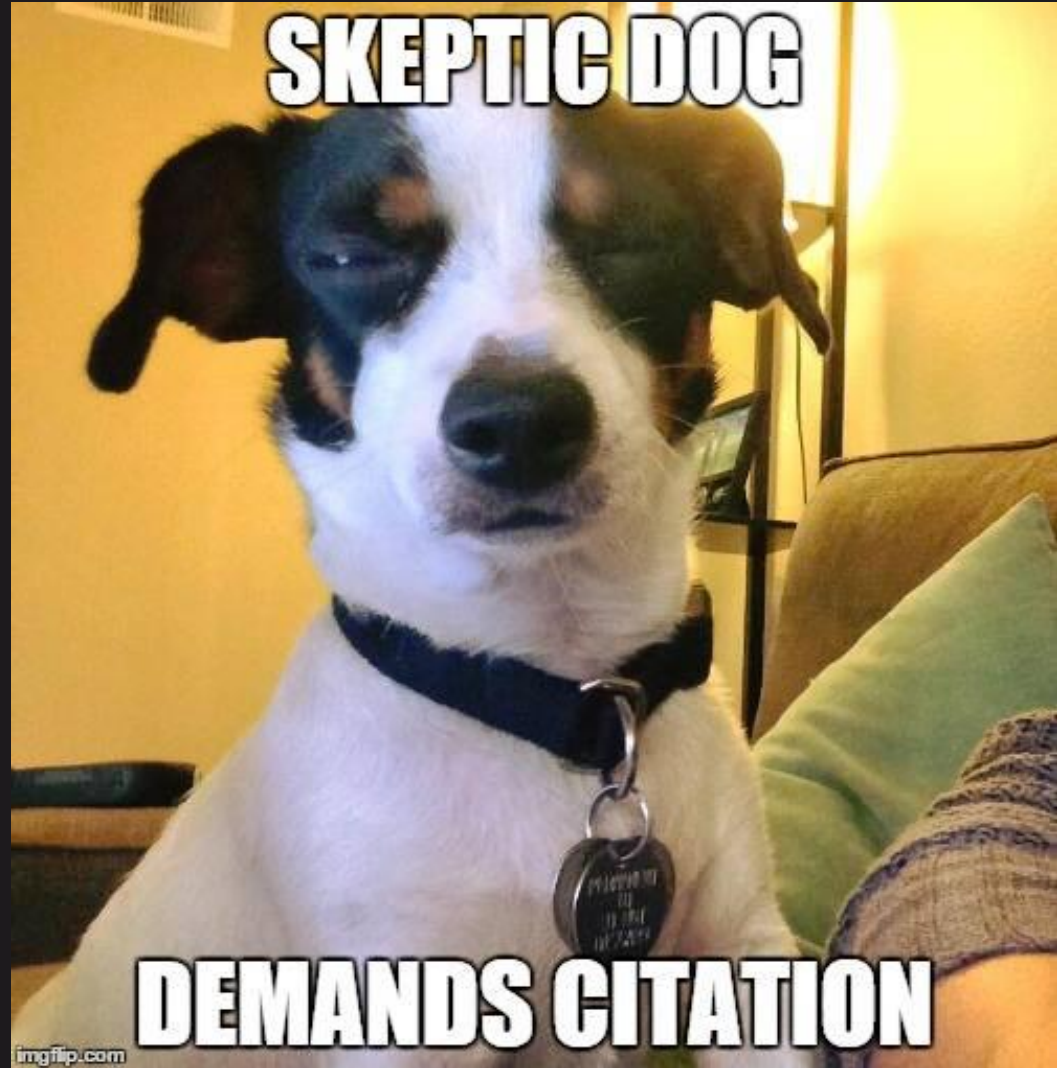


SCIBABE'S TEN RULES TO SURVIVING FAKE NEWS

Yvette d'Entremont
Scientist- Writer
First woman to land on Mars



HAPPY (BELATED) INTERNATIONAL FACT CHECKING DAY!

Ah, 1st April: the only day of the year that people critically evaluate things they find on the Internet before accepting them as true.



(One follows the other.)

SCIBABE: ORIGINS

MY ULTRA-NERDTASTIC SUPERHERO ORIGIN STORY

- ❖ Three academic disciplines; chemistry, forensics and... theatre.
 - ❖ Worked in academia, explosives, toxicology, and pesticide analysis.
 - ❖ SciBabe started on a whim.
-



SCIBABE: THE DARK SIDE OF THE FAKE NEWS DETECTION



MY FIRST TASTE OF FAKE NEWS: INTERNET NUTRITION HEADLINES

- 30 foods you should never eat after age 30
- 10 Simple Ways To Turn Your Meal Into An Aphrodisiac
- 20 Best and Worst Gas Station Foods For Weight Loss
- 23 Worst Food Additives In America
- 9 Reasons A Juice Cleanse Will Work In Your Favor
- 6 Foods Thin Women Eat Every Day
- If You Had To Eat One Superfood Every Day, Which Would You Choose?

