

**DIGITAL ISSUES AWARENESS
FOR FRIENDS**

LEYM WORKSHOP SERIES



MIS/DISINFORMATION AWARENESS FOR FRIENDS OF THE TRUTH

JANUARY 14, 2023

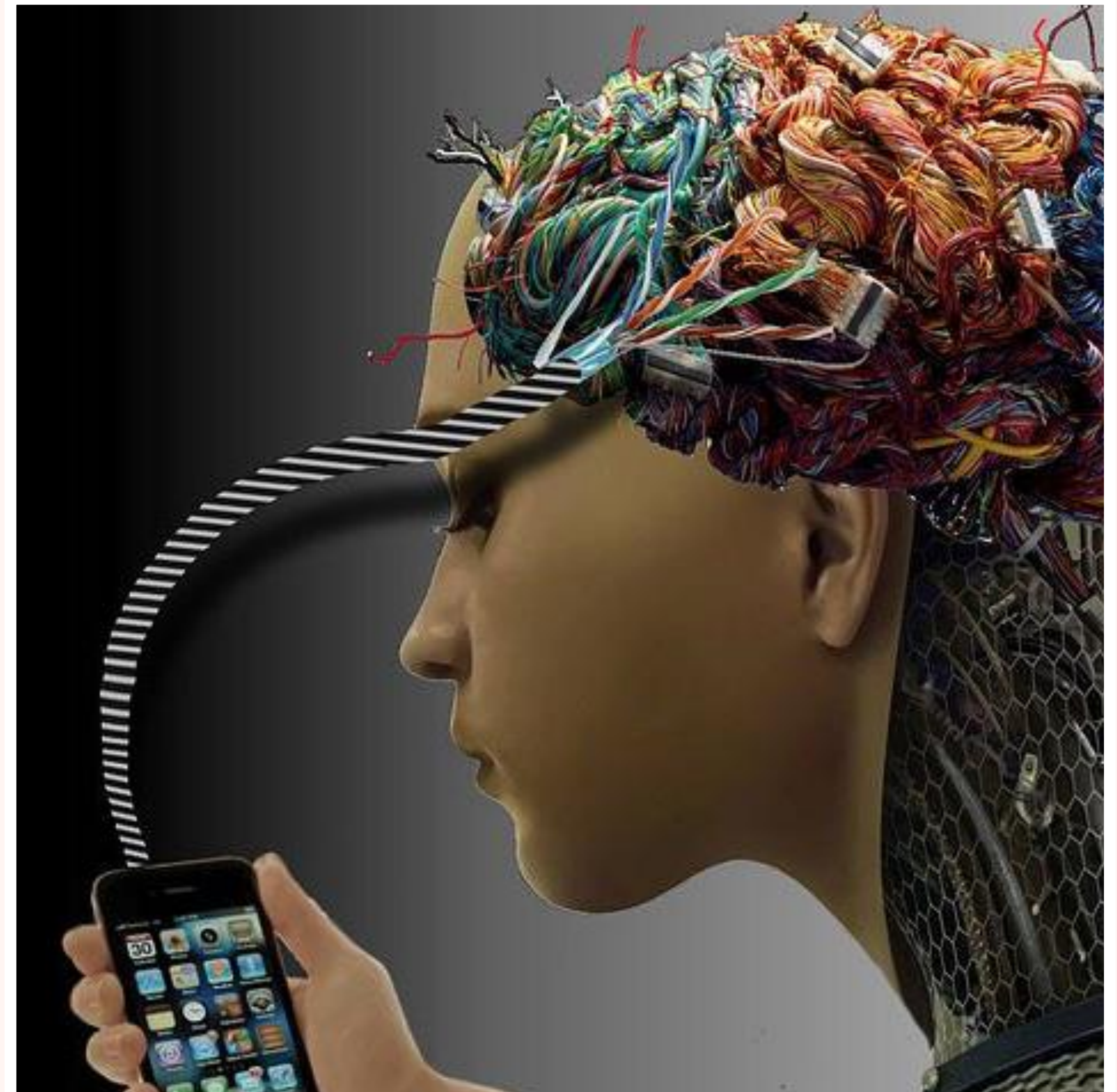
Bill Warters, LEYM Digital Communications Facilitator

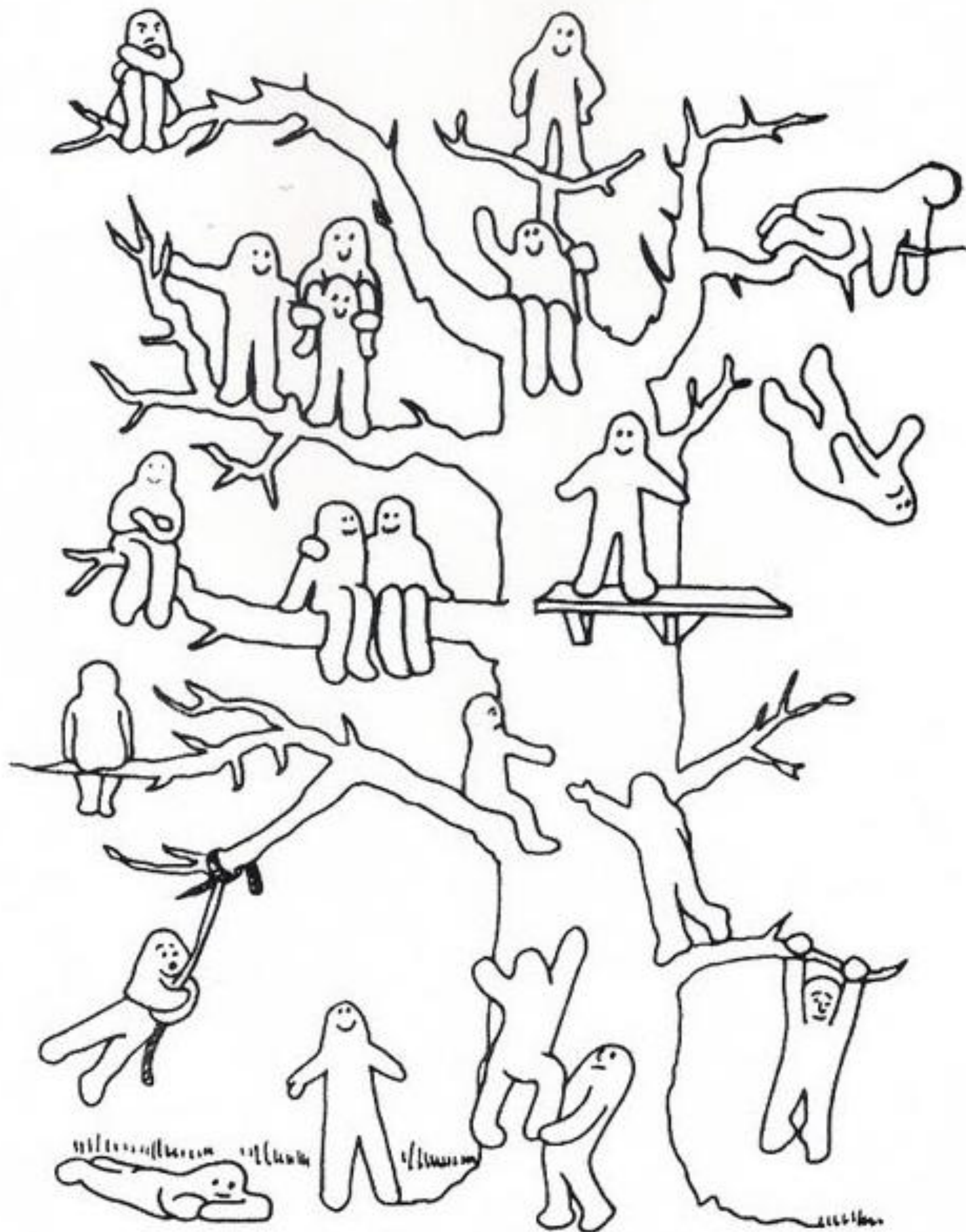
[HTTPS://LEYM.ORG/PJE-INTEREST-GROUP/](https://leym.org/pje-interest-group/)

Digital Issues Awareness for Friends

WELCOME!

- **New LEYM Workshop Series**
- **Monthly on Saturday afternoons**
- **Come to one or all of the sessions**
- **Designed to raise awareness among Friends**
- **Sharing of educational materials developed by various digital human rights projects**



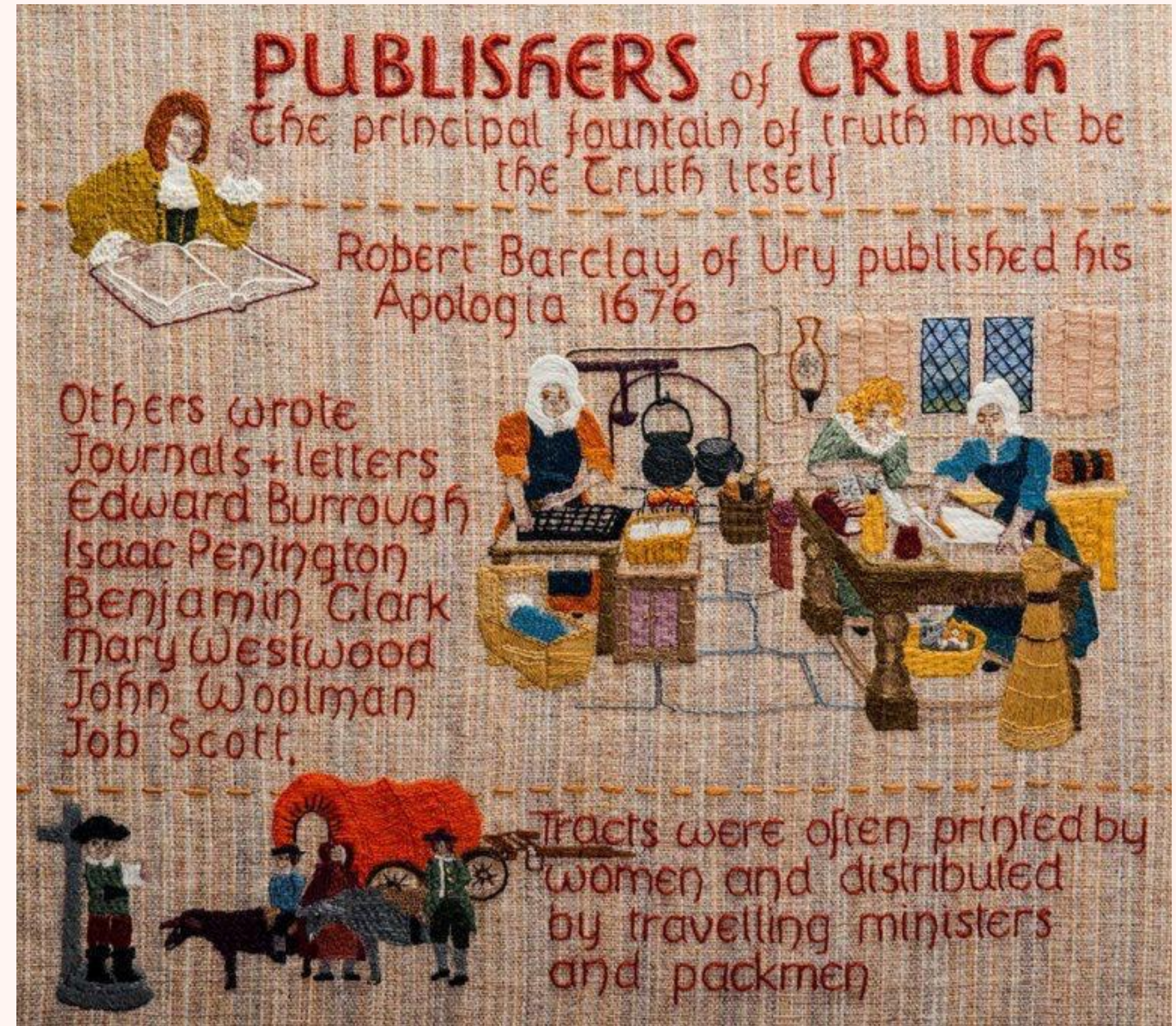


QUICK CHECK IN

In a few words, please share
**your name, your Quaker
affiliation (if any) and which jelly
baby best represents your
situation in relation to trust and
understanding of the news.**

AGENDA

- Quakers and the Truth
- Understanding Information Disorder
 - Why so Complicated?
 - Different Types
- Examples from Social Media
- Becoming an Investigator
- What To Do When It's in Your Feed
- Organized Work to Address Problem
- What's a Quaker to Do?
- Key Resources



QUAKERS & THE TRUTH

- **Early Friends wanted a direct experience of Divine Reality, not second-hand notions professed by priests.**
- **Friends have long associated themselves with a reputation for Integrity.**
- **Early Quakers strove to be truthful in all situations and refused to swear oaths as this implied a double standard of truth.**
- **“Speaking Truth to Power” as been a goal of many Friends**
- **Friends are fond of maintaining “Good Order” when doing things**

“Quakers is the name most often used to describe the ... members of the Religious Society of Friends. The name Friends is frequently used as well. At its beginning in the 1650s in England, under the leadership of George Fox, the early followers were called Seekers, Seekers of the Truth, Friends of Truth or Children of the Light. Despite much persecution from the crown, Cromwell and other Puritans, many of these seekers spread the word of this religion...”

