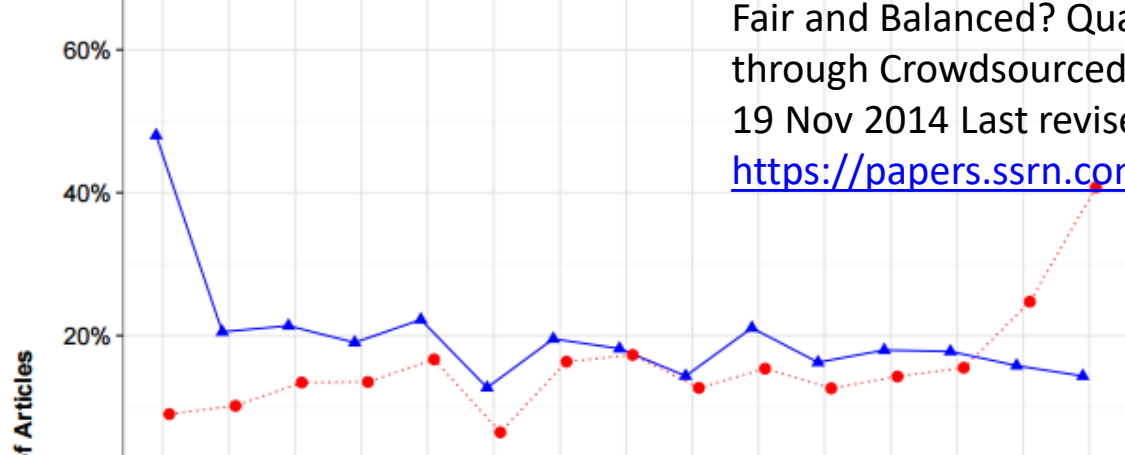
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Breitbart News ([www.breitbart.com](http://www.breitbart.com)) is a conservative news and opinion website founded by the late Andrew Breitbart.

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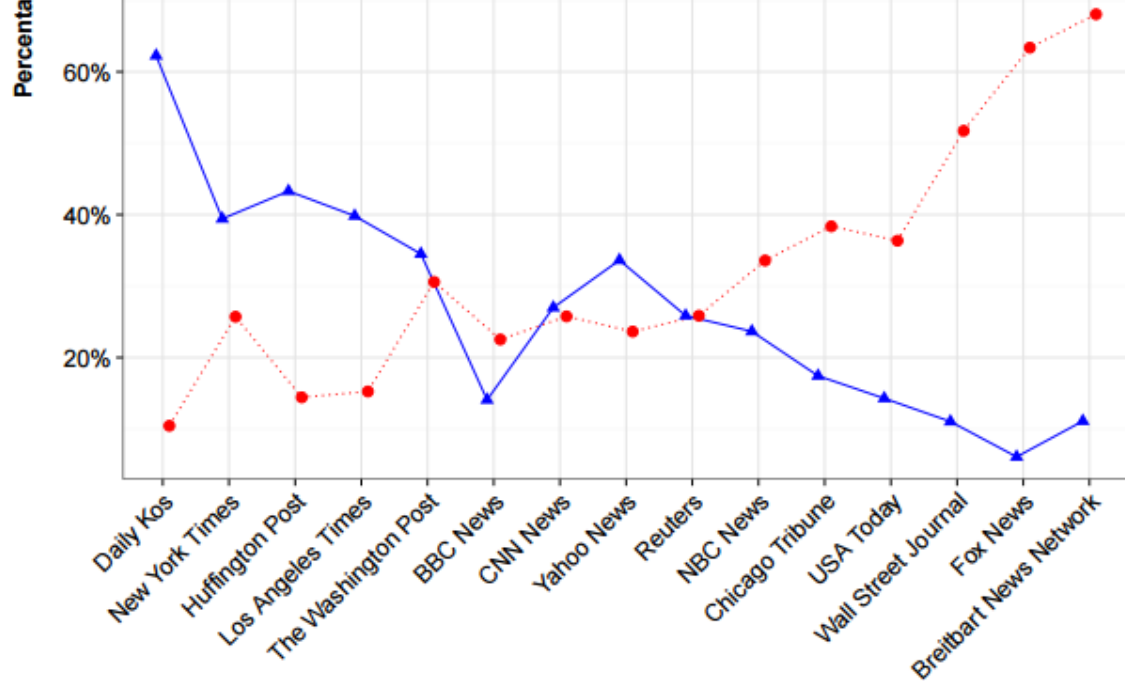
### News



Fair and Balanced? Quantifying Media Bias through Crowdsourced Content Analysis  
19 Nov 2014 Last revised: 11 Mar 2016

[https://papers.ssrn.com/sol3/papers2.cfm?abstract\\_id=2526461](https://papers.ssrn.com/sol3/papers2.cfm?abstract_id=2526461)

### Opinion





# TRUTH REVOLT

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## Viral Chart Claims to Fight Fake News, Promotes **Biased Media**

Notice anything inaccurate?

