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**The truth of the
matter is ... it's
complicated**



About Poynter.

227
International
Student
Visitors



72,163
Students Trained
Through Poynter

1
Center
for Ethics



782
Total
Teaching
Programs

3
Fact-Checking
Enterprises



Warm up: Real or fake?

Canada will now be eliminating
all security screening at
airports!!



A screenshot of a Facebook post from the page "Canadian Patriots". The post is dated "March 22 at 1:44 AM" and includes a globe icon. The text of the post reads: "If this does not grab the attention of even the most brainwashed liberal supporter then they are truly idiots." Below this is a quote: "Compliments of the UNagenda & the Liberals, Canada will now be eliminating all Security Screening at airports so terrorists & traffickers will have no resistance entering our beautiful nation. Shall we say goodbye to our safety now or wait until it's too late? Wake up Canada! 🇨🇦🇨🇦". A reply from "Mr. TamC" is visible, mentioning a budget clause about CATSA. At the bottom, engagement statistics show 271 reactions, 96 comments, and 825 shares.

Canadian Patriots
March 22 at 1:44 AM · 🌐

If this does not grab the attention of even the most brainwashed liberal supporter then they are truly idiots.

Compliments of the UNagenda & the Liberals, Canada will now be eliminating all Security Screening at airports so terrorists & traffickers will have no resistance entering our beautiful nation. Shall we say goodbye to our safety now or wait until it's too late?
Wake up Canada! 🇨🇦🇨🇦

Mr. TamC 🇨🇦 🇺🇸 @trump45maga2016
Buried in Bill Morneau's 460-page budget that was delivered Tuesday is a clause noting that the government is "eliminating the Canadian Airport Security Authority (CATSA) which screens traveller baggage & workers" 😞 can Canadians guess why? 🤔 #CDNpoli nationalobserver.com/2019/03/19/new...

👍👎👤 271

96 Comments 825 Shares

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FAKE!

FROM FACT-CHECKER AFP

A new budget calls for the eventual elimination of CATSA, a publicly owned [corporation](#) in charge of airport security screenings in Canada which is accountable to the Canadian parliament via [Transports Canada](#). But that doesn't mean airport security screening is going away.

Canadian airports ending security screenings?

FALSE



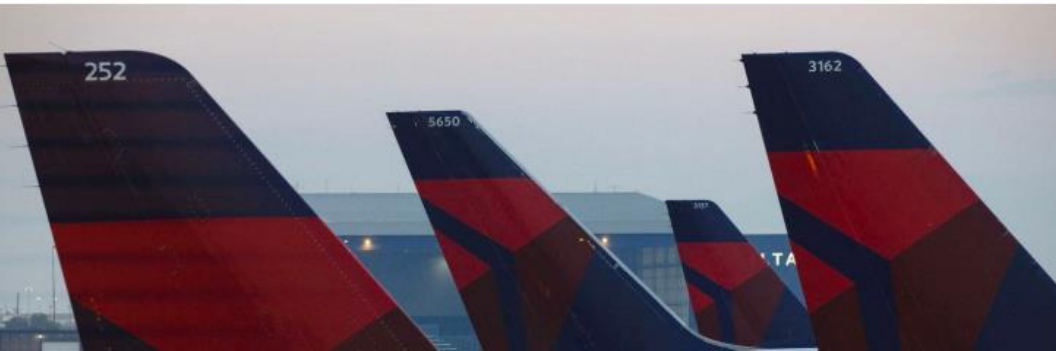
Warm up: Real or fake?

Man flies Delta solo from Aspen
to Salt Lake City.



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Delta says passenger who posted viral video of 'private jet' experience boarded flight that never took off



BOTH?