[Quakerism: A Religion Meaningful for Today's World](#). By the Outreach Committee of Philadelphia Yearly Meeting

**THE TRUTH:
IT'S COMPLICATED!**

CHANGES DUE TO THE INTERNET



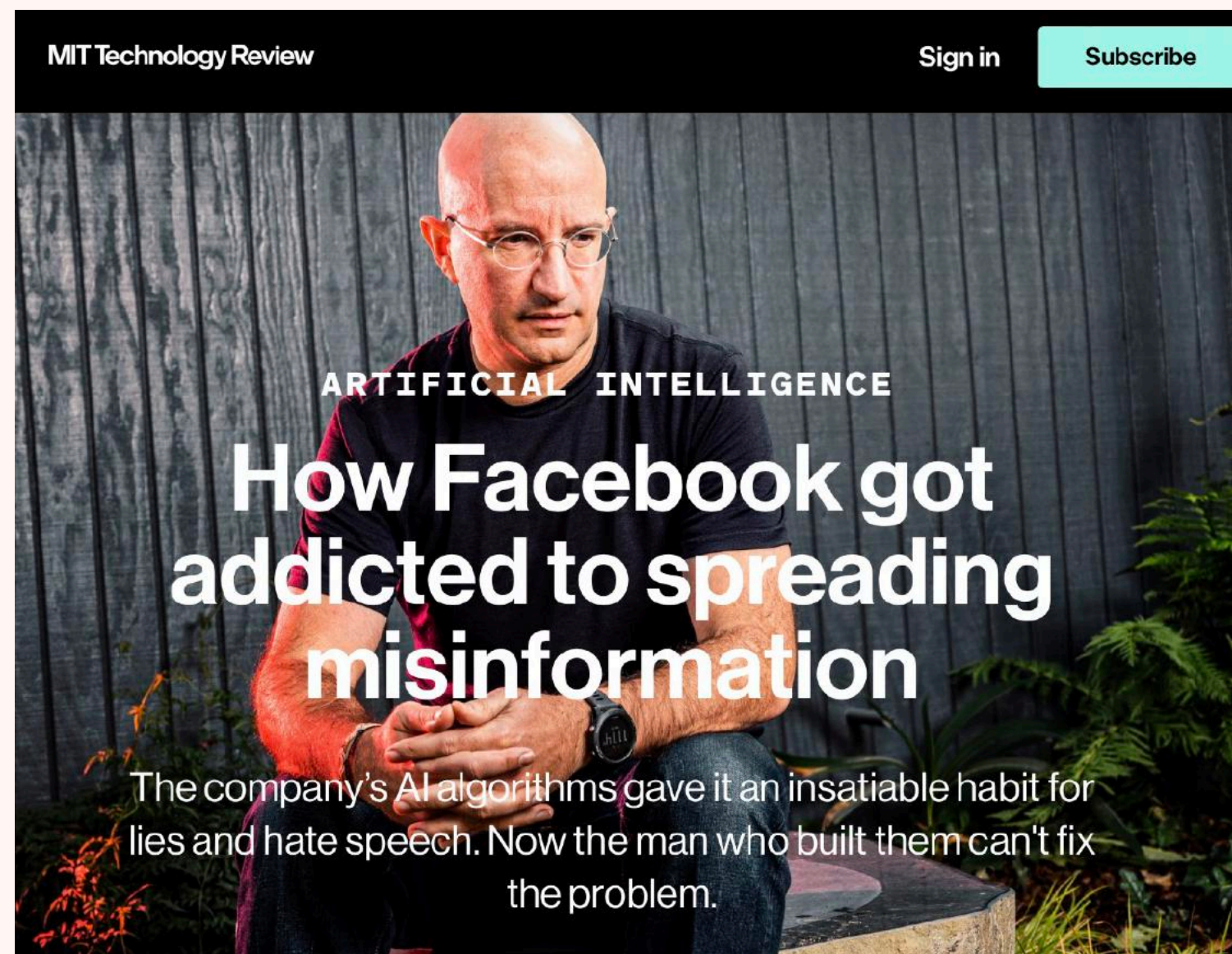
**The AMOUNT of Available
Information**

**The Way We Consume
Information**

**And the Way We're Fed
Information**

THE ALGORITHMS OF ENGAGEMENT

- **Technology and Machine Learning are being used to customize what we see on the internet**
- **We live in our own “filter bubbles” based on our likes and our views and our friends**

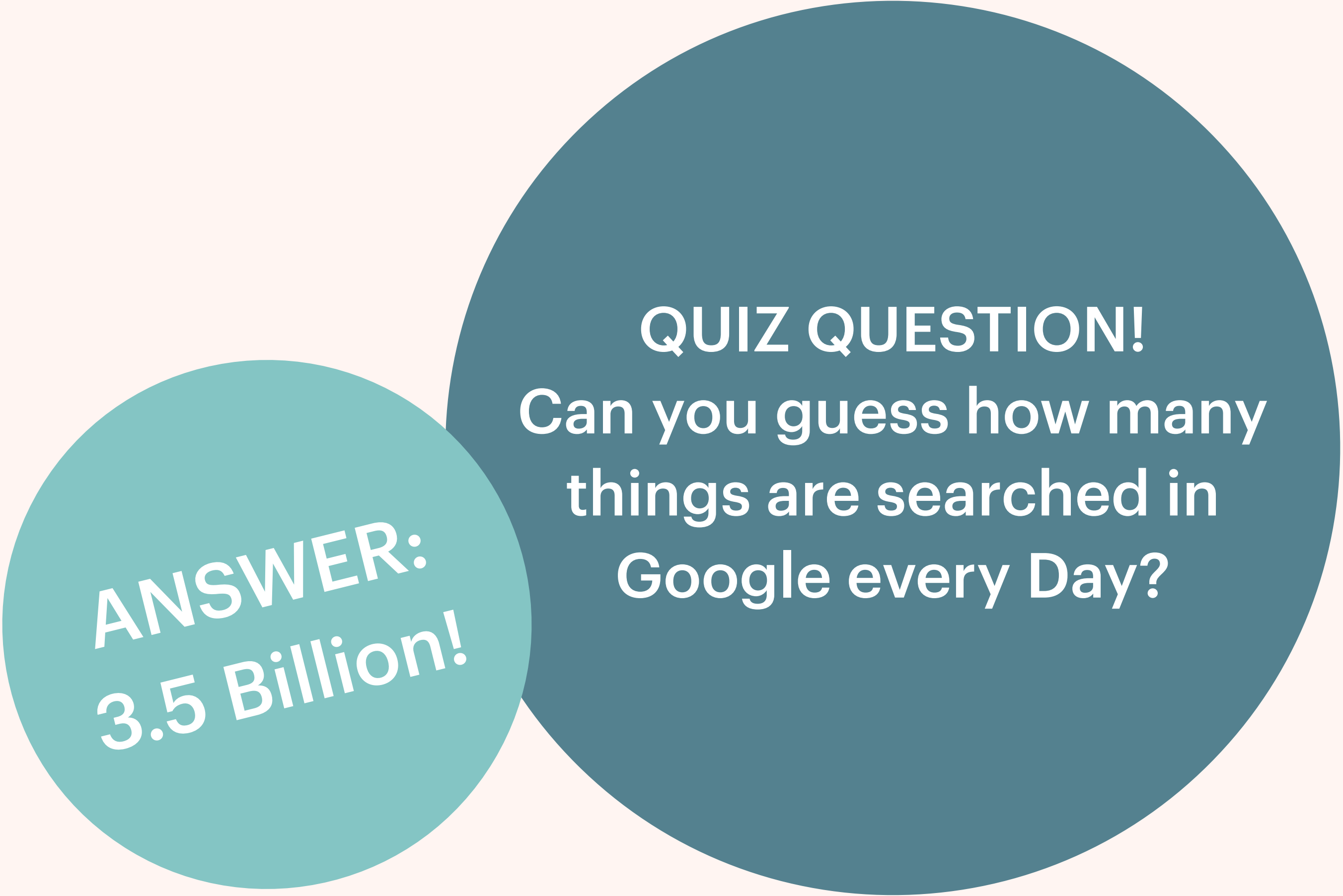


From How Facebook got addicted to spreading misinformation

The company's AI algorithms gave it an insatiable habit for lies and hate speech. Now the man who built them can't fix the problem.

by Karen Hao

“But this approach soon caused issues. The models that maximize engagement also favor controversy, misinformation, and extremism: put simply, people just like outrageous stuff. Sometimes this inflames existing political tensions. The most devastating example to date is the case of Myanmar, where viral fake news and hate speech about the Rohingya Muslim minority escalated the country’s religious conflict into a full-blown genocide. Facebook admitted in 2018, after years of downplaying its role, that it had not done enough “to help prevent our platform from being used to foment division and incite offline violence.”...”