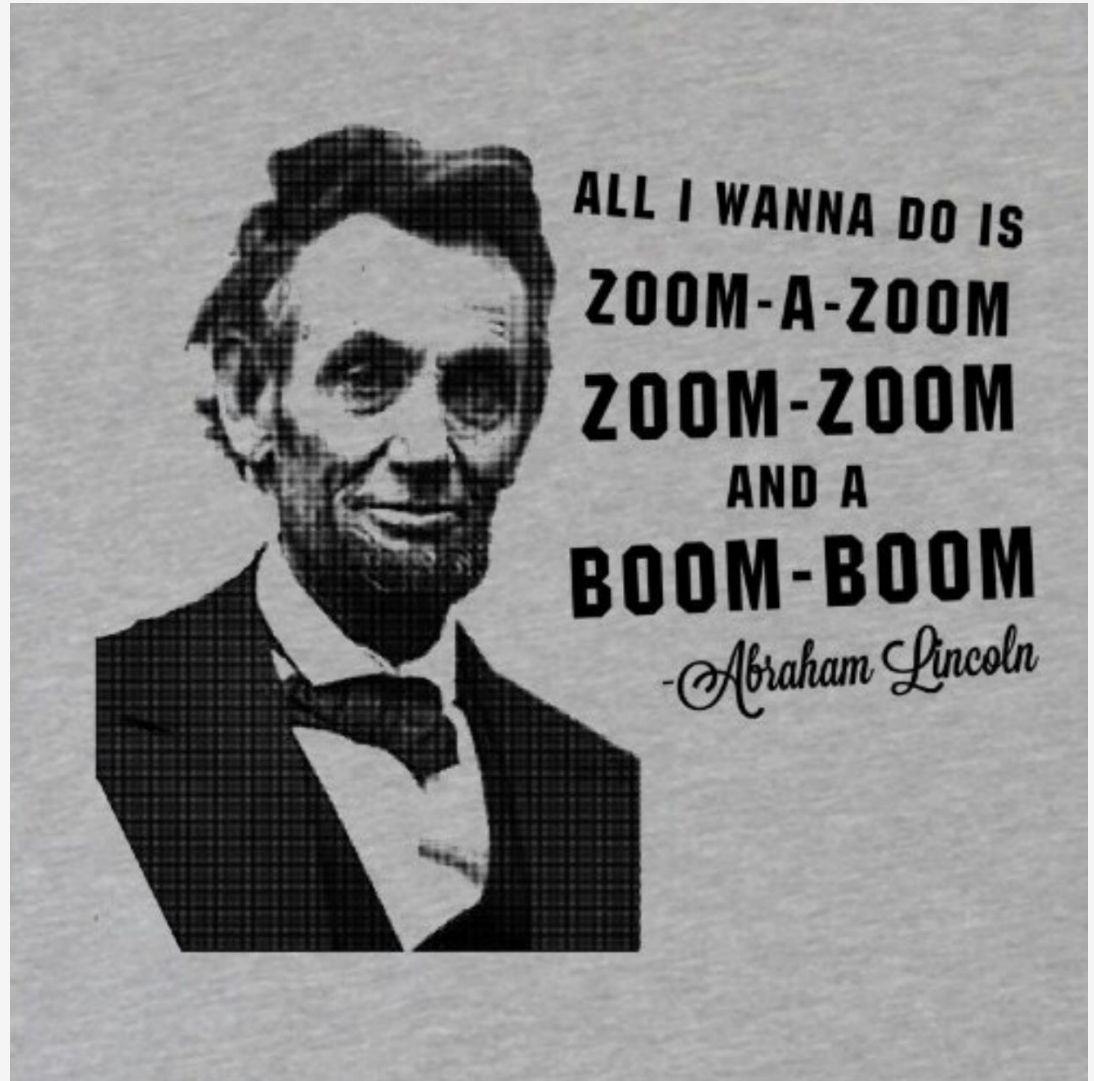


THE GOOGLE MACHINE PROBLEM



“Everything
on the
internet is
true.”

—Abraham
Lincoln



“Everything
on the
internet is
true.”

~~—Abraham
Lincoln~~

-Marilyn Monroe

Never
gonna
give you
up, never
gonna let
you down.

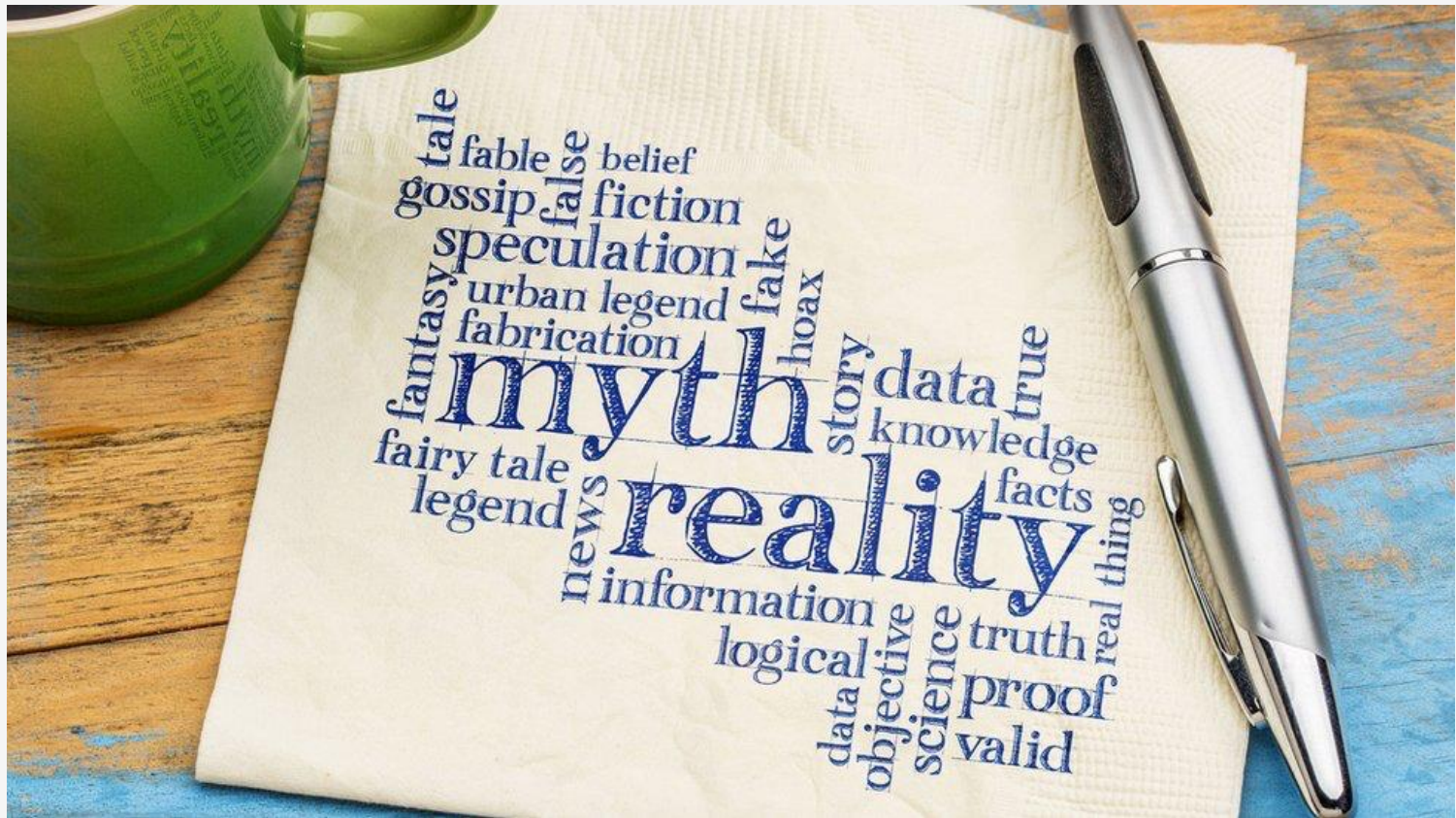
Never
gonna run
around
and
dessert
you.
-Marilyn
Monroe