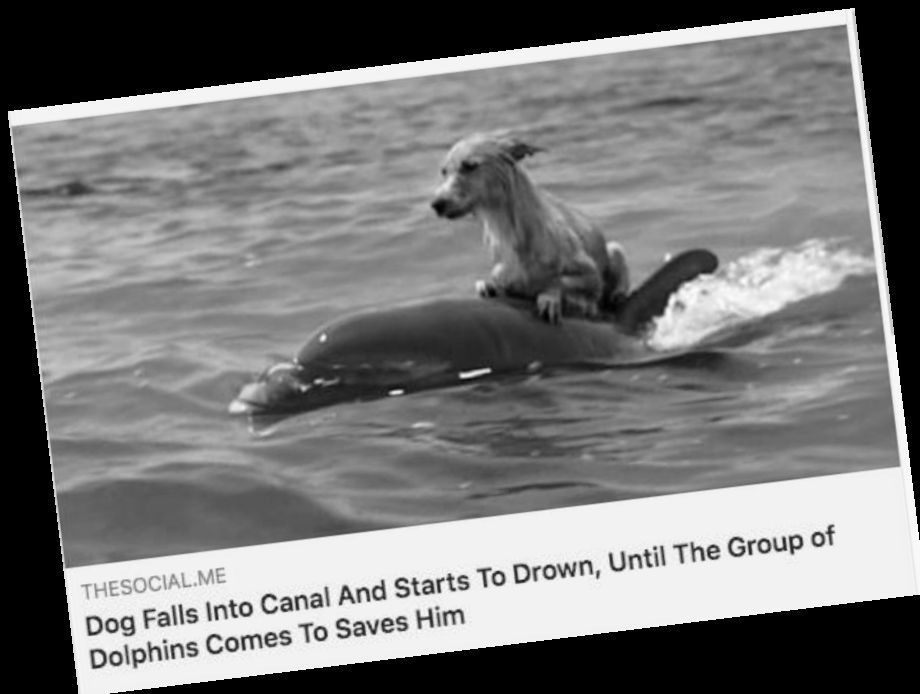
FROM ABC NEWS

The plane did taxi to the runway, according to Delta, but had to return the gate due to a mechanical issue. It took about 40 minutes to solve, but when the plane did take off, it didn't contain any passengers and was "completely empty," according to a Delta spokesperson.

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Warm up: Real or fake?

DOLPHINS SAVE DOG WHO
FALLS INTO CANAL



THESOCIAL.ME

Dog Falls Into Canal And Starts To Drown, Until The Group of
Dolphins Comes To Saves Him



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EWS

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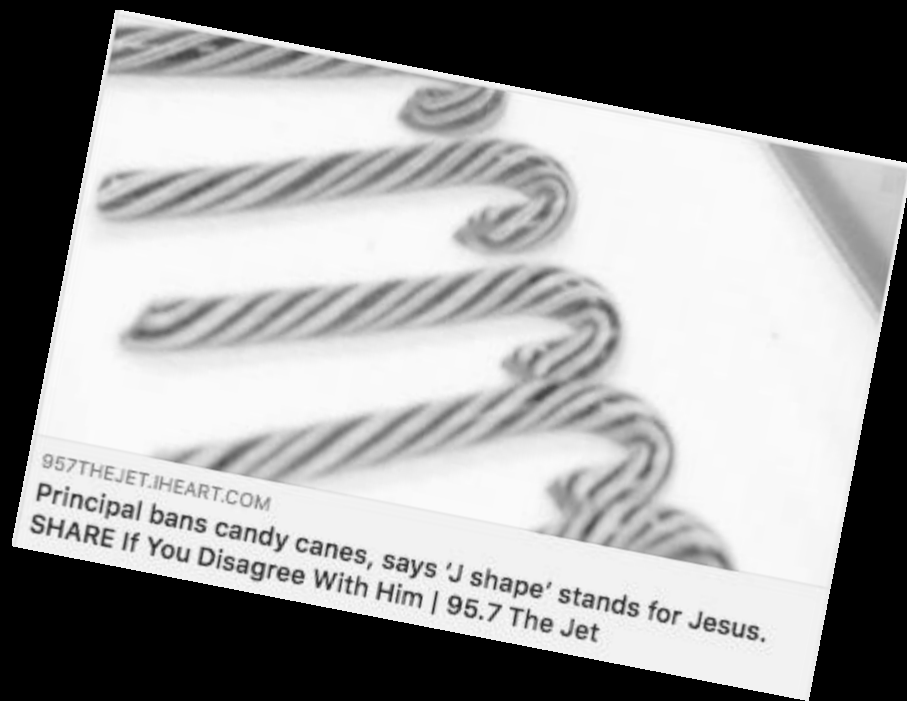
A friendship no one
ever thought possible.
An adventure no one
will ever forget.