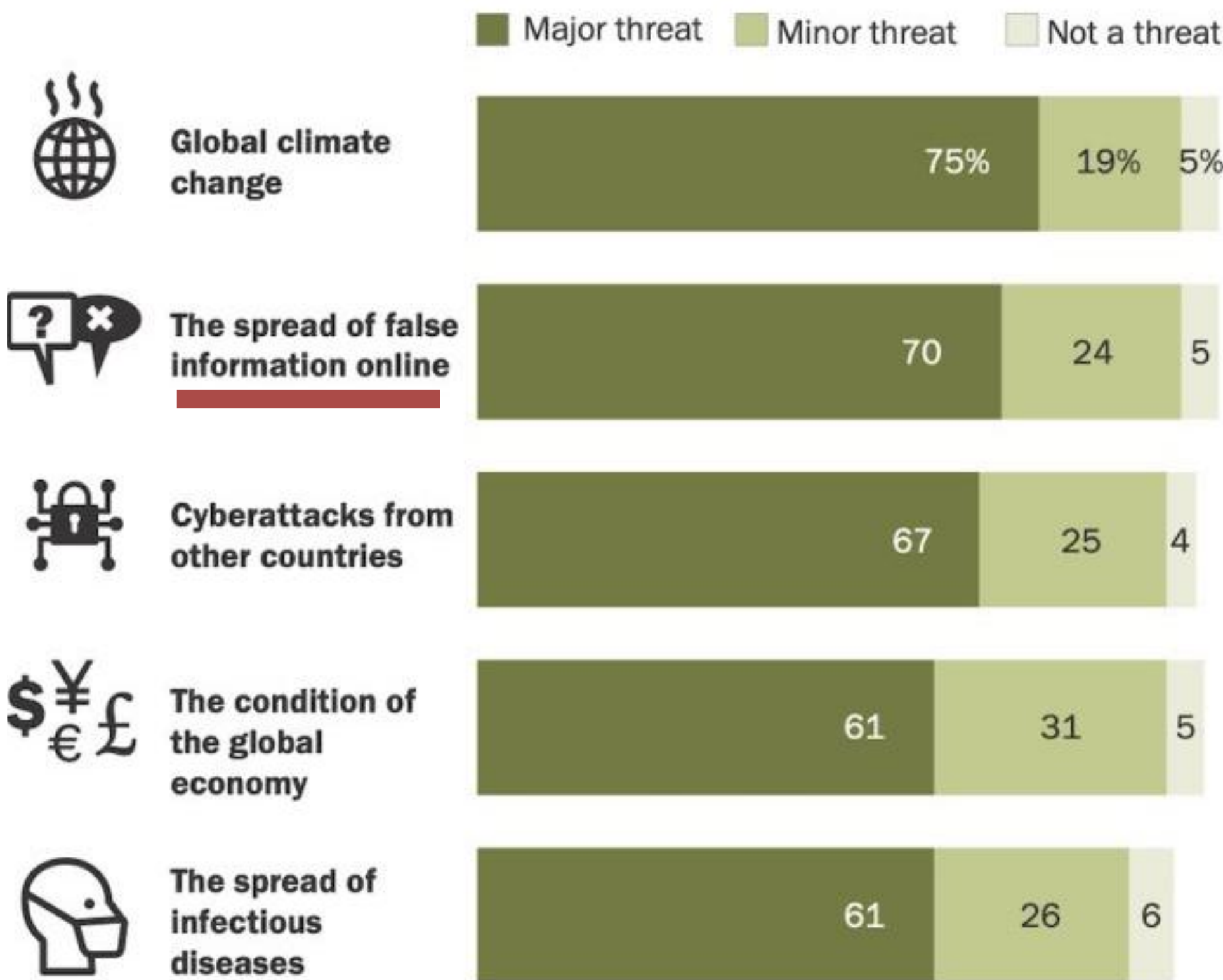
QUIZ QUESTION!
Can you guess how many
things are searched in
Google every Day?

ANSWER:
3.5 Billion!

Misinformation is Now Viewed as a Major Global Threat

Three-in-four across 19 countries view global climate change as a major threat to their country

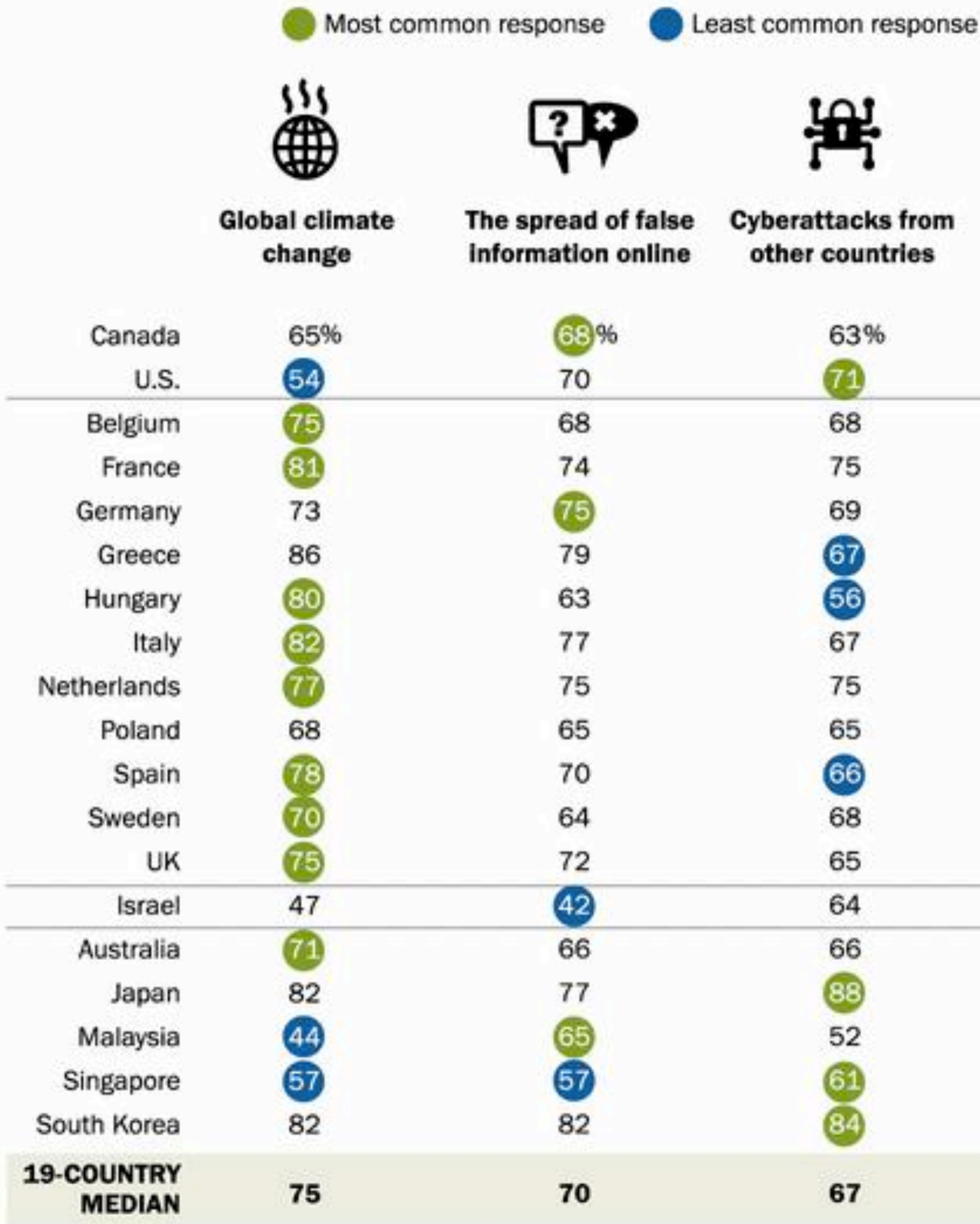
% who say ___ is a major threat, minor threat or not a threat to their country



Note: Percentages are medians based on 19 countries.
Source: Spring 2022 Global Attitudes Survey. Q10a-e.
"Climate Change Remains Top Global Threat Across 19-Country Survey"

PEW RESEARCH CENTER

% who say ___ is a major threat to their country

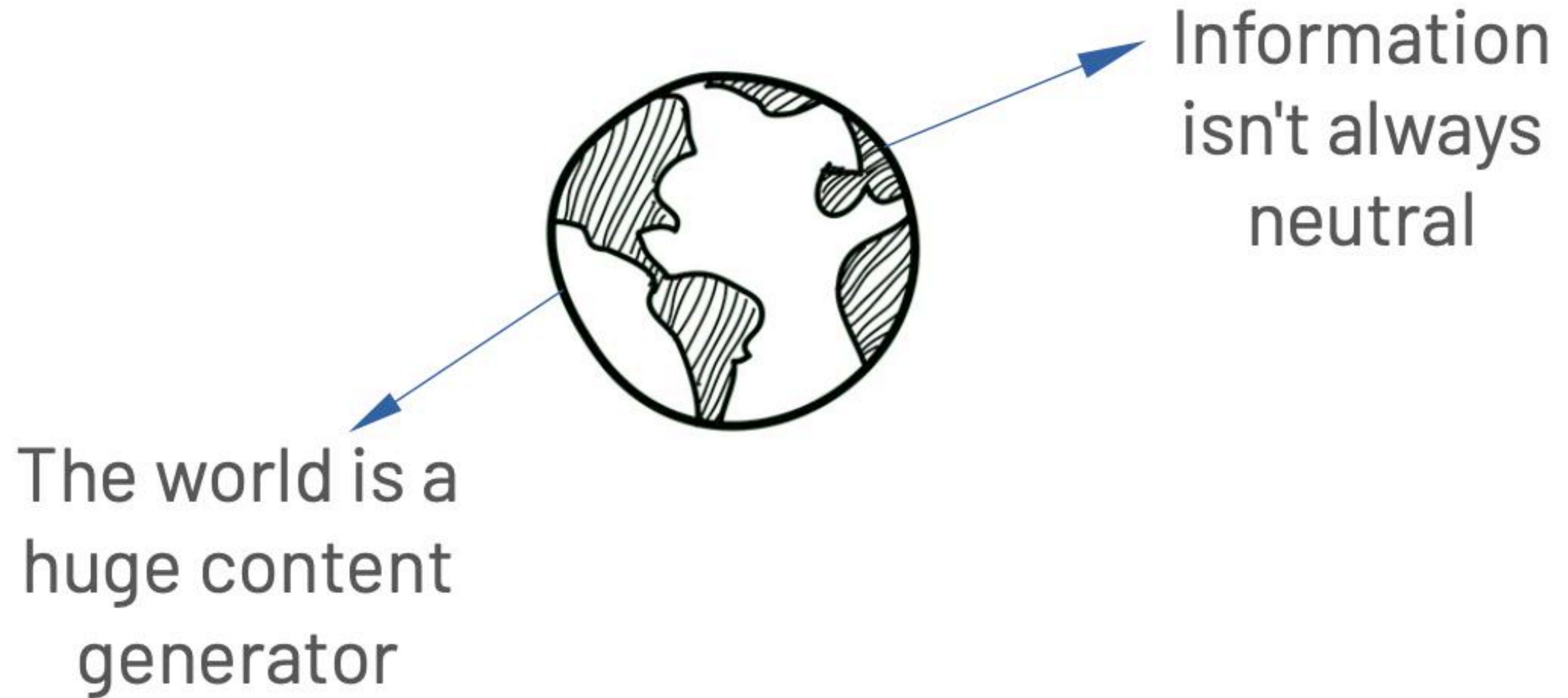


Source: Spring 2022 Global Attitudes Survey. Q10a-e.
"Climate Change Remains Top Global Threat Across 19-Country Survey"

PEW RESEARCH CENTER

[Source Link](#)