A woman with long blonde hair, wearing a light blue blazer, is holding a white rectangular sign in front of her chest. The sign has the words "COMMUNAL" and "ORGASM" written in black, hand-drawn capital letters, one above the other. She is looking slightly to her right with a neutral expression. The background is dark and out of focus, showing some blurred lights and what appears to be a bar or stage setting.

COMMUNAL
ORGASM

WHAT CAN FALL UNDER THE CATEGORY OF FAKE NEWS?



WHAT'S *NOT* FAKE NEWS?

“

The failing @nytimes
has become a
newspaper of fiction...
Very dishonest!”

Donald Trump,
Republican presidential candidate



1. LEARN TO RECOGNIZE A BIASED SOURCE



See any similarities?

See any differences?

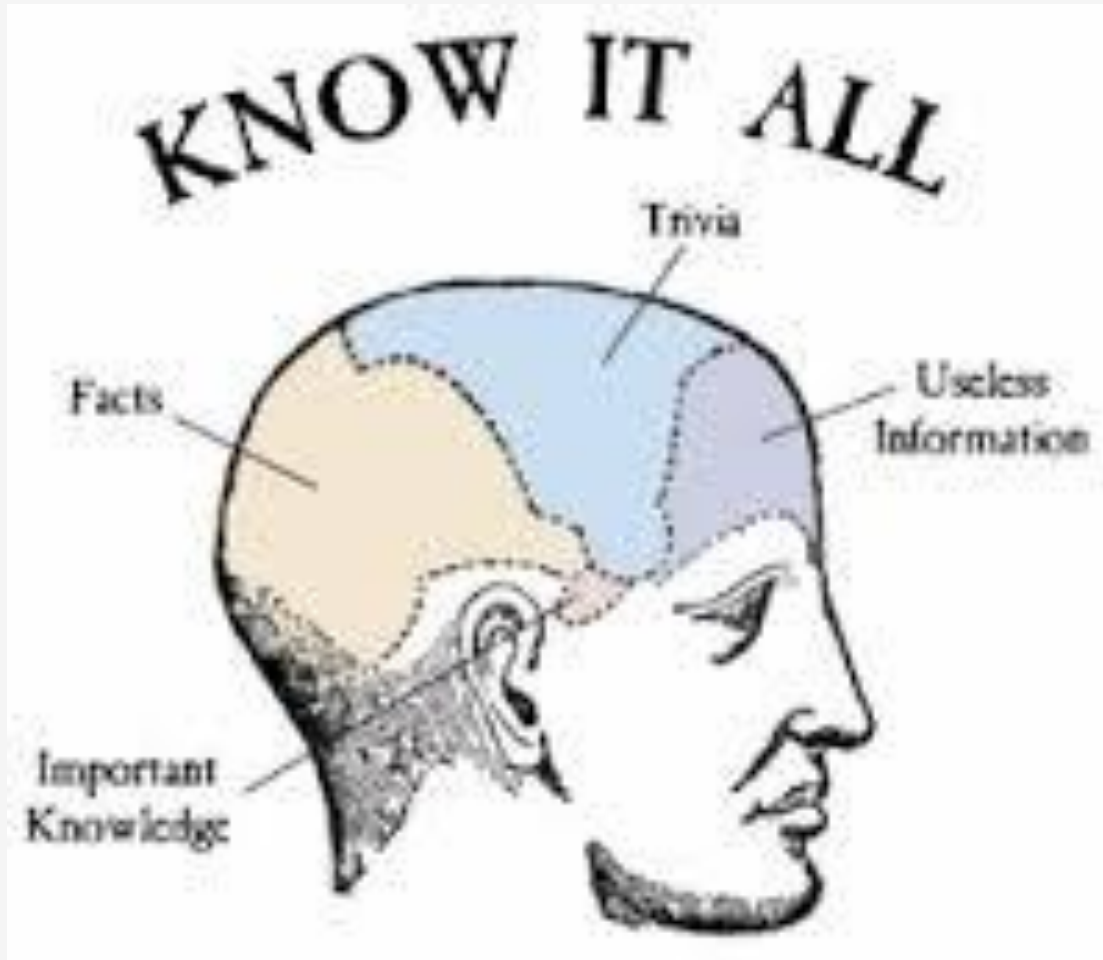


Over recent months, Conway has been the "go-to" personality speaking on television for Trump, but the networks have banned her from their shows because her comments did not match the administration's official message.



