

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



# Dig Deeper

March 7, 2022

## EDUCATOR GUIDE KEY AND STUDENT PAGES FOR News Goggles

### What are some ways to verify online information?

**In this document you'll find:**

- **Teacher directions for this lesson.**
- **Editable student pages.**
- **An answer key for the student pages.**

**Teacher directions:**

1. **Distribute student copies of the viewing guide in this document (pages 2-8).**
2. **View the featured video and work through the viewing guide together.**
3. **Conclusion:** Have students use their notes from this viewing guide to brainstorm a response to the essential lesson question. Then, discuss as a class. To extend this question further, have students develop their thoughts in several paragraphs or an essay.





# Dig Deeper

March 7, 2022

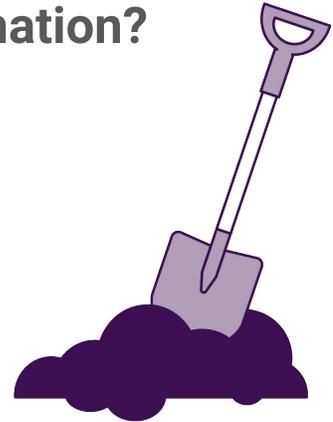
## News Goggles

### What are some ways to verify online information?

**Featured Video:** [“News Goggles: Seana Davis, Reuters.”](#)

**Directions:**

1. Watch the featured video, using this viewing guide to take notes about how misinformation spreads online and what you can do to recognize and debunk it.
2. Explain some ways to verify online information.



*Resource Connection Tip: Complete the [MisinfoChallenge: Fact-checking 101 challenge](#) in Checkology® to apply basic fact-checking skills to practice recognizing – and debunking! – misinformation.*

#### PART A: Introduction

What does Seana Davis do in her work with the Reuters Fact Check team?

What pillars does Reuters use to decide what should be fact-checked?

**Double-click on the boxes to fill in the blanks.**



REUTERS/Carlos Jasso

The claim should be topical and in the public interest

The claim should be gaining traction, or have clear potential to go viral

The claim could cause harm or negative consequences if not addressed

## PART B: Miscaptioned videos

Why did people share an old video that showed a ferry dramatically rocking from side to side due to a storm in February 2020?

What are some first steps to take when you see clips online?

**Double-click on the boxes to fill in the blanks.**

- Pause -  before you share.
- Be aware if the post evokes .
- Check the  for indications as to whether the clip could be old or out of context.
- Check the  of the incident.
- .
- Social media/search engine .

Why is it important to follow these steps?

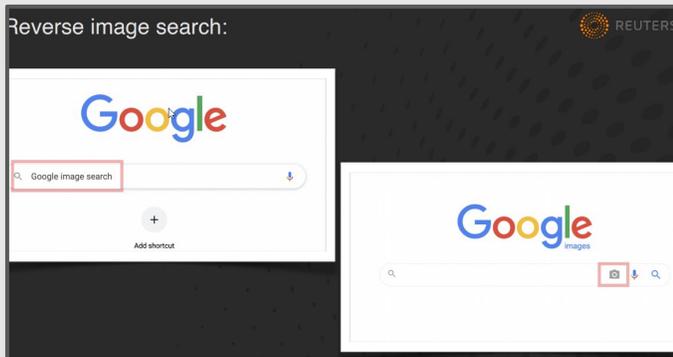
Other important notes I want to remember from this section:

## PART C: Reverse image search

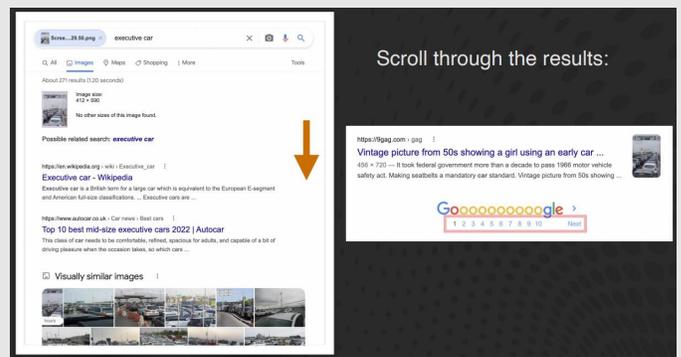
Why might you want to complete a reverse image search?