SOCIETY



HUMANS

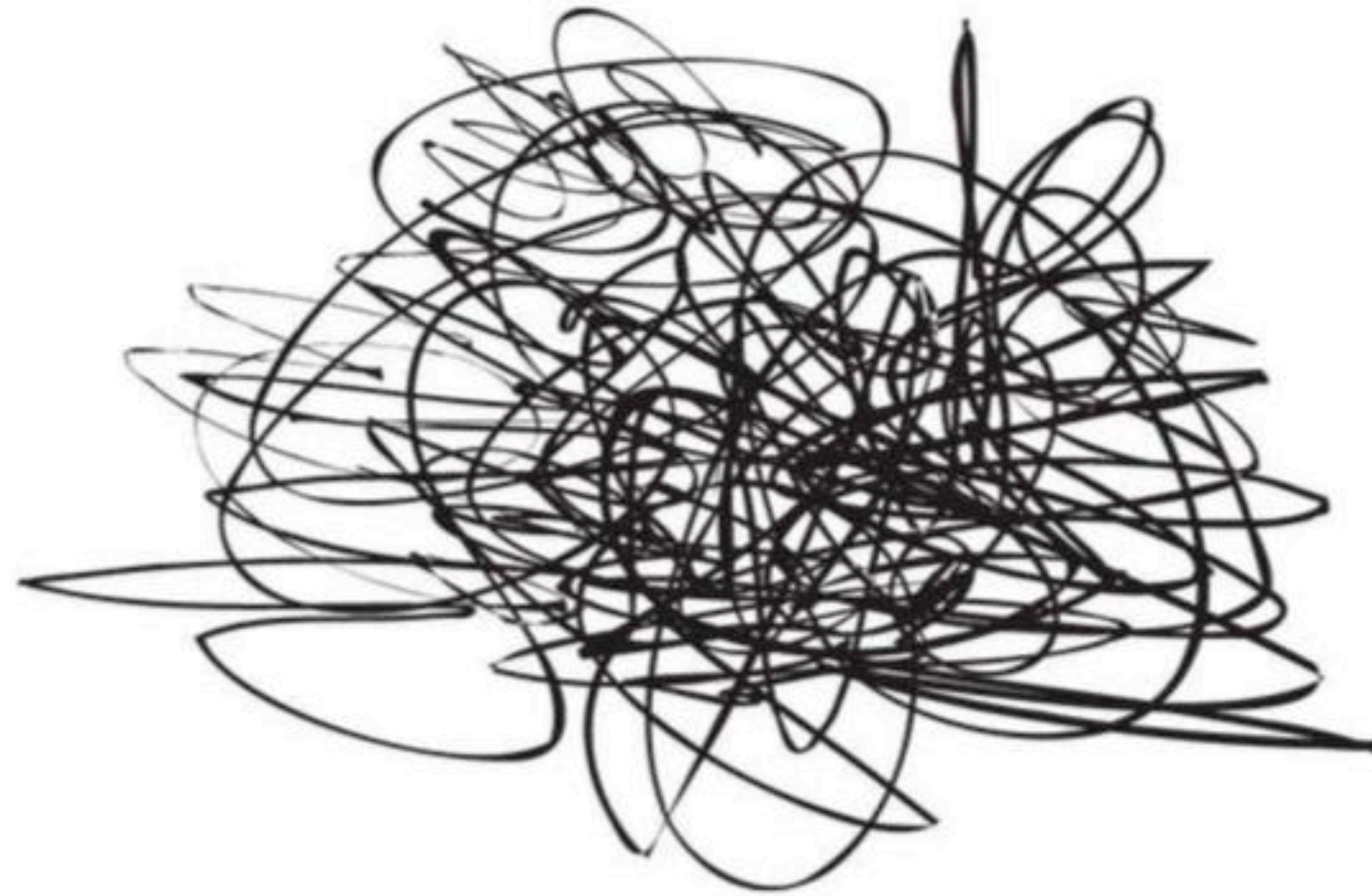


Our brains can
only process so
much
information

We are
emotional
creatures

We have
different
motives and
perspectives

INTERNET + SOCIETY + HUMANS =



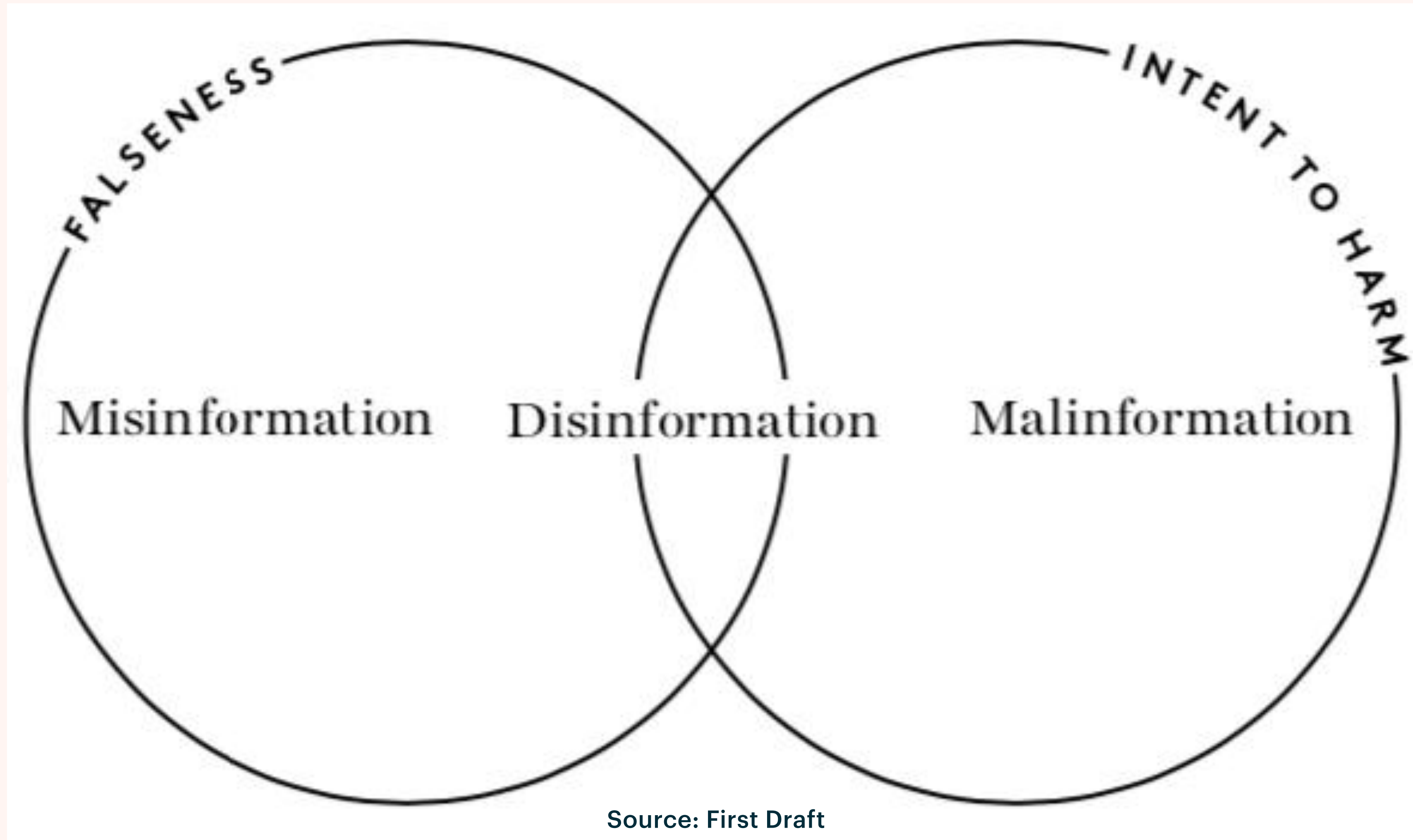
INFORMATION DISORDER

FAKE NEWS?

- **‘Fake’ suggests that something is just true or false, but often it’s more complicated than that**
- **“Fake News” is a term often used social media, and by some politicians, as a way of discrediting information or journalists**
- **There’s a whole grey area in between what’s true and what’s false so it’s important to understand the terminology**
- **Mis, dis, mal information**



DISINFORMATION, MISINFORMATION AND MALINFORMATION



MISINFORMATION

Unintentional mistakes such as
inaccurate photo captions, dates,
statistics, translation, or when satire
is taken seriously

DISINFORMATION

**Fabricated or deliberately
manipulated audio/visual content.
Intentionally created conspiracy
theories or rumors.**

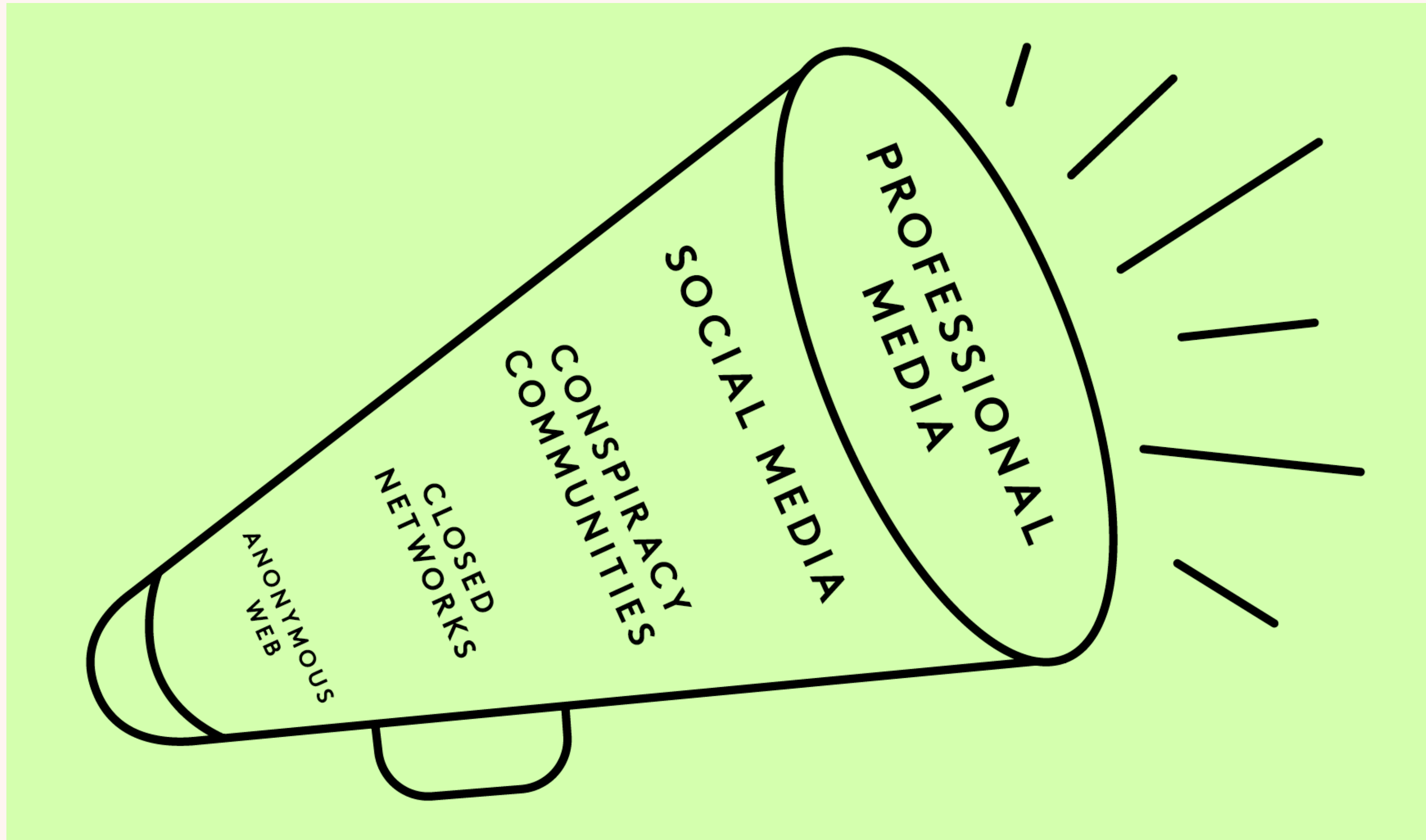
Motivated by three common factors: to make money; to have political influence, either foreign or domestic; or to cause trouble for the sake of it.

MALINFORMATION

Deliberate publication of genuine information that is shared with intent to cause harm. May include change of context, date or time of content.

Example: When Russian agents hacked into emails from the Democratic National Committee and the Hillary Clinton campaign and leaked certain details to damage reputations.

MAKING IT MAINSTREAM



LOOKING AT EXAMPLES

EXAMPLES OF REAL IMAGES BUT FALSE FRAMING

News

Russian bot behind false claim Muslim woman ignored victims of Westminster terror attack



An account associated with a Russian disinformation campaign implied that the Muslim woman depicted was indifferent to the victim of an attack. In reality, she was not looking at the victim out of respect.

Jose Antonio Vargas
@joseiswriting

This is what happens when a government believes people are "illegal."

Kids in cages.



This photo depicting a child in a cage was actually staged as part of a protest against immigration policies.

12:45 AM · Jun 12, 2018 · Twitter for iPhone

23.6K Retweets 36.4K Likes

Kid in cage tweet received over 20,000 retweets. A similar post on Facebook received over 10,000 shares. The picture was actually staged as part of a protest two days earlier at Dallas City Hall against immigration policies — another example of a genuine image where the context got framed and warped. In this example, however, the author did not realize it was part of a protest when he shared the image. It was a case of misinformation, not disinformation.