Over recent months, Conway has been the "go-to" personality speaking on television for Trump, but the mainstream liberal media networks have banned her from their shows claiming that her comments did not match the administration's official message.

WHAT ARE SOME SIGNS THAT A SOURCE IS BIASED?



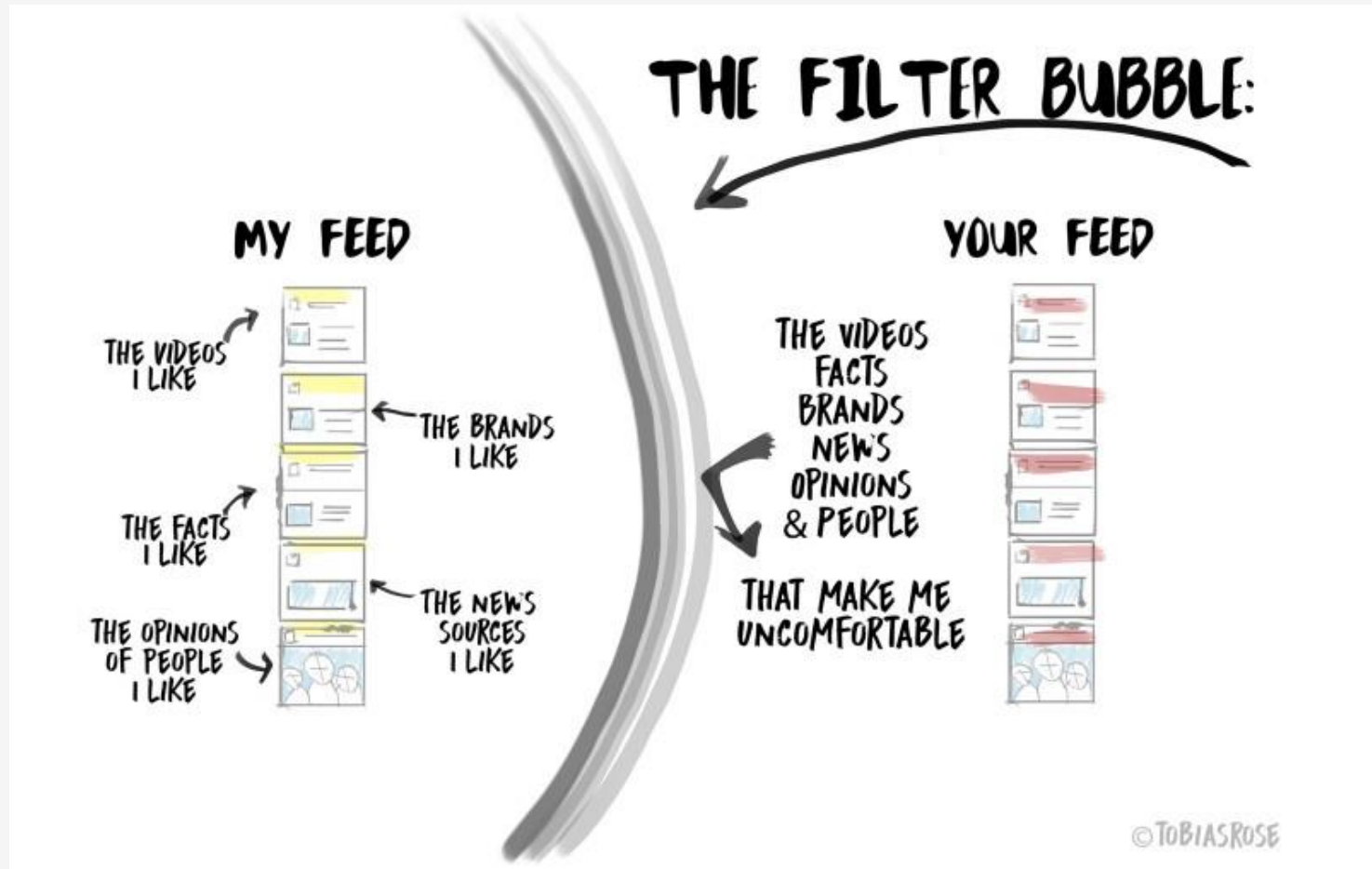
- Loaded language
- Clickbait headlines
- Stories made to fit an agenda
- Stories mismatch events

2. *WHEN A BIASED SOURCE AGREES WITH YOUR WORLDVIEW, QUESTION IT.*



- USUncut/Palmer Report
 - DailyKos
 - Occupy Democrats
 - BlueNationReview/ShareBlue
 - RealTimePolitics
 - Breitbart
 - The Blaze
 - Red Flag News
 - WorldNetDaily
 - LifeNews
-

“THE FIRST PRINCIPLE IS THAT YOU MUST NOT FOOL YOURSELF – AND YOU ARE THE EASIEST PERSON TO FOOL.”



3. VIRAL CAN MEAN “EYE CATCHING STORY,” BUT SOMETIMES? FAKE NEWS.

WHAT HAPPENS ONE HOUR AFTER DRINKING A CAN OF COKE

1

FIRST 10 MINUTES

10 teaspoons of sugar hit your system. (100% of your recommended daily intake.) You don't immediately vomit from the overwhelming sweetness because phosphoric acid cuts the flavor allowing you to keep it down.

2

20 MINUTES

Your blood sugar spikes, causing an insulin burst. Your liver responds to this by turning any sugar it can get its hands on into fat. (There's plenty of that at this particular moment)

3

40 MINUTES

Caffeine absorption is complete. Your pupils dilate, your blood pressure rises, as a response your liver dumps more sugar into your bloodstream. The adenosine receptors in your brain are now blocked preventing drowsiness.



45 MINUTES

Your body ups your dopamine production stimulating the pleasure centers of your brain. This is physically the same way heroin works, by the way.