What are some reverse image search engines you can use?

How do you complete a reverse image search on Google? Explain each step.

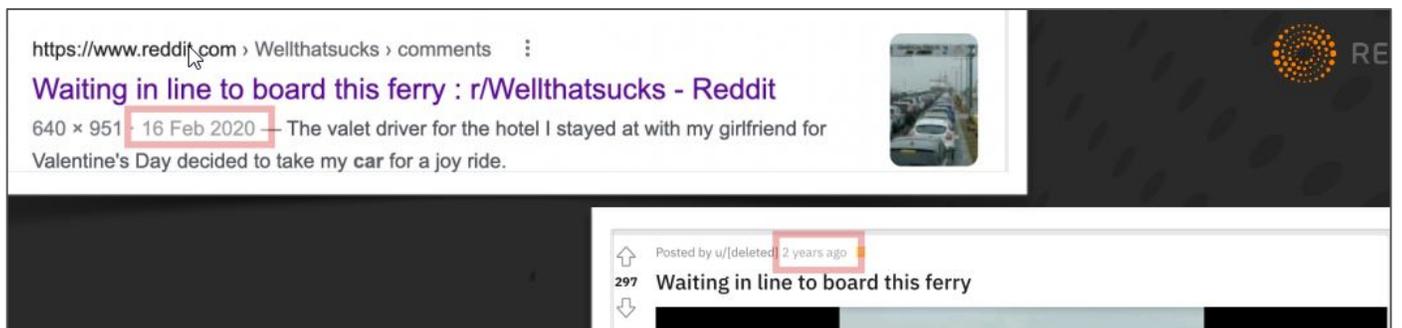


Step 1.



Step 2.

How did Reuters prove the ferry clip was not recent and not pertinent to Storm Eunice?





## PART E: Taxonomy of misinformation

Why is false context common?

Why is imposter content common?

# FIVE TYPES OF MISINFORMATION

### SATIRE



Uses humor or exaggeration to critique or mock a person, organization or policy.

### FALSE CONTEXT



Takes an image, a quote or other piece of content and puts it into a new, false context to change its meaning.

### IMPOSTER CONTENT



Falsely uses a well-known name, brand or logo to fool people into believing that it is authentic content.

### FABRICATED CONTENT



Is entirely made up and is designed to deceive you into thinking that it's real.

### MANIPULATED CONTENT

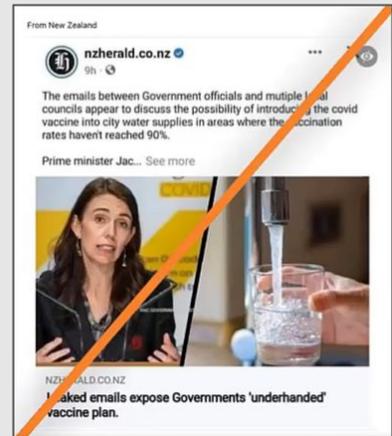


Makes changes in original material in an effort to deceive or create a false context (for example, an image where something has been added or deleted using photo editing tools).

## PART F: Debunking imposter content

How does Reuters prove that this social media post claiming to be from a legitimate news organization is false? **Double-click on the boxes to fill in the blanks.**

- Go to the alleged
- Check for
- Social media/search engine
- Check if  covered the alleged event.
- Do a Twitter



What did Reuters do in its fact-check for the fake New Zealand Herald post that represented quality journalism and standards?

Principle #1	Principle #2	Principle #3	Principle #4	Principle #5
A commitment to Non-partisanship and Fairness	A commitment to Standards and Transparency of Sources	A commitment to Transparency of Funding & Organization	A commitment to Standards and Transparency of Methodology	A commitment to an Open & Honest Corrections Policy

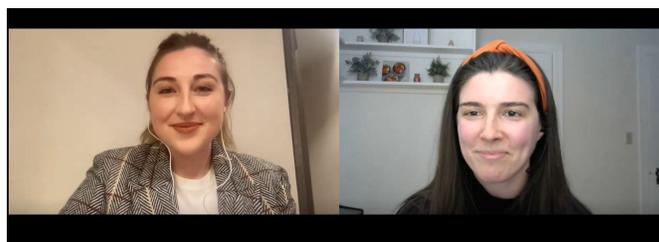


**Conclusion:** Explain some ways to verify information online.

Use evidence from all parts of this viewing guide.