Take a Deep Dive at

<https://firstdraftnews.org/long-form-article/understanding-information-disorder/>

EXAMPLES OF REAL IMAGES BUT FALSE FRAMING



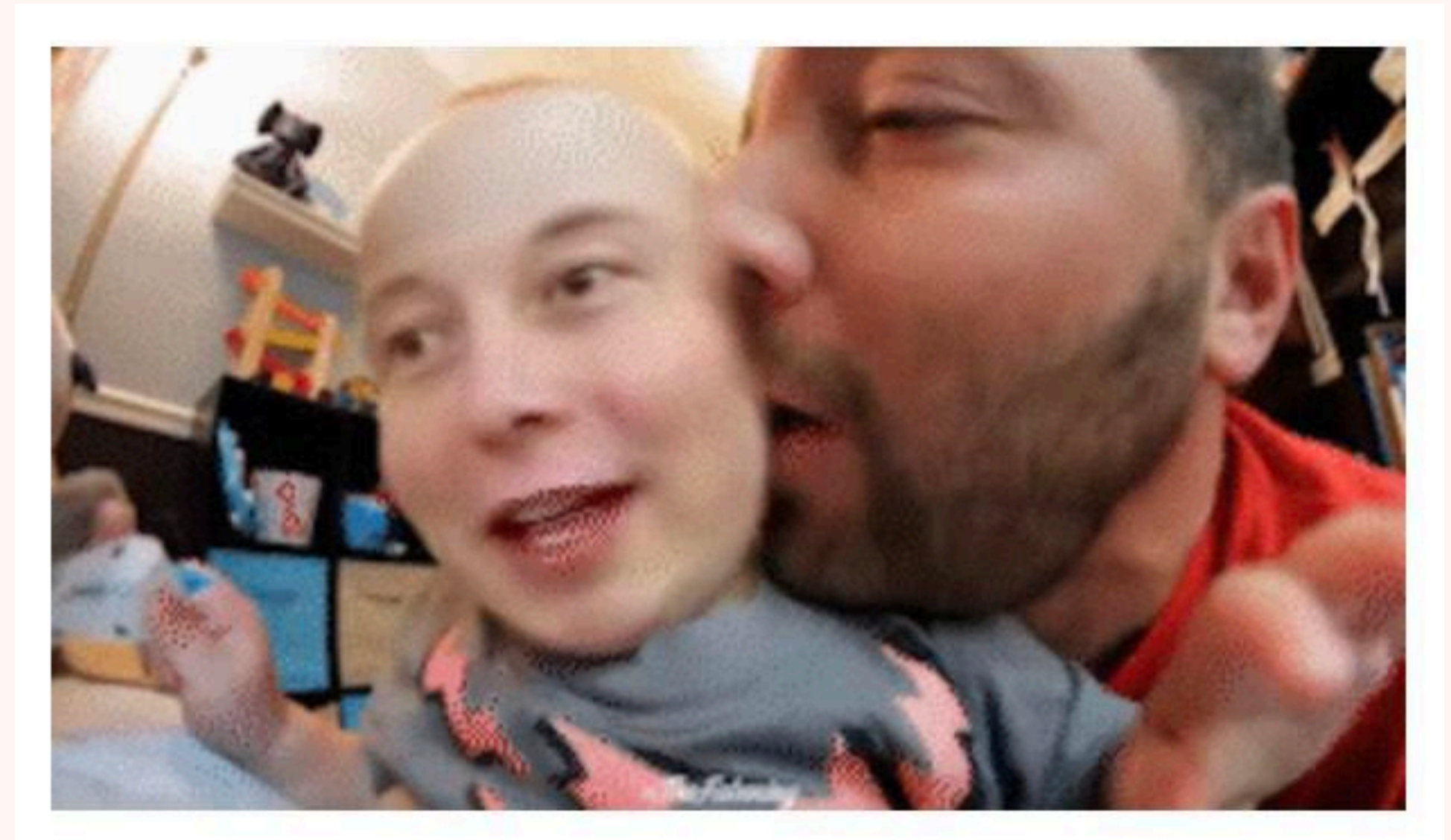
This photo was posted in the context of the migrant “caravan” in the US, but is actually a photo of Syrian refugees in Lesbos, Greece, from 2015.



The original photo side by side with the cropped version from after they cropped out Vanessa Nakate. AP Images

Greta Thunberg criticized the Associated Press for cropping a black activist out of a picture. The cropped image featured four white activists and removed the only person of color, Ugandan Vanessa Nakate, from the photo.

“PHOTOSHOPPED” IMAGES & DEEP FAKES VIDEOS



Video of man kissing baby modified by putting Elon Musk's face on baby

REAL WORLD IMPACTS

BBC MONITORING

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Require


Analysis: Fake news, disinformation mislead many 'American dream' migrants

BY RACHELLE KRYGIER AND BLAIRE TOEDTE

Insight

11 October 2022
16:33 GMT






GETTY IMAGES

Many migrants seeking to reach the US are exposed to false information about the trip

<https://monitoring.bbc.co.uk/product/c203t0y6>


GoodRx HealthHealth ConditionsMedications & TreatmentsHealthcareWell-beingMore

Medical Misinformation Runs Rampant, and Many Americans Have Trouble Identifying It

Written by [Swetha Pola, MIDS](#)
Published on March 14, 2022

Key takeaways:

- Over 70% of people have been exposed to medical or health-related misinformation.
- Of those exposed, almost half are not confident in their ability to discriminate between true health information and misinformation.
- Social media is cited as the most common source of misinformation.



<https://www.goodrx.com/healthcare-access/research/medical-misinformation-survey>

BECOMING AN INVESTIGATOR

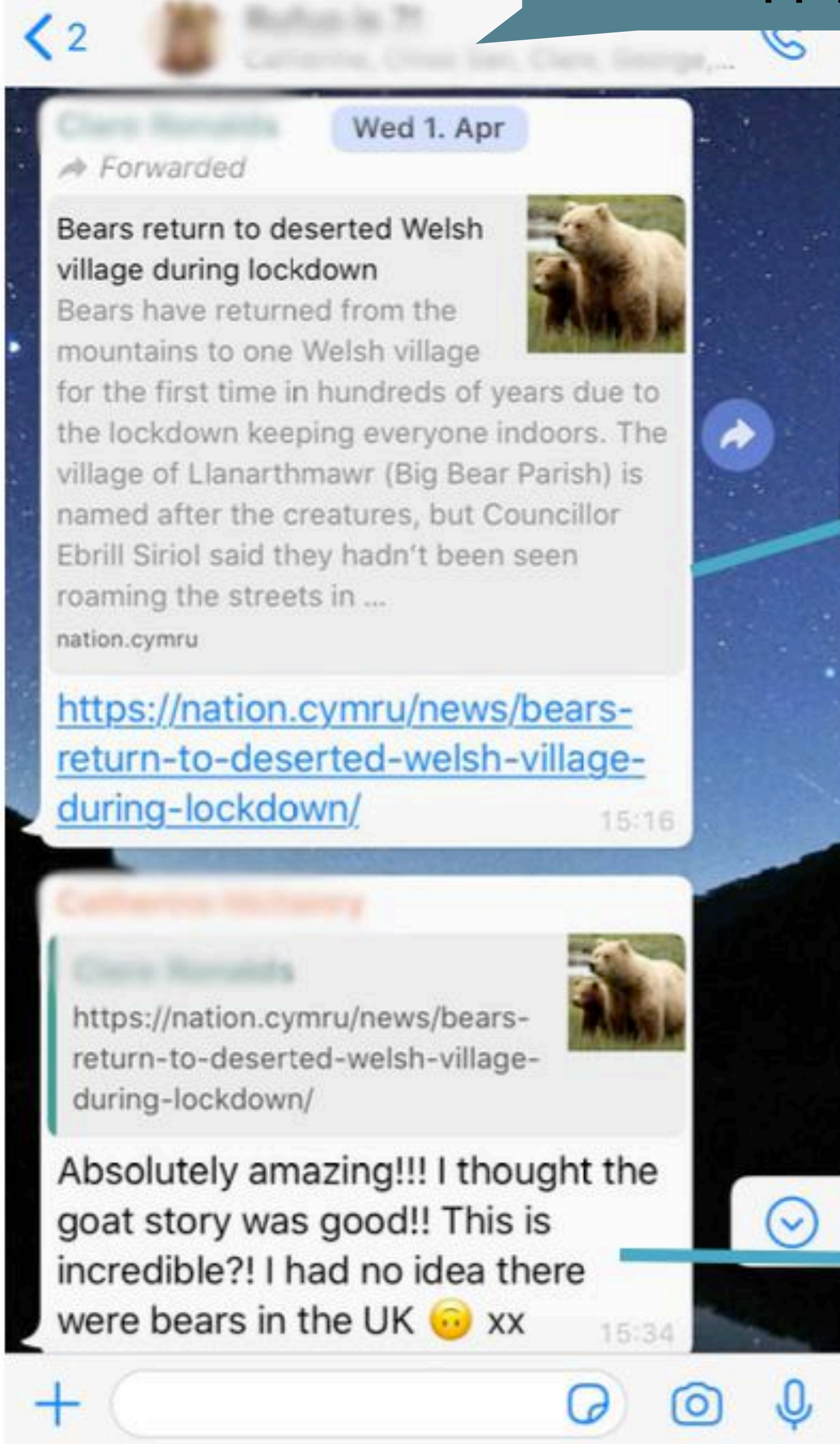
CHECK YOUR FEELINGS

- **How something is written and presented can give you a clue about possible manipulation.**



COMMON MISINFORMATION TECHNIQUES

TECHNIQUE	What is it?
Impersonation	Spreading information as another person or organization in order to appear more trustworthy and credible.
Emotional Manipulation	Using language that leverages strong emotional language to spark reactions — including fear or outrage.
Polarization	Exaggerating existing differences between two groups to create a sense of hostility towards another party, such as using “us” versus “them” language.
Conspiratorial Ideation	Explaining events from traditional news using alternative explanations that give weight to the idea that a small set of individuals, usually a secretive, malicious, elite group, are controlling these events.
False Dichotomy	This is a type of logical fallacy that makes it appear as if there are only two sides or choices in a debate or situation, when in reality there are many more.
False Balance	Presenting a debate as having two relatively balanced viewpoints that oppose each other when in fact, one argument has much more evidence to support it.



Bears return to deserted Welsh village during lockdown

Bears have returned from the mountains to one Welsh village for the first time in hundreds of years due to the lockdown keeping everyone indoors. The village of Llanarthmawr (Big Bear Parish) is named after the creatures, but Councillor Ebrill Siriol said they hadn't been seen roaming the streets in ...

nation.cymru

<https://nation.cymru/news/bears-return-to-deserted-welsh-village-during-lockdown/>



Catherine Siriol

<https://nation.cymru/news/bears-return-to-deserted-welsh-village-during-lockdown/>

Absolutely amazing!!! I thought the goat story was good!! This is incredible?! I had no idea there were bears in the UK 🤔 xx