60 MINUTES

The phosphoric acid binds calcium, magnesium and zinc in your lower intestine, providing a further boost in metabolism. This is compounded by high doses of sugar and artificial sweeteners also increasing the urinary excretion of calcium.

60 MINUTES

The caffeine's diuretic properties come into play. (It makes you have to pee.) It is now assured that you'll evacuate the bonded calcium, magnesium and zinc that was headed to your bones as well as sodium, electrolyte and water.

60 MINUTES

As the rave inside of you dies down you'll start to have a sugar crash. You may become irritable and/or sluggish. You've also now, literally, pissed away all the water that was in the Coke. But not before infusing it with valuable nutrients your body could have used for things like even having the ability to hydrate your system or build strong bones and teeth.

TheRenegadePharmacist.com

Content based on article by Wade Meredith

WHAT ABOUT THE STORIES THAT SOMEONE KNOWS IS FABRICATED?

Excellent News: Chocolate Can Help You Lose Weight!

ANI

Posted: 31/03/2015 16:21 IST | Updated: 31/03/2015 16:21 IST



A new research has revealed that chocolate can aid weight loss when combined with a low-carb diet.

4. WHEN SCIENCE JOURNALISM TAKES DATA OUT OF CONTEXT FOR A BETTER STORY? FAKE NEWS.

winerist



SCIENCE PROVES DRINKING WINE IS BETTER THAN GOING TO THE GYM

Inspiration Wine Wine Trivia & Quizzes

Return to Winerist Magazine

Share

Wine Aerobics



LIFESTYLE

A Glass Of Red Wine Is The Equivalent To An Hour At The Gym, Says New Study

23 July 2015 | Updated 08 January 2017



Daisy May Sitch Digital & Social Media Mana

Love a good glass of vino but hate hitting t to work it off? This news will make your da

UPDATE: [Drinking red wine could help bur says new study](#)



the
HEALTH
Science Journal



A Glass Of Red Wine Is The Equivalent To An Hour At The Gym, Says New Study

January 17, 2016 by THSJ — [Leave a Comment](#)

Love a good glass of red wine, but hate going to the gym to work it off? This news will make your day

**THEY'RE NOT DRUNKS OR CHOCOHOLICS,
THEY'RE HEALTH FIENDS!**



*FIND ORIGINAL SOURCE MATERIAL IF THE
ARTICLE SEEMS SENSATIONALIST.*

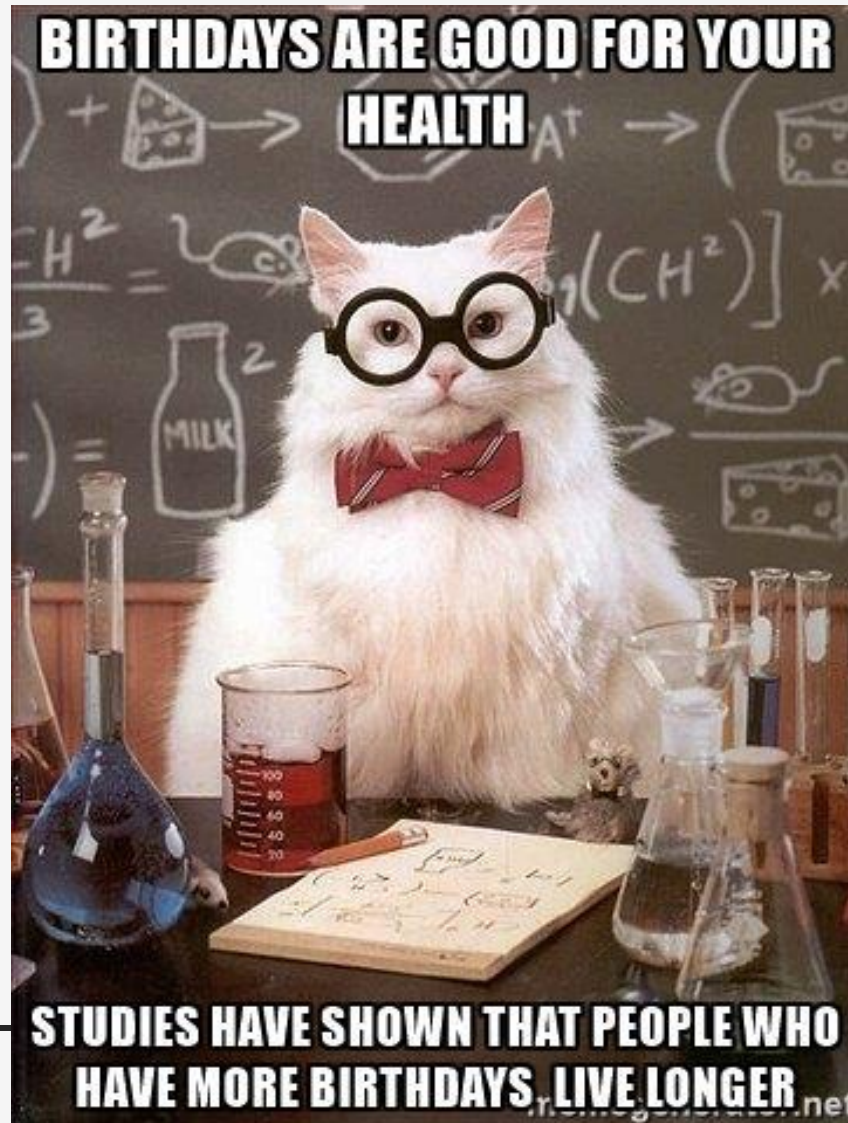
Resveratrol may be a natural exercise performance enhancer: U of A medical research

A natural compound found in some fruits, nuts and red wine may enhance exercise training and performance, demonstrates newly published medical research from the University of Alberta.