**Challenge:** Complete [this reverse image exercise](#) developed by Sarah Thompson of the fact-checking organization Lead Stories. (Check your answers [here](#).)



# Is it legit?

## Five steps for vetting a news source

Many sources compete for attention online, including partisan blogs and bogus sites posing as legitimate news organizations. It can be tough to know what to trust. Follow these steps to cut through the noise and learn how to evaluate sources for signs of credibility – as well as for red flags that signal a source should be avoided.

Test your source savvy!

Scan this QR code to put your source-vetting skills to the test.



News Literacy Project



SmartNews

This infographic was created by the News Literacy Project in partnership with SmartNews, a news app for mobile devices.

A future founded on facts

[newslit.org](http://newslit.org)

1



### Do a quick search

Conducting a simple search for information about a news source is a key first step in evaluating its credibility. It's important to look beyond social media. Go to a search engine and plug in the name of the website or publication. Do other legitimate sources, such as standards-based news organizations or [fact-checking websites](#), describe this publication as unreliable? Satirical? Is it a state-run propaganda "news" site? If so, there's no need to spend more time vetting. Look elsewhere for reliable information.

**Tip:** Wikipedia can be a good place to start and lead you to relevant source links, just keep in mind that some credible local newrooms may not have an entry there. You can also see if a source has been vetted for inclusion on news aggregators, such as [Google News](#), [Apple News](#) and [SmartNews](#).

2

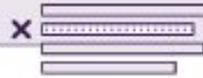


### Look for standards

Reputable news organizations aspire to ethical guidelines and standards, including fairness, accuracy and independence. These standards should be available publicly – often in the form of editorial policies or a code of ethics. Look for evidence that a source follows such standards. If someone is mentioned in a critical story, for instance, did the journalist give that person a chance to comment?

**Note:** Some professional journalism standards are commonly shared across the industry, such as the [Society of Professional Journalists Code of Ethics](#). Other policies are unique to different newrooms.

4



### Examine how errors are handled

Credible news sources are accountable for mistakes and correct them. Do you see evidence that this source corrects or clarifies errors?

5



### Assess news coverage

An important step in vetting sources is taking time to read and assess several news articles. Do you see original reporting? Do they provide straight news reports, or just commentary and opinion? Are there grammatical and/or spelling errors? How do news articles from this source compare to coverage from other standards-based newrooms on the same topic? Many people have strong opinions about news sources without evaluating them firsthand.

**Tip:** Take note of bylines (names) on news coverage. These bylines can help you confirm that this coverage was written or produced by professional journalists. Bylines are also a sign of transparency and accountability.

### Beware of these trust busters!

If you spot any of these problems, look elsewhere for credible news.

#### ✗ False or untrue content:

Publishing a demonstrably false claim without connecting it.

#### ✗ Clickbait tactics:

"Baiting" you with sensationalized language, including misleading or exaggerated headlines, or headlines that are purposely vague to drive clicks.

#### ✗ Lack of balance:

Consistently focusing on one angle or side of a legitimate debate or controversy, while ignoring or distorting other perspectives.

#### ✗ Manipulated images or videos

**Tip:** You can do a [reverse image search](#) using

[Google](#), [TinEye](#) and [Yandex](#)

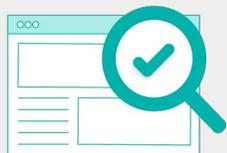
(among other tools) to see if visuals have been misrepresented or altered in some way.

#### ✗ State-run or state-sponsored propaganda:

Using government-controlled news organizations to further national agendas and improve public image.

#### ✗ Dangerous, offensive and malicious content:

Could include discriminatory language, unverified pseudoscience, content that promotes violence or coverage that – as the SPJ Code of Ethics states – panders to "lurid curiosity."