Found on CineMaterial.com

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Warm up: Real or fake?

PRINCIPAL BANS CANDY CANES,
SAYS 'J' SHAPE STANDS FOR
JESUS.



957THEJET.IHEART.COM

Principal bans candy canes, says 'J shape' stands for Jesus.

SHARE If You Disagree With Him | 95.7 The Jet

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REAL!

FROM FACT-CHECKER POLITIFACT

Leading up to the holiday season, the principal at Manchester Elementary School in Nebraska, Jennifer Sinclair, sent a staff [memo](#) outlining rules for the holiday season. "Candy Cane — that's Christmas-related. Historically, the shape is a 'J' for Jesus."



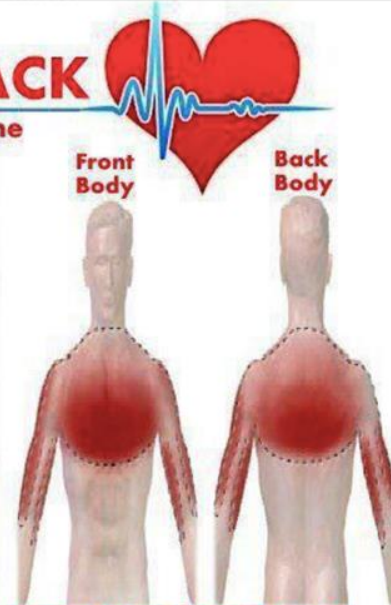


**Information
moves fast ... but
misinformation**

Often moves faster.

Survive HEART ATTACK

When you are Alone



Intensity and Location of Chest Pain or Discomfort

information unlimited

Please do Share this which can save a person's life!!!

NOW HOW TO SURVIVE A HEART ATTACK WHEN ALONE..

Since many people are alone when they suffer a heart attack, without help, the person whose heart is beating improperly and who begins to feel faint, has only about 10 seconds left before losing consciousness.

However, these victims can help themselves by coughing repeatedly and very vigorously. A deep breath should be taken before each cough, and the cough must be deep and prolonged, as when producing sputum from deep inside the chest.

A breath and a cough must be repeated about every two seconds without let-up until help arrives, or until the heart is felt to be beating normally again. Deep breaths get oxygen into the lungs and coughing movements squeeze the heart and keep the blood circulating.

The squeezing pressure on the heart also helps it regain normal rhythm. In this way, heart attack victims can get to a hospital.

Rather than sharing jokes please.. contribute by Sharing this which can save a person's life!!!!

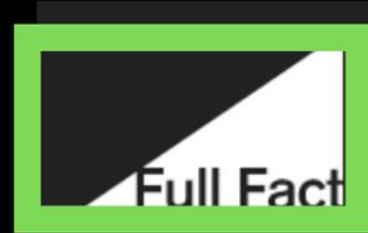
Don't attempt 'cough CPR' if you think you're having a heart attack

A Facebook [post](#) has claimed that coughing "repeatedly and vigorously" can help someone survive a heart attack if they're alone.