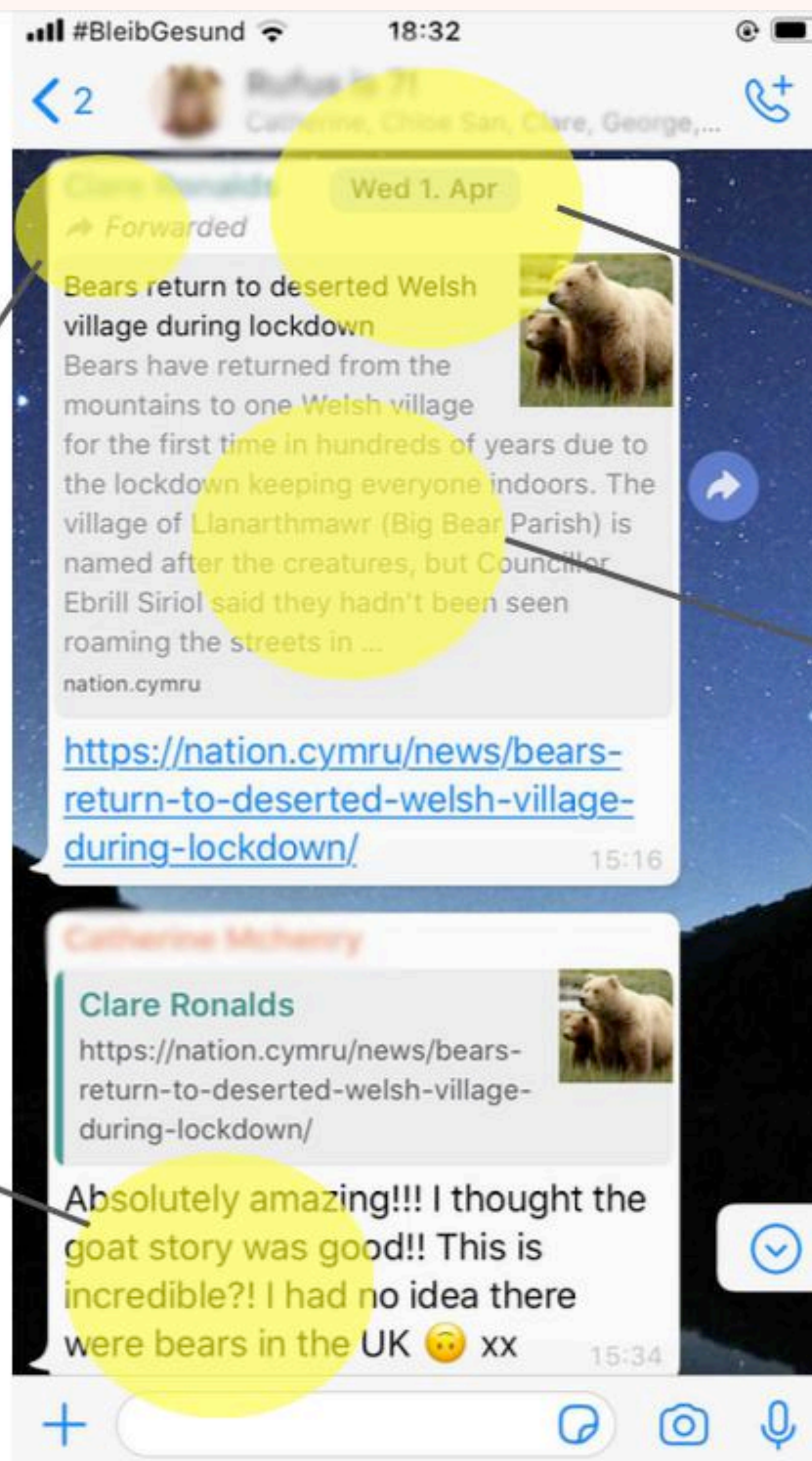
15:34

Forwarded message

Date, April Fools Day!

Article content

Strong emotional reaction



Original Story that was linked to

NATION CYMRU

A news service by the people of Wales, for the people of Wales.

HOME

NEWS

OPINION

CULTURE

ARCHIVES

CONTACT

DONATE

ADVERTISE

NEWS

Bears return to deserted Welsh village during lockdown

1st April 2020



A bear. NPS Photo / Kevyn Jalone

Bears have returned from the mountains to one Welsh village for the first time in hundreds of years due to the lockdown keeping everyone indoors.

The village of Llanarthmawr (*Big Bear Parish*) is named after the creatures, but Councillor Ebrill Sirioli said they hadn't been seen roaming the streets in centuries.

DIGGING IN

Text from original story

'Pack'

Ebrill Sirioli said that she did not mind the bears but that rumours that wolves had been heard howling at night were a cause for concern.

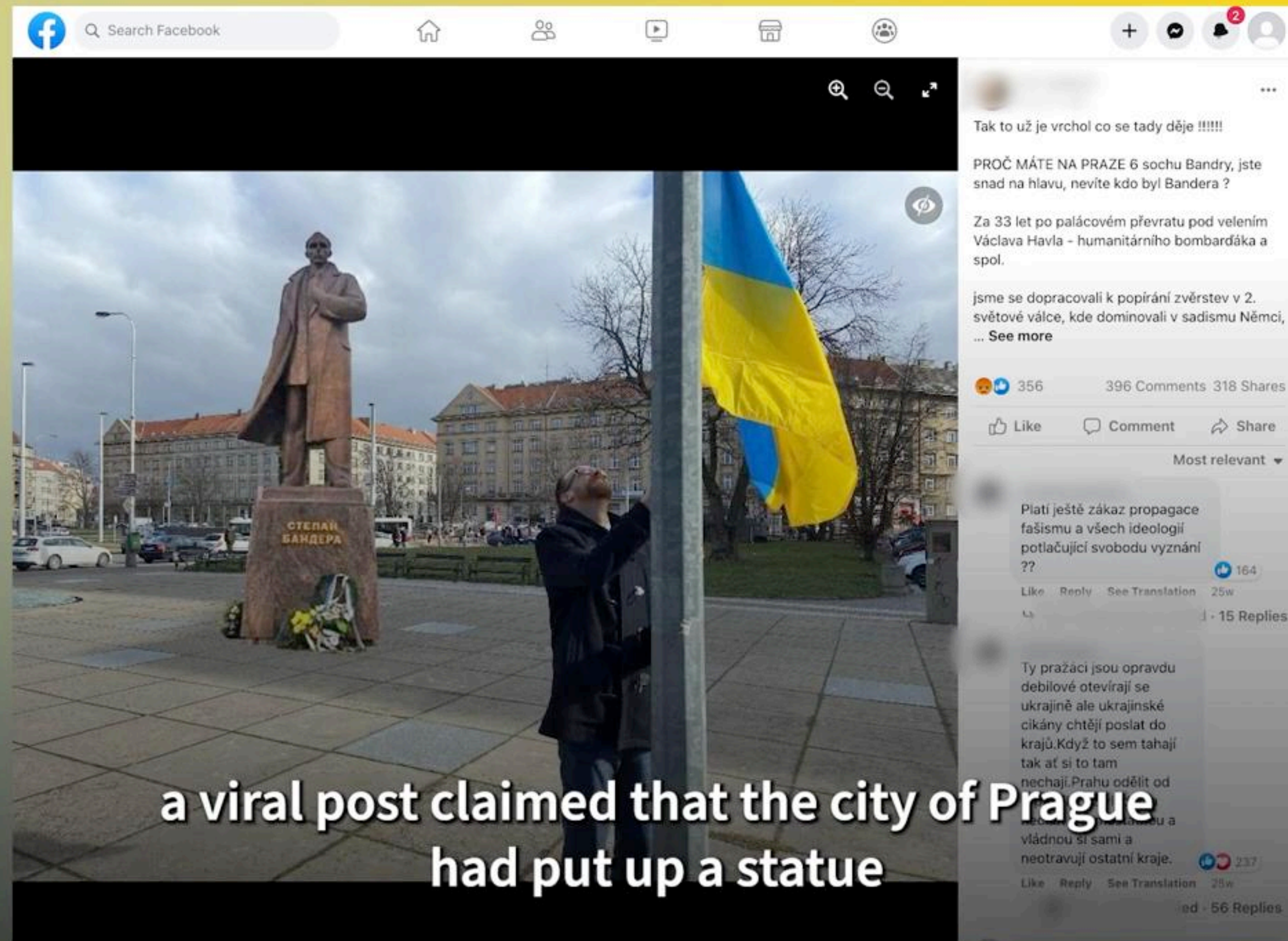
"I think bears have an attitude that if you don't bother them they won't bother you but I would like to be able to cross the street without worrying about a pack of feral wolves," she said.

"Now that it's April 1 and the new financial year I would hope the emergency services would have the funds to do something about it.

"At least I didn't wake up with a woolly mammoth in my garden this morning as my sister in Cardiff did."

**ONLINE TOOLS CAN HELP
VERIFY QUESTIONABLE
CONTENT**

EXAMPLES OF DEBUNKING



AFP News Agency - Debunking an altered pic online and in real life

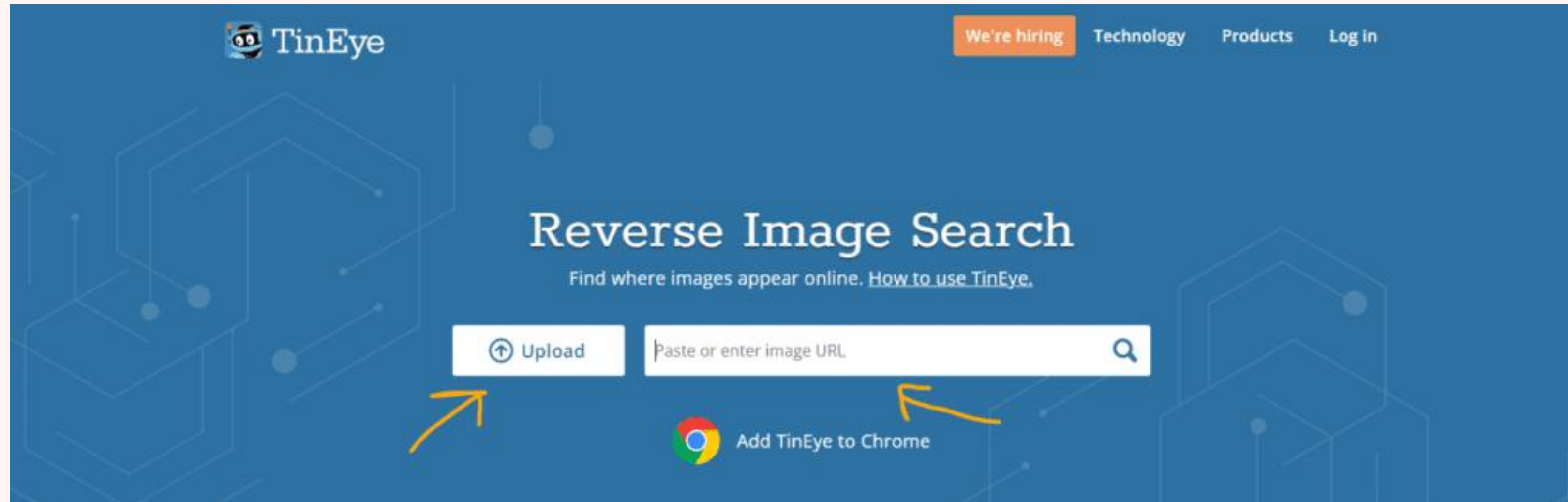
<https://youtu.be/fFt99uyFw9g>

EXAMPLES OF DEBUNKING



an apparent front page story from 2019
making serious allegations about Spencer

REVERSE IMAGE SEARCH TOOLS



- **TinEye (best for starters...) - <https://tineye.com/>**
 - **Google Images - <https://images.google.com/>**
 - **Bing Visual Search - <https://www.bing.com/visualsearch>**
 - **Yandex Images Search (Russian tech company) - <https://yandex.com/images/>**
-

CHECK IT OUT

Let's verify this post...

This image was shared widely on Twitter by users who claimed it was a march to end Covid-19.

But it's from an event that happened before and was completely unrelated to the 2020 pandemic.

What event was this photo depicting, and when was it first posted?



LET'S TRY IT!

(IN BREAKOUT GROUPS)

- **Save image to your computer from the shared link: https://ftp.firstdraftnews.org/articulate/2020/en/OVC/story_content/external_files/EUPZQQWXkAARQLn3.png**
- **Go to tineye.com and upload the photo and do a search**
- **Filter through the results together to see if you can find the origins of the photo.**
- **Report back on what you found out about the image's origins?**



BREAKOUT GROUPS

CHECK IT (TAKE 2)

- **What information can you see here?**
- **Who shared it? Are they a reputable source?**
- **How could you go about verifying information?**



LET'S TRY IT!

(IN BREAKOUT GROUPS)

- **Save image to your computer from the shared link: <https://cdn.ttc.io/s/datadetoxkit.org/workshops/amazon-fires.jpeg>**
- **Go to tineye.com and upload the photo and do a search**
- **Filter through the results together to see if you can find the origins of the photo.**
- **Report back on what you found out about the image's origins?**



WHAT TO DO IF YOU FIND MIS/DIS INFO IN YOUR FEEDS?