# Dig Deeper

March 7, 2022

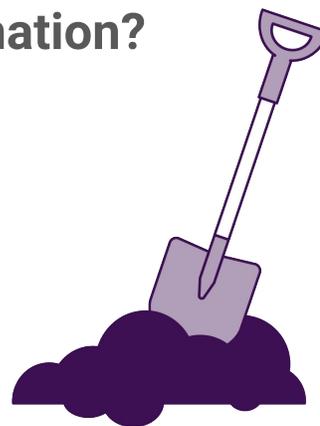
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*Resource Connection Tip: Complete the [MisinfoChallenge: Fact-checking 101 challenge](#) in Checkology® to apply basic fact-checking skills to practice recognizing – and debunking! – misinformation.*

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#### PART A: Introduction

What does Seana Davis do in her work with the Reuters Fact Check team?

**Seana monitors misinformation, looks at big news events and tries to weed out what is true and what is not. Seana Davis is a journalist on Reuters’ Fact Check team.**

What pillars does Reuters use to decide what should be fact-checked?

**Double-click on the boxes to fill in the blanks.**



REUTERS/Carlos Jasso

**Relevance**

The claim should be topical and in the public interest

**Reach**

The claim should be gaining traction, or have clear potential to go viral

**Impact**

The claim could cause harm or negative consequences if not addressed

## PART B: Miscaptioned videos

Why did people share an old video that showed a ferry dramatically rocking from side to side due to a storm in February 2020?

The recent weather during Storm Eunice matched what the video showed. Also, the video is dramatic and likely evoked an emotional reaction.

What are some first steps to take when you see clips online?

Double-click on the boxes to fill in the blanks.

- Pause - **Take your time** before you share.
- Be aware if the post evokes **emotion**.
- Check the **comments section** for indications as to whether the clip could be old or out of context.
- Check the **latest media reports** of the incident.
- **Reverse image search**.
- Social media/search engine **advanced search**.

Why is it important to follow these steps?

Answers will vary but should focus on how reacting emotionally to viral content makes people more likely to share it without first verifying that it is authentic, which can contribute to the misinformation landscape.

Other important notes I want to remember from this section:

Answers will vary.

## PART C: Reverse image search

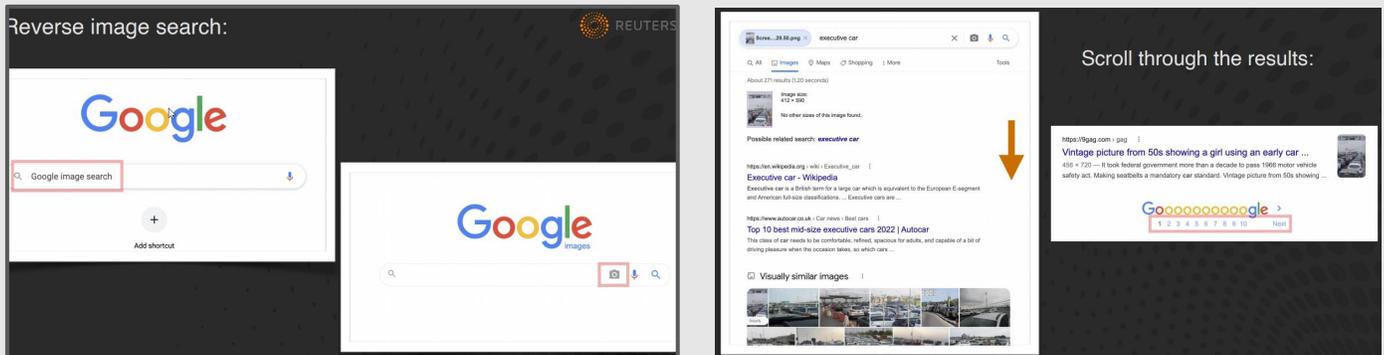
Why might you want to complete a reverse image search?

A reverse image search can help tell you whether an image or video pertains to a particular news event or if it is being circulated out of context.

What are some reverse image search engines you can use?

You can use Google, Yandex and TinEye, among others.

How do you complete a reverse image search on Google? Explain each step.