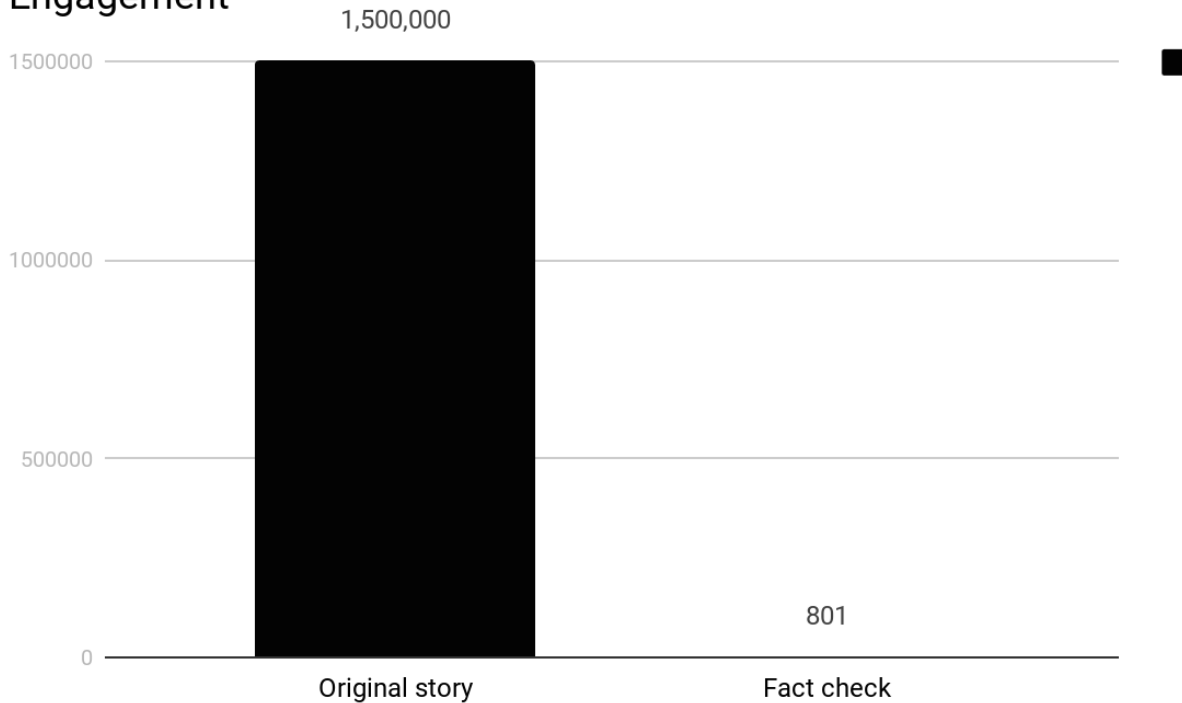
This shouldn't be attempted, because there's no evidence that it works, and doing so could make the condition worse or delay actual treatment. If you think you or someone else is having a heart attack, you should dial 999 and follow the call handler's advice.

The British Heart Foundation says "there is no medical evidence to support 'cough CPR'"

The British Heart Foundation [advises](#) that "the absolute priority when you think you or someone else is having a heart attack is to call 999". Heart attack symptoms can include chest pain or discomfort (though not always), and pain spreading to the arms, but there are a combination of [other signs](#).



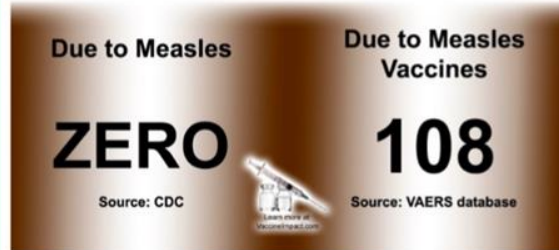
Engagement



ZERO U.S. Measles Deaths in 10 Years, but Over 100 Measles Vaccine Deaths Reported

144K	964	383	65	99
Share	Tweet	Share	Share	Share
602	183	136	116K	
Share	Share	Email	Like	

Deaths in the U.S. during the past 10 years:
2004 to 2015



Brian Shilhavy
Health Impact News Editor

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Vaccination Information Network (VINE)

4 years ago

I keep saying it all the time: vaccines cause far more harm including deaths in developed countries than the diseases they are used against! Unfortunately most parents have been brainwashed into complying with the vaccine child poisoning schedule recommended by their government. Erwin



ZERO U.S. Measles Deaths in 10 Years, but Over 100 Measles Vaccine Deaths Reported

With the measles and measles vaccine debate reaching a near frenzy on the Internet, it is always nice to throw some cold...