TIPS FROM THE DATA DETOX TEAM

➤ **Realize Your Power to Make Waves**

➤ **Think Twice Before Taking that Personality Test**

➤ **Don't Take the Bait**

➤ **Watch Out for Fakes**

➤ **Seek the Truth on the Internet**

➤ **Burst Your Filter Bubble**

➤ **Debunk It**

You can tell someone they shared something false by using empathetic language like 'I've seen lots of people sharing this, and I'm concerned that it's not true..'

DEBUNKING

FACT

Lead with the fact if it's clear, pithy, and sticky—make it simple, concrete, and plausible. It must “fit” with the story.

WARN ABOUT THE MYTH

Warn beforehand that a myth is coming... mention it once only.

EXPLAIN FALLACY

Explain how the myth misleads.

FACT

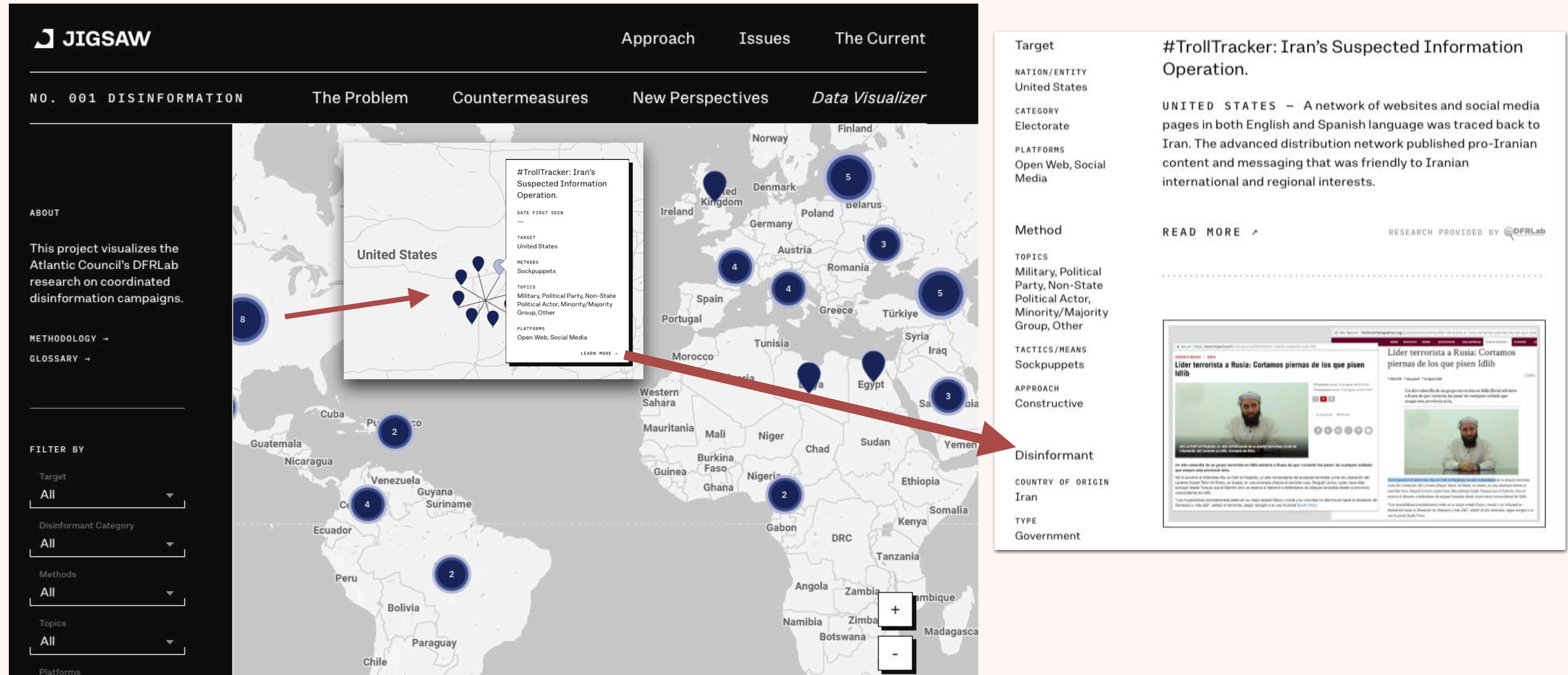
Finish by reinforcing the fact—multiple times if possible. Make sure it provides an alternative causal explanation.

Source:
Debunking
handbook
2020

ORGANIZED RESPONSES TO INFORMATION DISORDER



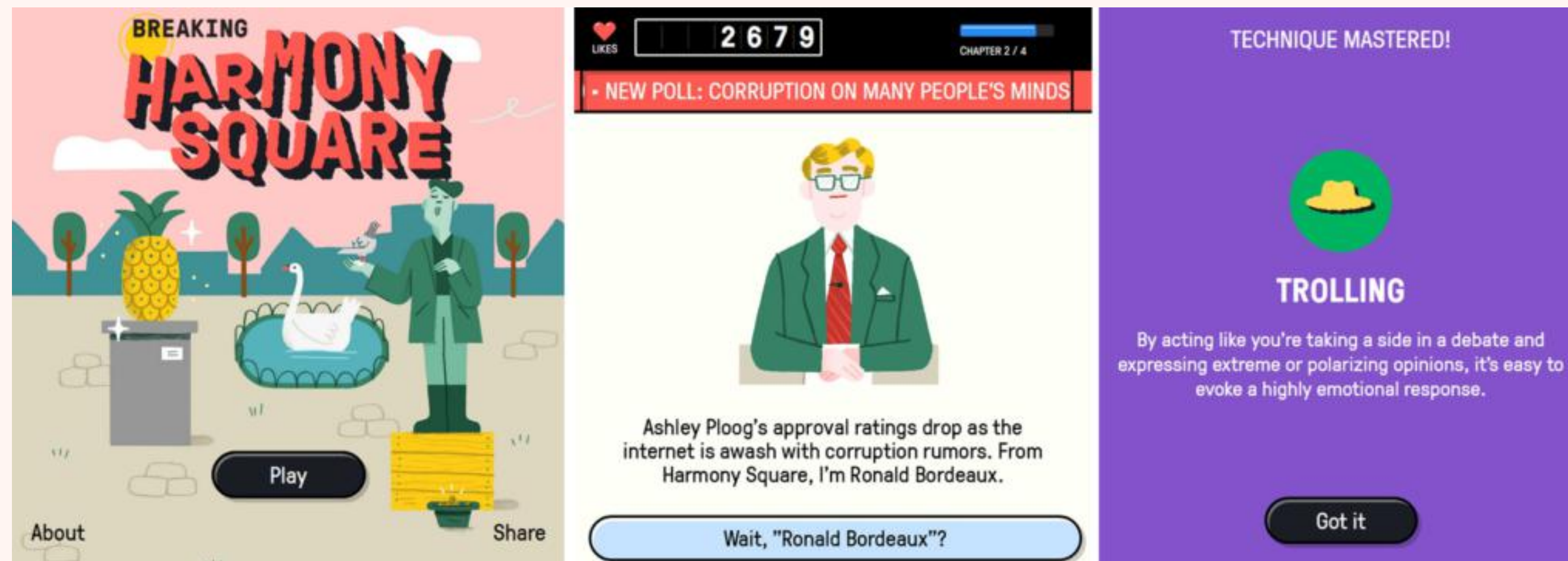
DISINFORMATION CAMPAIGNS VISUALIZER



GAMES FOR MISINFO INOCULATION

[HTTPS://INOCULATION.SCIENCE/INOCULATION-GAMES/](https://inoculation.science/inoculation-games/)

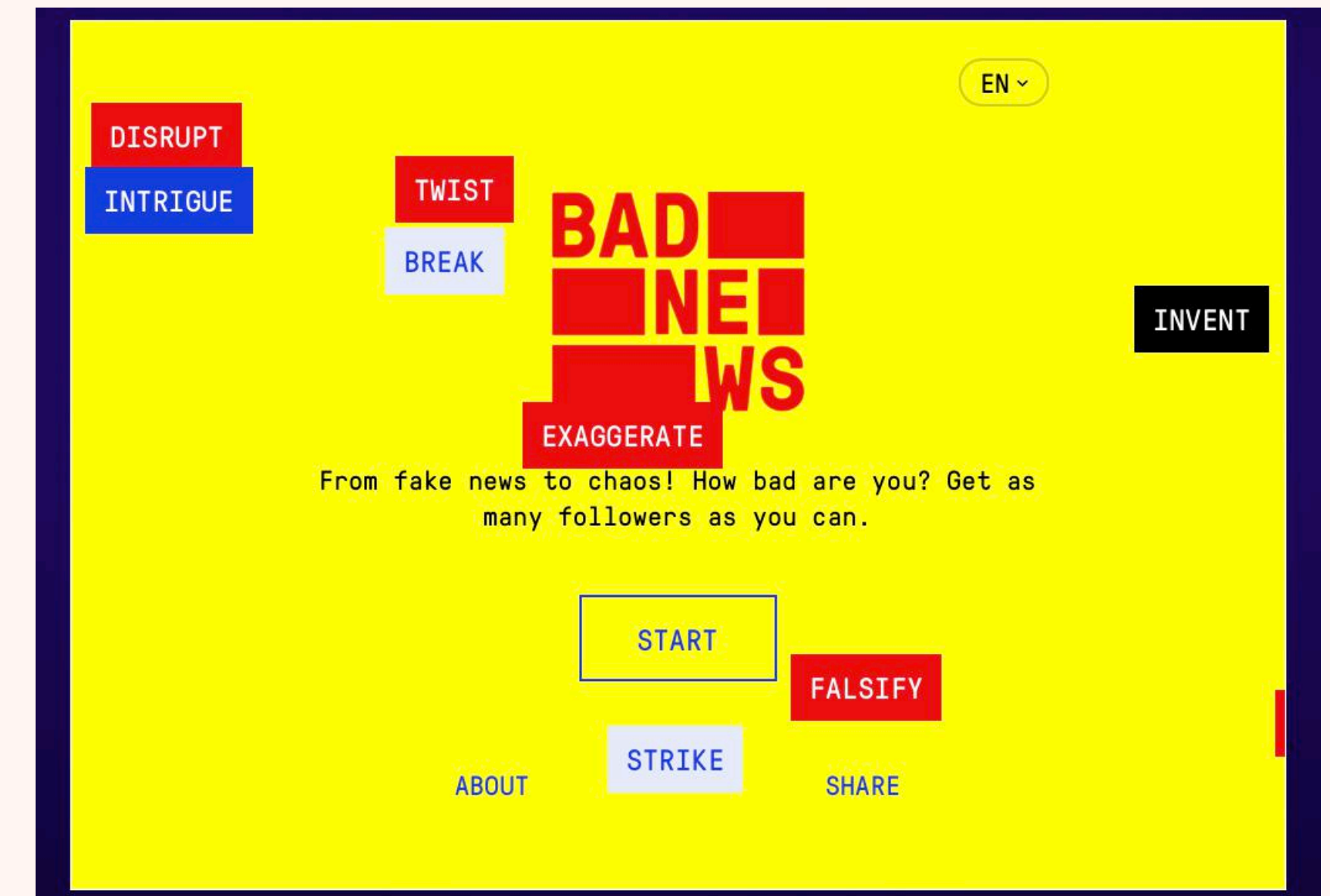
Breaking Harmony Square



<https://harmonysquare.game/en>

Breaking Harmony Square game “exposes the 5 steps of the election misinformation playbook: targeting divisive issues (in line with the “trolling” & “emotion” scenarios in Harmony Square, in which players learn how to turn an ostensibly neutral issue into a heated and polarizing debate); moving accounts into place; amplifying and distorting the conversation (the “amplification” scenario, in which players learn how bots and fake accounts can be used to amplify the reach of manipulative content); making the mainstream; and taking the conversation into the real world (the “escalation” scenario, in which players learn how to escalate online debates into real-world action)