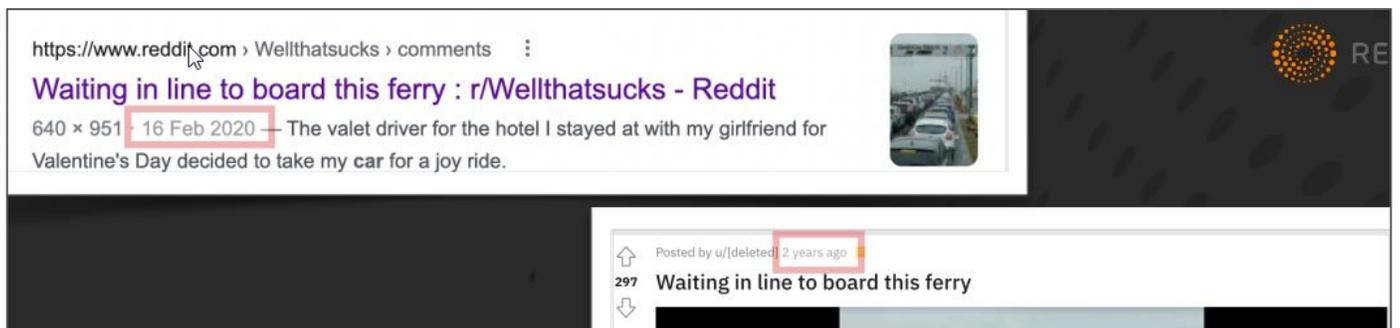


**Step 1.** Google the words “Google image search.” Click on the camera icon next to the search bar.

**Step 2.** Upload an image to Google reverse image search and hit enter to see results matching the image.

How did Reuters prove the ferry clip was not recent and not pertinent to Storm Eunice?

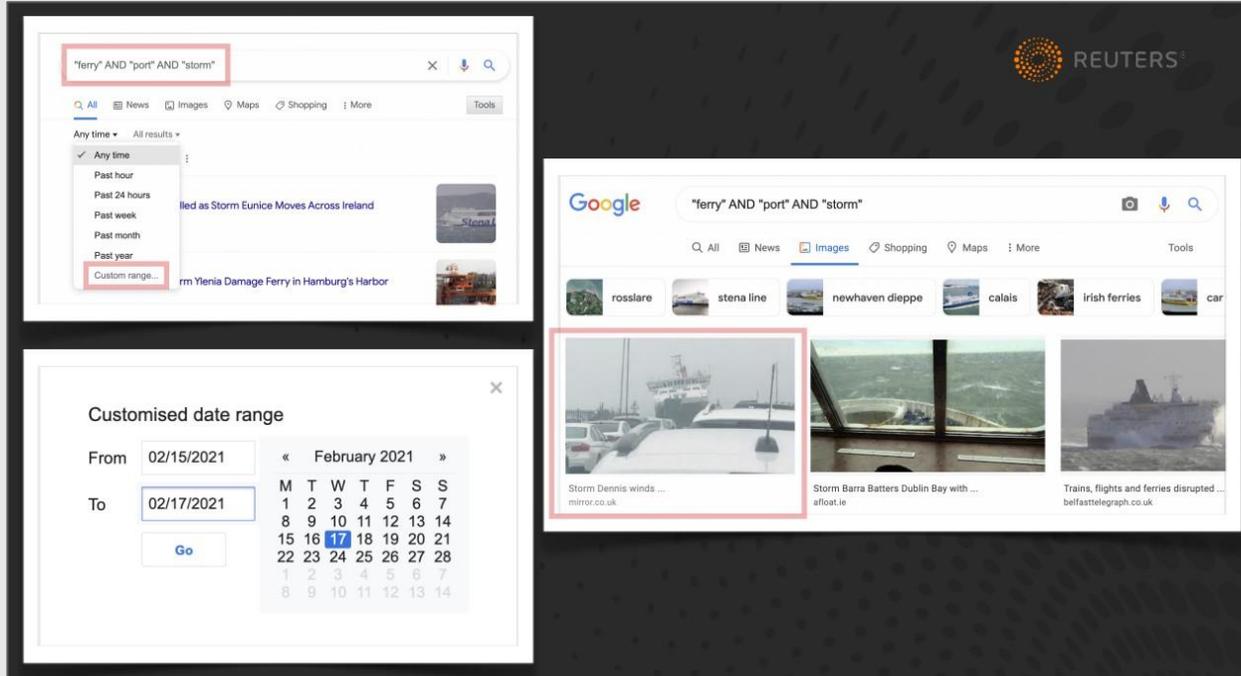
Reuters did a reverse image search and found instances of the clip on Reddit and in news coverage from February 2020.