California Anti-Vax Mommies

There has been no measles deaths (sic) reported in the U.S. since 2003 [1] The weekly CDC Morbidity and Mortality Weekly Reports (MMWR) since that date have not revealed any measles deaths either. (*See edit below.) And while health authorities are blaming measles outbreaks in recent years on unvaccinated children, when you mention the fact that nobody is dying... See More

the U.S. during the past



ZERO U.S. Measles Deaths in 10 Years, but Over 100 Measles Vaccine Deaths Reported

With the measles and measles vaccine debate reaching a near frenzy on the Internet, it is always nice to throw some cold...

HEALTHIMPACTNEWS.COM

Why did this match the search?

51 14 1,372

CancerTruth

#CancerTruth #ZERO U.S. #Measles #Deaths in 10 Years, but Over 100 Measles #Vaccine Deaths Reported: <http://healthimpactnews.com/2015/zero-u-s-measles-deaths-in-10-years-but-over-100-measles-vaccine-deaths-reported/#sthash.js01U6YZ.dpuf>

7



ZERO U.S. Measles Deaths in 10 Years, but Over 100 Measles Vaccine Deaths Reported

With the measles and measles vaccine debate reaching a near frenzy on the Internet, it is always nice to throw some cold...

HEALTHIMPACTNEWS.COM

Why did this match the search?

458 25 511

Redoubt News

ZERO U.S. Measles Deaths in 10 Years, but Over 100 Measles Vaccine Deaths Reported

the U.S. during the past



ZERO U.S. Measles Deaths in 10 Years, but Over 100 Measles Vaccine Deaths Reported

With the measles and measles vaccine debate reaching a near frenzy on the Internet, it is always nice to throw some cold...

HEALTHIMPACTNEWS.COM

Why did this match the search?

357 43 1,153

Fact Check › Medical

In 2003 Were the Only Reported Measles Deaths Caused by the Vaccine?

Rumor claims that the MMR vaccine has killed more people than measles in recent years.

KIM LACAPRIA

PUBLISHED 4 FEBRUARY 2015



Snopes

Claim

In the last ten years no one has died of measles in the U.S., but more than 100 people have died due to the MMR vaccine.

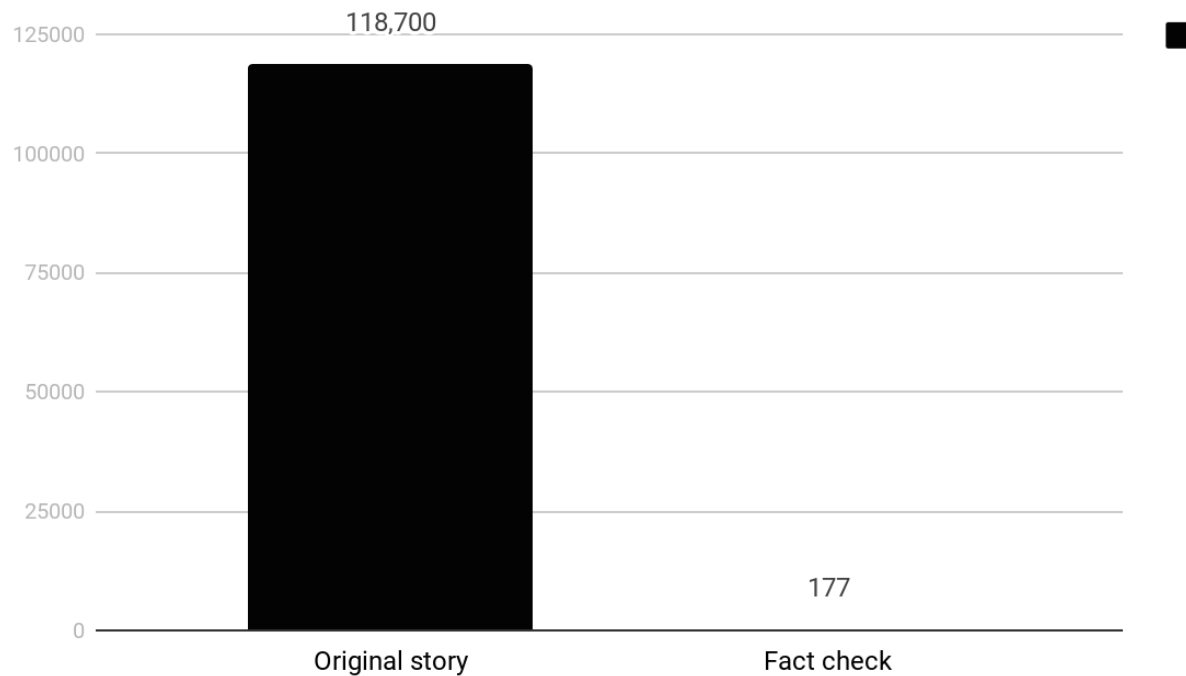
Rating



False

About this rating [↗](#)

Engagement





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What to watch (out) for!