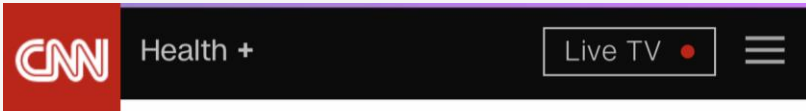
By Raquel Maurier on June 19, 2012

A natural compound found in some fruits, nuts and red wine may enhance exercise training and performance, demonstrates newly published medical research from the University of Alberta.

5. IF THE ARTICLE SIMPLY SAYS "STUDIES SAY" WITHOUT A HINT OF A STUDY," IT'S PROBABLY FAKE NEWS.



“Studies say...”



Apple cider vinegar helps blood sugar, body fat, studies say

By Cynthia Sass, Health.com

⌚ Updated 4:57 AM ET, Thu December 22, 2016



Photos: Photos: 15 superfoods for fall



Studies Say The Season You Were Born In Dictates Your Life

Winter. Spring. Summer. Fall. Which season were you born in? As it turns out, winter babies can be just as warm as the June sun, and summer babies can be just as cold as January frost. See what these studies say about how the season you were born in dictates your life! ***What season were you born in? Tell us in the comments!***

LIFESTYLE

White Wine May Lead to Increased Cancer Risk, Studies Say

A tragedy, I know, but don't worry too much just yet!



Monica Mellon
Temple University

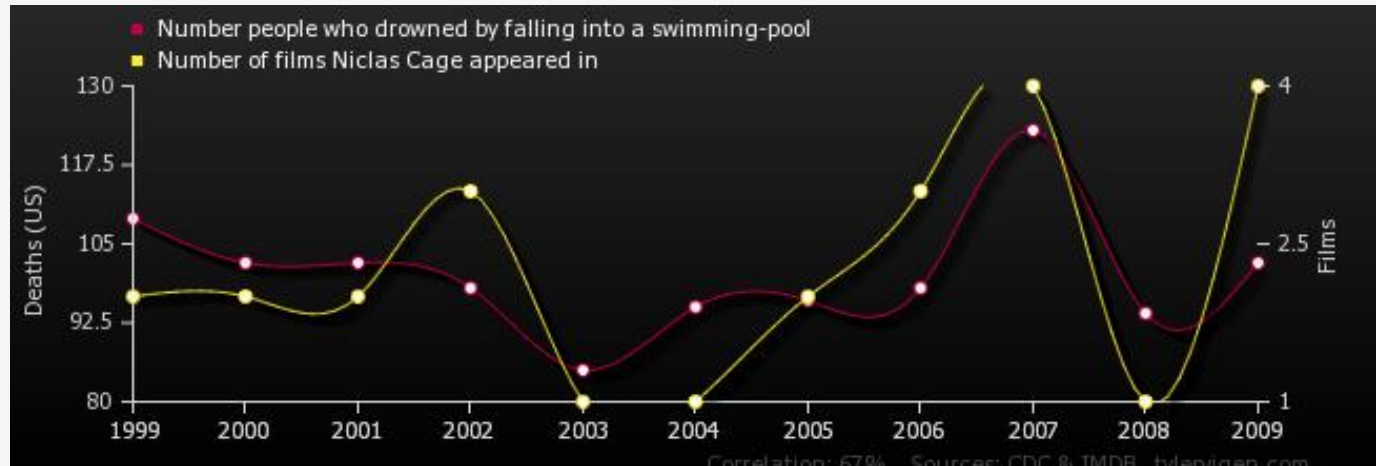
December 22, 2016

6. WHEN CORRELATION IS USED INTERCHANGEABLY WITH CAUSATION? IT'S PROBABLY FAKE NEWS.

**CORRELATION DOES
NOT EQUAL CAUSATION.
MURDER RATES AND
ICE CREAM SALES BOTH
GO UP DURING THE
SUMMER BUT THAT
DOESN'T MEAN
MURDERERS KILL
BECAUSE THEY DON'T
LIKE ICE CREAM.
VACCINES DON'T CAUSE
AUTISM.**

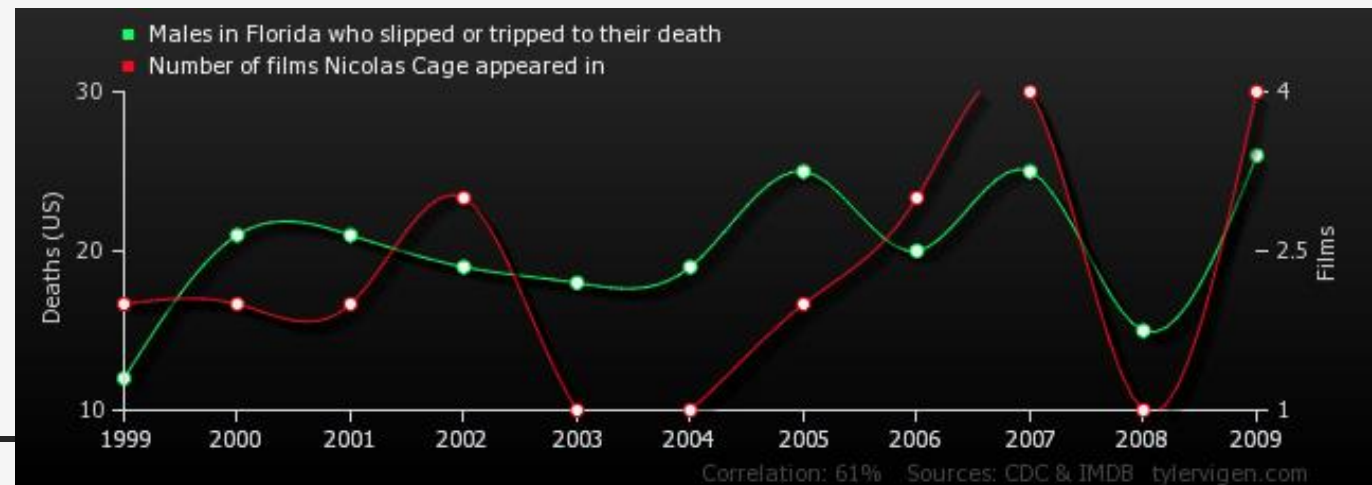
whisper

NICOLAS CAGE FILMS VS...