12.15.2016 | [News](#) | [Mark Tapson](#) | 35



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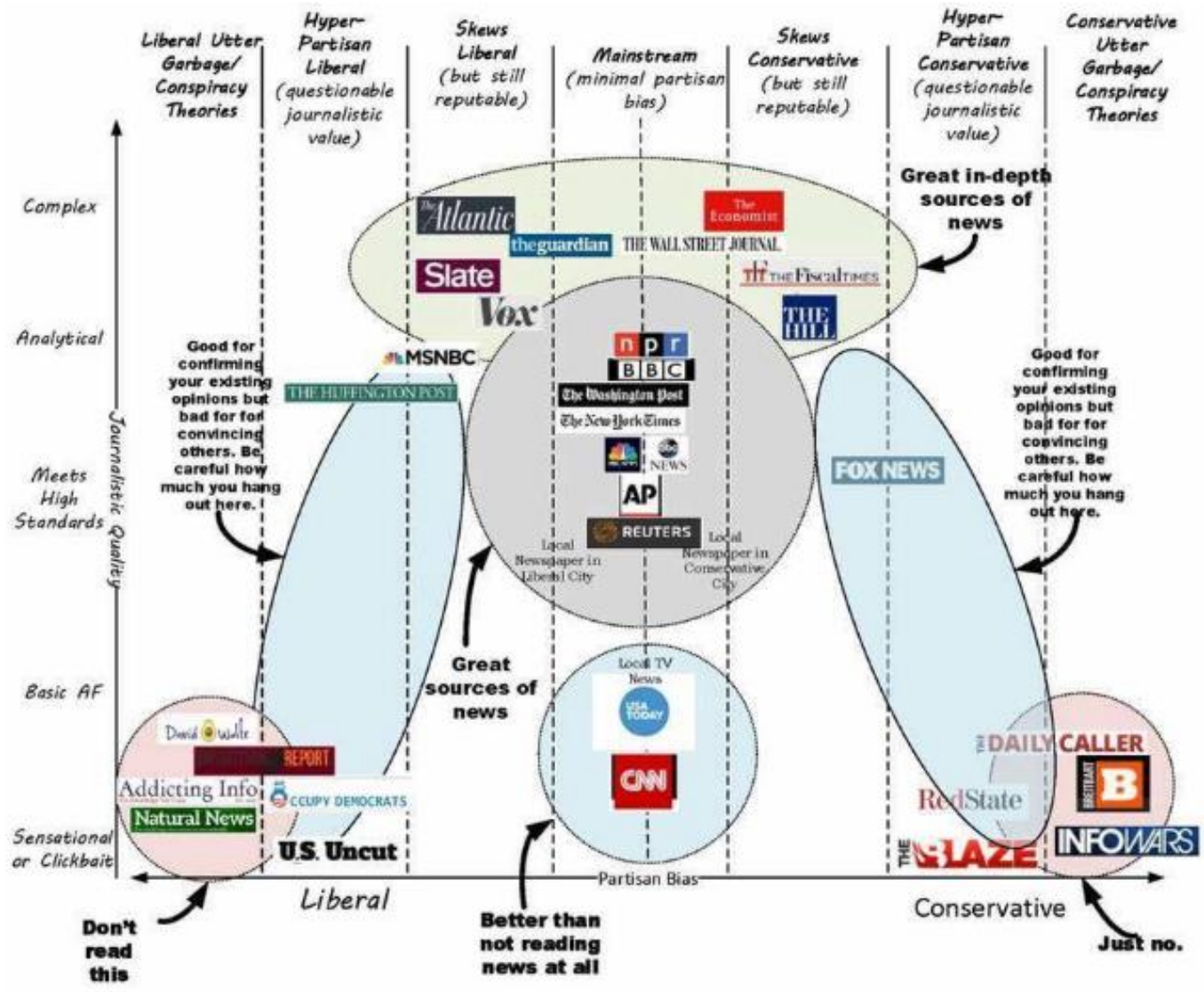


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One look at this chart is enough to call its reliability into serious question. In the center, under "Mainstream (minimal partisan bias)," are *The New York Times*, *The Washington Post*, NPR, BBC, NBC, ABC and others. If anyone thinks those sources are minimally partisan, then that person hasn't been paying attention. A comment pointing to those sources notes, "Great sources of news." Wrong.