Bad News

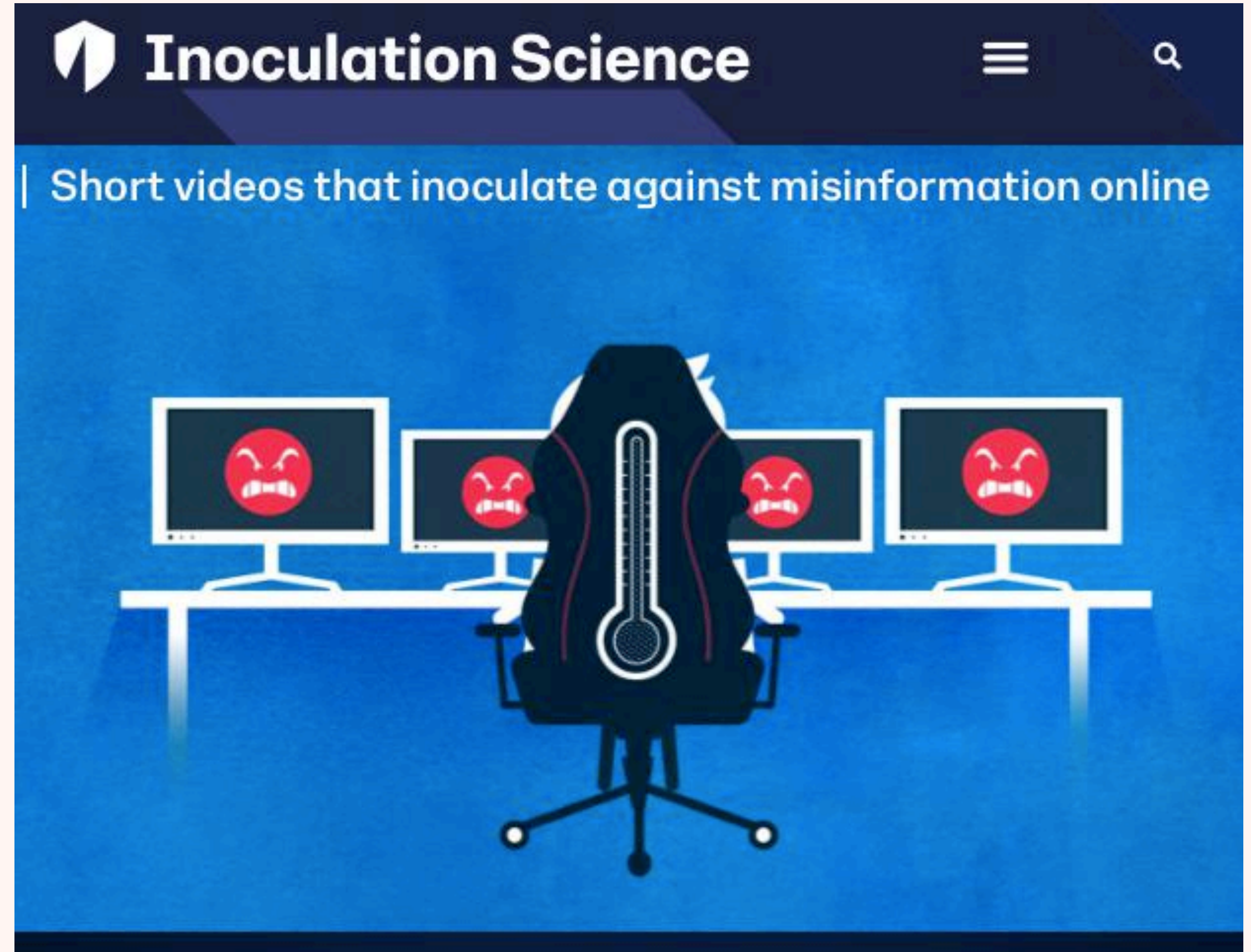


<https://inoculation.science/inoculation-games/bad-news/>

From fake news to chaos! How bad are you? Get as many followers as you can.

VIDEOS

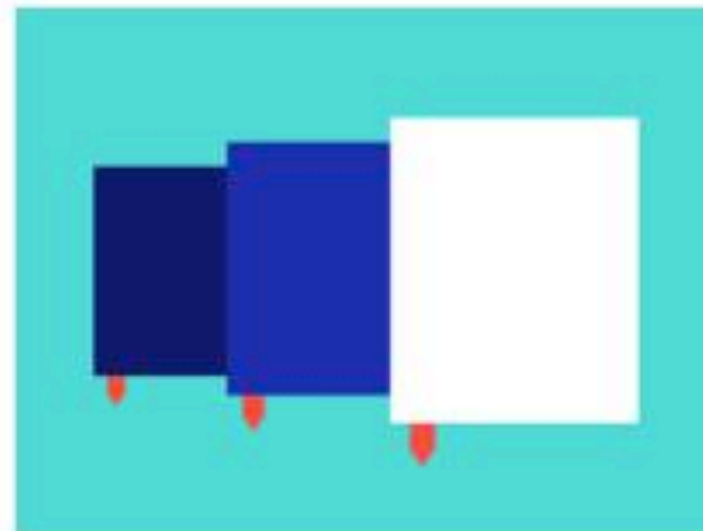
- **Videos are being used to inoculate against misinformation online**
- **See collection at <https://inoculation.science/inoculation-videos/>**



TRAINING JOURNALISTS

First Draft News

<https://firstdraftnews.org/training/>



Browse our
Essential Guides
book series for
journalists reporting
on misinformation



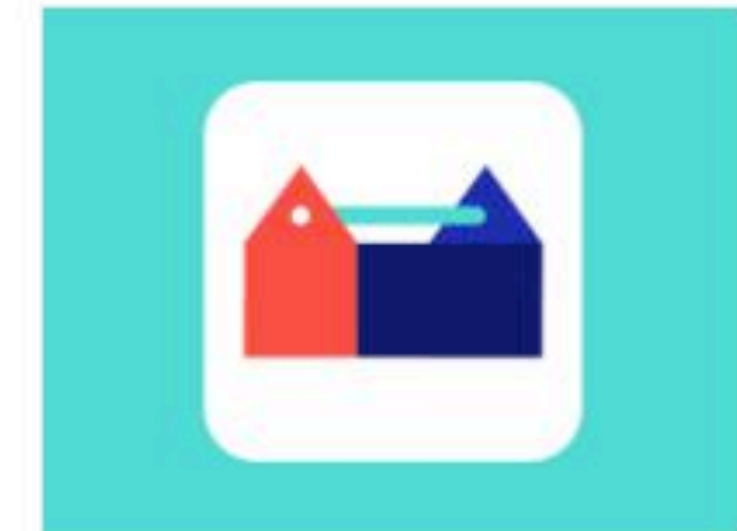
Test your online
sleuthing skills with
our verification
challenge



Put your
geolocation skills to
the test with our
observation
challenge



Find tools, readings
and resources to
help newsrooms
with online
newsgathering



Discover a mobile-
friendly selection of
verification and
monitoring tools

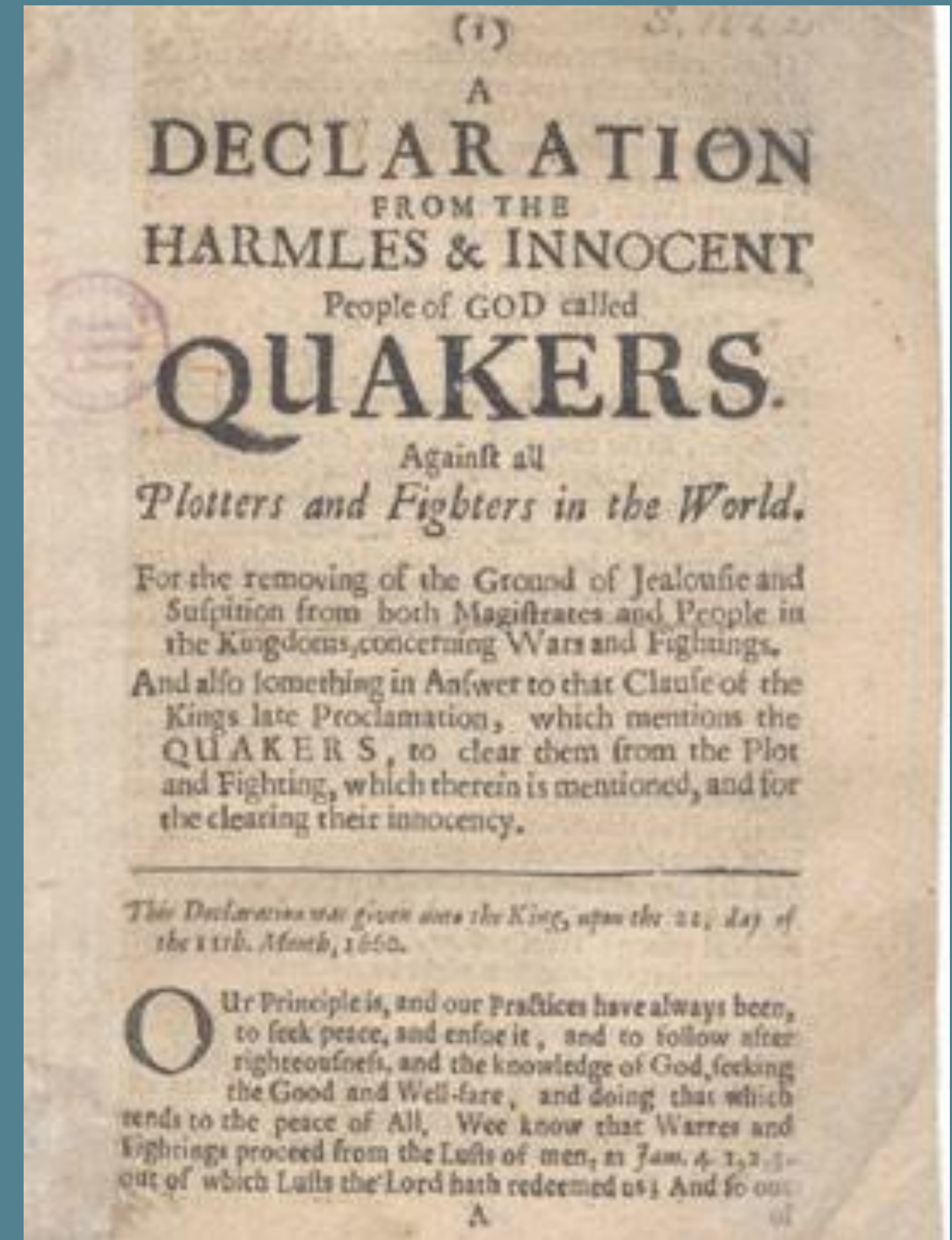
TACTICAL TECH INITIATIVE



Tactical Tech is an international NGO that engages with citizens and civil-society organisations to explore and mitigate the impacts of technology on society.

**WHAT IS THE QUAKER
RESPONSE TO MIS/
DISINFORMATION?**

**WHAT DOES “GOOD ORDER”
LOOK LIKE IN THIS SPACE?**



KEY RESOURCES

- **Data Detox Project (Includes great set of activities to try out)**
 - Online at: datadetoxkit.org/en/misinformation/
 - [Quick Tips on Steering Clear of Misinformation Online \(PDF\)](#)
- **[First Draft](#) (Training Journalists on misinformation issues)**
 - firstdraftnews.org
- **Google Jigsaw “[Prebunking](#)” Project (PDF)**
- **[Harvard Kennedy School Misinformation Review](#)**
- **BBC Media Action [Information Disorder Project](#)**
 - **BBC Guide - [Tackling Information Disorder guide](#) (PDF)**
- **AFP Fact Check Site: <https://factcheck.afp.com/>**



<https://archive.org/details/thefirstpublishe00penn>