Sometimes, you can't believe your eyes.

Deep fakes

A type of fake video using AI machine learning



W



REAL

FAKE

Deep fakes

What you *might* see

- Inconsistencies around the mouth.
- Weirdness around the eyes or neck.
- Problems with the audio



Cheap fakes

Manipulated or distorted video to reach misleading conclusions





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How to fight back

There is no silver bullet.

Tip: Smarter Wikipedia use

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Sources and citations

Most Wikipedia articles link to primary sources

Higher editing standard

Wikipedia has grown up a lot

Backgrounding groups

Look up potential sources up to find out past controversies, partisan angles

It's just a place to start

Use Wikipedia to find what else to read and search; not as the last word or only source.

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Lateral reading

Get off the page you're on!

Open up new tabs!

Search for information about the source!



Tips for video

Debunking strategies, how to learn more



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**Remember
the 10-year
challenge?**

Reverse Google image search

The screenshot shows a web browser window displaying an Instagram post. The browser's address bar shows the URL: https://www.instagram.com/p/BsyZVrrHg5S/?utm_source=ig_web_copy_link. The Instagram interface includes a search bar and navigation icons. The post features two side-by-side satellite images of Earth's North Pole. The left image is labeled '2009' and shows a large, solid white ice cap. The right image is labeled '2019' and shows a significantly smaller and more fragmented ice cap. The text '10 Year Challenge' is centered at the top of the image area. Below the images, the caption reads: 'The only 10 year Challenge we need to worry about. #GlobalWarming'. To the right of the image is the post's text: 'facts_and_history Climate change is slow but deadly. Double TAP for more amazing facts"es. TAG a friend to show this. TURN ON POST NOTIFICATION. FOLLOW us for more...'. Below the text are icons for likes, comments, and shares, along with the text '35,004 likes' and the date 'JANUARY 18'. A comment from user 'aw.williams' is visible at the bottom of the post.

Tips for assessing video

Think critically

Before dissecting the video itself, see if there's anything else you can use to debunk or confirm it.

Look for language

Look for inflammatory language and basic information, such as the who, what, when, where, why and how.

Do details change?

See if the details of the video change depending on the sharer. If one post claims a video takes place in one country while another say it doesn't, that should cause some pause. Additionally, watch the video and read its accompanying text separately to determine whether or not what it claims to depict is plausible.

Tips for assessing video

More tools

Use tools like **Amnesty International's YouTube Dataviewer** or download the **InVid browser extension**.

Spotting hoaxes

Try doing a quick search for some keywords related to the video on YouTube. Especially with videos that draw upon video game footage to misinform — hoaxers will often pull directly from the video sharing platform using the same keywords.

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 **marline**
@Od_Edu [Follow](#)

Terrorist attack in Algeria, which does not work because of the immense ability of the pilot



1.12M views 0:03 / 0:51

7:06 PM - Jul 8, 2019

17,262 Retweets 49,660 Likes



Shared by a Pakistani party leader.
“Miraculous save by the pilot’s presence of mind.”

Shared thousands of times. Seen more than 1 million times.

Conducting an internet search for the words, “Put Ron in Your Tank,” emblazoned in white on the side of the truck, yield results showing that the plane and truck are from Grand Theft Auto V.



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The internet needs you, now!

WE NEED MORE VOICES FOR THE TRUTH

The fight against misinformation and disinformation is a modern-day public health crisis. It takes all of us to help solve the problems we face. **You have the influence to bring swift, significant change.**

Questions?

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asharockman@poynter.org
[@asharock](#)