## PART D: Advanced Google search

How do you complete an advanced Google search?

Explain each step by filling in the blanks and answering the questions.



**Step 1.** Type in different **[keywords]**.

What did Davis use when searching for the ferry image?

**"ferry" AND "port" AND "storm"**

**Notice how Davis used quotations to search for the specific words as well as the Boolean operator "AND" to search for more than one term.**

**Step 2.** Click on **["Tools"]** and narrow in your date range. Click on **[Custom range]**.

Why did Davis want to search for a specific date range?

**Davis was looking to see if news sources covered clips of the video around the time that it was posted to Reddit in February 2020.**

**Step 3.** Search **[images]** to see if anyone uploaded the same image and compare sources.

What did Reuters find when looking for news coverage related to this clip?

**They found that The Mirror, BBC and other outlets had covered this video.**

Other information I want to remember about completing a reverse image search or completing an advanced Google search:

**Answers will vary. Some students might want to note that the first step in completing a reverse image search for a video is to take a screen capture from a still frame of the video. Often the first frame will be enough, but sometimes you might have to check others.**

## PART E: Taxonomy of misinformation

Why is false context common?

False context is common because it's "so easy for it to happen." It's easy to lose the context of videos and other posts on social media. Oftentimes it's an accident. Purveyors of misinformation can re-contextualize something, and people focused on an event simply mistake the false context for the event they're focused on.

Why is imposter content common?

Imposter content is common because it's easy to create and evokes strong emotions.

# FIVE TYPES OF MISINFORMATION

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Uses humor or exaggeration to critique or mock a person, organization or policy.

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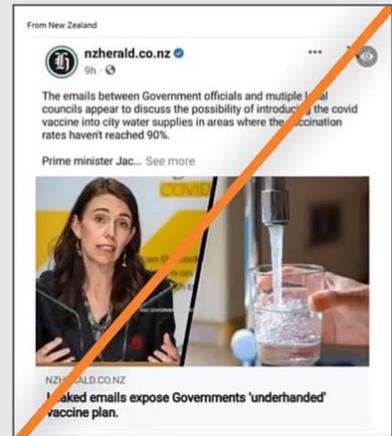


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## PART F: Debunking imposter content

How does Reuters prove that this social media post claiming to be from a legitimate news organization is false? **Double-click on the boxes to fill in the blanks.**

- Go to the alleged **source**.
- Check for **spelling or grammatical errors**.
- Social media/search engine **advanced search**.
- Check if **other media** covered the alleged event.
- Do a Twitter **advanced search**.



What did Reuters do in its fact-check for the fake New Zealand Herald post that represented quality journalism and standards?

Answers will vary but should mention that Reuters reached out directly to the New Zealand Herald as a source to confirm that the post was fake. Reuters also is a signatory of the IFCN, which has a code of principles (shown below).

Principle #1	Principle #2	Principle #3	Principle #4	Principle #5
A commitment to Non-partisanship and Fairness	A commitment to Standards and Transparency of Sources	A commitment to Transparency of Funding & Organization	A commitment to Standards and Transparency of Methodology	A commitment to an Open & Honest Corrections Policy



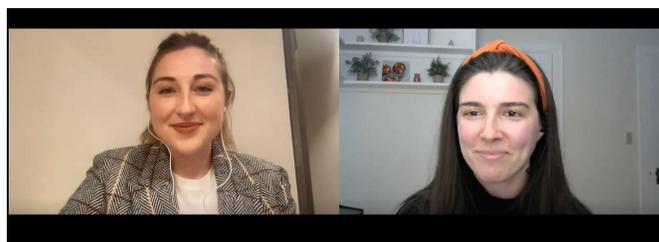
**Conclusion:** Explain some ways to verify information online.

Use evidence from all parts of this viewing guide.

Answers will vary. Be sure students incorporate key ideas from various points in this viewing guide.



**Challenge:** Complete [this reverse image exercise](#) developed by Sarah Thompson of the fact-checking organization Lead Stories. (Check your answers [here](#).)



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News Literacy Project



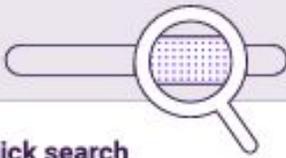
SmartNews

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A future founded on facts

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