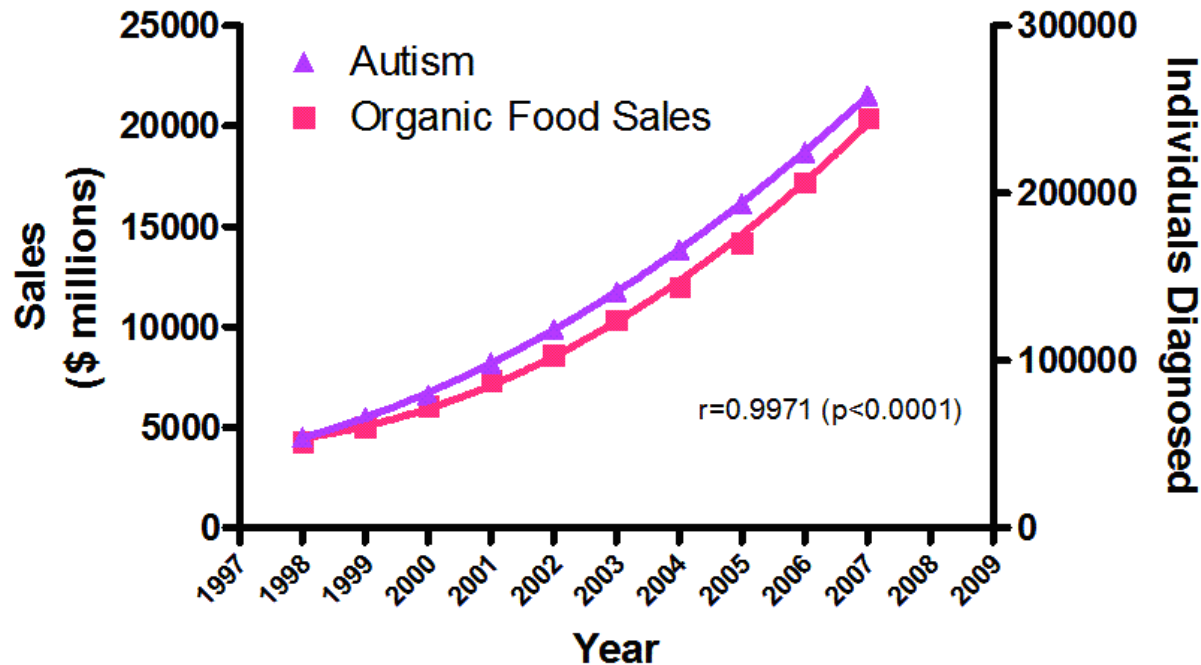
...Number of people who drowned by falling into a swimming pool.

... Florida men who slipped or tripped to their deaths.



CORRELATION VS. CAUSATION: THE AUTISM “DEBATE”

The real cause of increasing autism prevalence?



Sources: Organic Trade Association, 2011 Organic Industry Survey; U.S. Department of Education, Office of Special Education Programs, Data Analysis System (DANS), OMB# 1820-0043: "Children with Disabilities Receiving Special Education Under Part B of the Individuals with Disabilities Education Act"

CORRELATION VS. CAUSATION: DIET SODA AND WEIGHT GAIN

From the same article:

“Diet soda drinkers have:

- A **31% greater risk** of becoming obese
- A **25% greater risk** of developing high blood sugar and triglycerides
- A **50-60% greater risk** of developing metabolic syndrome”

<http://scienceblogs.com/retrospectacle/2007/07/24/correlation-not-causation-the/>

“On average, **soda drinkers tend to eat more calories**, consume more saturated fat and trans fat, eat less fiber, **exercise less and be more sedentary.**”

7. IF IT'S A MEDICAL BREAKTHROUGH
COURTESY OF DR. OZ OR A BLOGGER? FAKE
NEWS.



**This Pill Melts Your Fat
Away!**

WHAT HARM COULD IT DO?



Modern Alternative Mama

7 hours ago

A reader asks:

"My 2.5 yr old invaccad daughter has just tested positive for pertussis. We are going on week 4, so antibiotics won't work. Just looking for ideas to help her. We give cod liver and elderberry daily, she takes a probiotic. I just ordered drosera. Any other suggestions?

What's really odd is she shares a room (and pacis, toys, etc) with her twin brother and we also have a 5.5 the old, neither that caught it! Thanks again"

Like · Comment · Share



2 people like this.

Top Comments ▾



██████████ First, go to the hospital. There are doctors with real medicine there.