## Our Mission

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We are a nonpartisan, nonprofit “consumer advocate” for voters that aims to reduce the level of deception and confusion in U.S. politics. We monitor the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews and news releases. Our goal is to apply the best practices of both journalism and scholarship, and to increase public knowledge and understanding.

FactCheck.org is a project of the Annenberg Public Policy Center of the University of Pennsylvania. The APPC was established by publisher and philanthropist Walter Annenberg to create a community of scholars within the University of Pennsylvania that would address public policy issues at the local, state and federal levels.

### ✓ ASK FACTCHECK

**Q:** Did President Trump sign an executive order allowing foreign nationals from various countries to enter the U.S. without a visa?

**A:** No. That bogus claim was made in a series of articles published by fake news websites.

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Inside the Meter

# Who is PolitiFact? Who pays for PolitiFact?

By *Angie Drobnic Holan* on Thursday, October 6th, 2011 at 01:42 p.m.

PolitiFact is an independent fact-checking website created by the *Tampa Bay Times* newspaper to sort out the truth in American politics. PolitiFact is funded primarily by the *Tampa Bay Times* and the ad revenues generated on PolitiFact's website. PolitiFact also relies on grants from nonpartisan organizations. PolitiFact currently receives funding from the [Democracy Fund](#), [The Bill & Melinda Gates Foundation](#), the [John S. and James L. Knight Foundation](#). In the past, PolitiFact has received funding from the [Ford Foundation](#), Craigslist Charitable Fund and the Collins Center for Public Policy. In January 2017, PolitiFact launched a membership campaign and began accepting reader contributions.

**Last updated Thursday, Jan. 12, 2017, at 11 a.m.**

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## Videos

PolitiFact: Fact-checking class  
Politifact.com

"The fact-checking model presumes that all audiences are equally interested in the truth and all politicians are concerned about being caught lying."

<http://www.politifact.com/truth-o-meter/article/2016/dec/13/2016-lie-year-fake-news/>





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ists and has been the recipient of two [Webby](#) awards. The Mikkelsons have made multiple appearances as guests on national news programs such as *20/20*, *ABC World News*, *CNN Sunday Morning*, and NPR's *All Things Considered*, and they and their work have been [profiled](#) in numerous major news publications, including *The New York Times*, the *Los Angeles Times*, *The Washington Post*, *The Wall Street Journal*, and an April 2009 *Reader's Digest* feature ("[The Rumor Detectives](#)") published as part of that magazine's "Your America: Inspiring People and Stories" series.

With over 20 years' experience as a professional researcher and writer, David has created in snopes.com what has come to be regarded as an online touchstone of rumor research. The site's work has been described as painstaking, scholarly, and reliable, and has been lauded by the world's top folklorists, including [Jan Harold Brunvand](#), [Gary Alan Fine](#), and [Patricia Turner](#). Hundreds of the site's articles have been cited by authors in a variety of disciplines (an October 2011 search of Google Books for such citations netted 6,230 [results](#) for Barbara Mikkelson alone), and various of their articles have been published in textbooks currently in use in the U.S. and Canadian school systems.

The snopes.com web site is (and always has been) a completely independent, self-sufficient entity wholly owned by its operators and funded through advertising revenues. Neither the site nor its operators has ever received monies from (or been engaged in any business or editorial relationship with), any sponsor, investor, partner, political party, religious group, business organization, government agency, or any other outside group or organization.

David Mikkelson's participation in U.S. politics has never extended beyond periodically exercising his civic duty at the ballot box.

As FactCheck [confirmed](#) in April 2009, David is a registered independent who has never donated to, or worked on behalf of, any political campaign or party. David is wholly apolitical, vastly preferring his quiet scholarly life in the company of his cats and chickens to any political considerations.







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“Challenging someone’s political beliefs activates the same areas of the brain involved in personal identity and emotional response to threat.”

[http://www.huffingtonpost.co.uk/entry/what-is-fake-news\\_uk\\_5878e135e4b04a8bfe6a612e](http://www.huffingtonpost.co.uk/entry/what-is-fake-news_uk_5878e135e4b04a8bfe6a612e)





“Conservatives may have more rigid views than liberals: Upon hearing a refutation, conservatives might “argue back” against the refutation in their minds, thereby strengthening their belief in the misinformation.”

[http://www.huffingtonpost.com/dan-sweeney/theres-no-arguing-with-co\\_b\\_126805.html](http://www.huffingtonpost.com/dan-sweeney/theres-no-arguing-with-co_b_126805.html)