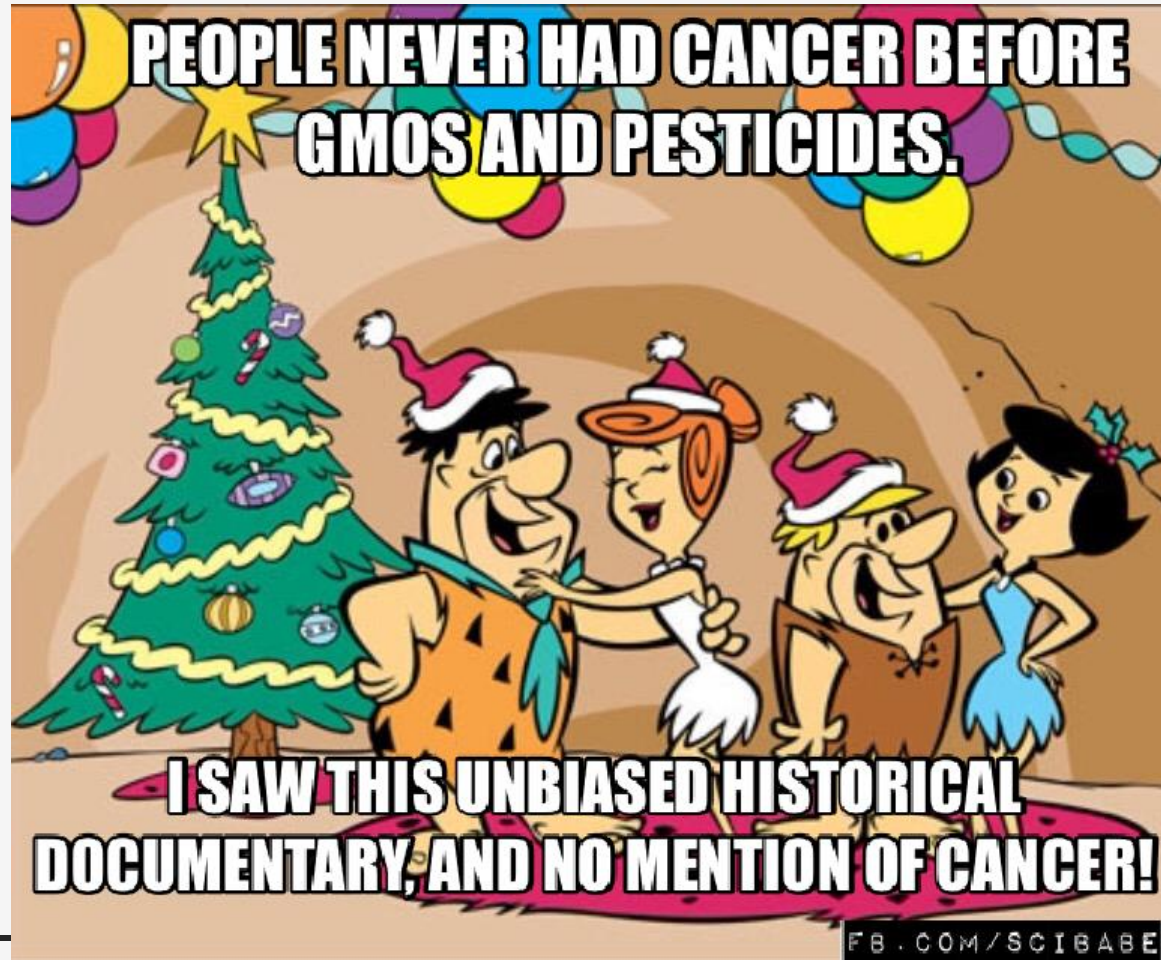
Then, go to the police station and turn yourself in for child abuse. You're a monster.

Like · Reply · A few seconds ago

*8. IF THEY CLAIM THEY ARE THE ONLY
ACCURATE SOURCE OF INFORMATION...*



HOW DO YOU IDENTIFY THE TRAITS OF A CONSPIRACY THEORIST WEBSITE?



9. IF THEY CLAIM
TO HAVE THE BIG
STORY AND THE
MAINSTREAM
MEDIA IS
IGNORING IT...



White House staffer
@AngryWHStaffer

The President, who I work for, just had China grant him trademarks for Trump escort services. Prostitutes! Why isn't this on the news?

3/9/17, 3:40 PM

5,190 RETWEETS 6,535 LIKES



Emma Kennedy ✓ @EmmaKennedy · 3/11/17 ✓

@AngryWHStaffer I was. Extensively 2 days when the story broke. Try and keep up if you're going to pretend.

independent.co.uk/news/world/ame...



1



11



33



10. TREAT EVERY DAY LIKE INTERNATIONAL FACT CHECKING DAY.



**THERE WILL COME A DAY WHEN I'LL BE ABLE TO RESIST
LINKING SNOPES IN THE POSTS OF FRIENDS OF FRIENDS
WHO HAVE GOTTEN IT WRONG**

BUT IT IS NOT THIS DAY.

- Treat new claims on the internet like you would treat new scientific hypothesis.
- Whether it's about politics, science, or any new discovery, fact check.
- Who else is talking about the story?
- Generally reputable resources include Snopes, NPR, WaPo, NYT, Al Jazeera, BBC, PBS, Politifact, Cochrane, Science Based Medicine.

THIS WILL NEVER BE TRUE.



Fact check accordingly.

IF THEY'RE SELLING FEAR, SHOP AROUND.

Risks of being diagnosed w/ cancer:

In the yr 1900 the risk was 1 in 30

In the yr 1980 the risk was 1 in 5.

In the yr 1990 the risk was 1 in 4.

In the yr 1995 the risk was 1 in 3.

In the yr 2000 the risk was 1 in 2.

We are *doing something* fundamentally wrong. Lets start with your plate.

Risks of getting medical advice from memes

In 1900 the average lifespan was 47 yrs.

In 1980 the average lifespan was 74 yrs.

In 1990 the average lifespan was 75 yrs.

In 1995 the average lifespan was 76 yrs.

In 2000 the average lifespan was 77 years.

We are *doing something* fundamentally right. Let's start with science.

*DON'T MISTAKE TRULY NEW IDEAS FOR IDEAS
THAT MERELY ARE NEW TO YOU.*

**"DOCTORS DON'T KNOW
EVERYTHING."**



**I'M SURE YOUR TWO WEEK DIY HEAL
YOURSELF ESSENTIAL OILS CLASS
TAUGHT YOU THE CURE TO ZIKA.**

TREAT THE INTERNET LIKE INFINITE MONKEYS ON INFINITE TYPEWRITERS



Vox

👍 LIKE

I taught my 5th-graders how to spot fake news. Now they won't stop fact-checking me.

It's more important than ever to teach kids how to read news critically.

THANK YOU! COME VISIT...

- Scibabe.com
- Fb.com/scibabe
- @thescibabe

