

ITP FALL 2017

FAKING THE NEWS

MOMENTS AGO



FAKING THE NEWS

**"THE WHOLE AGE OF [THE]
COMPUTER HAS MADE IT WHERE
NOBODY KNOWS EXACTLY WHAT'S
GOING ON."**

-DONALD J. TRUMP

AGE OF THE COMPUTER (CIRCA 2016)

FAKING THE NEWS

SOCIAL MEDIA:
AN ENVIRONMENT WHERE OPINION-BASED
RHETORIC CO-EXISTS WITH FACTUAL INFORMATION

FAKING THE NEWS

FILTER BUBBLE:
PERSONALIZATION EFFECTIVELY ISOLATES USERS IN
THEIR OWN CULTURAL OR IDEOLOGICAL BUBBLES

FAKING THE NEWS

CONFIRMATION BIAS:
THE TENDENCY TO CONSIDER TRUE INFORMATION
THAT CONFIRMS WHAT WE ALREADY BELIEVE TRUE

FAKING THE NEWS

**EPISTEMOLOGICAL TRUTH:
MOST PEOPLE THINK "GOOGLING" IS "RESEARCH."
IT'S NOT**

FAKING THE NEWS

Top 5 Mainstream Election Stories Stories by Facebook Engagement (three months before election)

“Trump’s History of Corruption Is Mind-Boggling.
So Why Is Clinton Supposedly the Corrupt One?”
(849,000, *Washington Post*)

“Stop Pretending You Don’t Know
Why People Hate Hillary Clinton”
(623,000, *Huffington Post*)

“Melania Trump’s Girl-on-Girl Photos
From Racy Shoot Revealed”
(531,000, *New York Post*)

“Ford Fact Checks Trump:
We Will Be Here Forever”
(407,000, *CNN*)

“I Ran the C.I.A. Now
I’m Endorsing Hillary
Clinton” (373,000,
New York Times)

Top 5 Fake Election Stories by Facebook Engagement (three months before election)

“Pope Francis Shocks World, Endorses Donald Trump
for President, Releases Statement”
(960,000, *Ending the Fed*)

“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...
Then Drops Another BOMBSHELL! Breaking News”
(789,000, *The Political Insider*)

“IT’S OVER: Hillary’s ISIS Email Just Leaked &
It’s Worse Than Anyone Could Have Imagined”
(754,000, *Ending the Fed*)

“Just Read the Law: Hillary Is Disqualified
From Holding Any Federal Office”
(701,000, *Ending the Fed*)

“FBI Agent Suspected in Hillary Email
Leaks Found Dead in Apparent Murder-Suicide” (567,000, *Denver Guardian*)

FAKING THE NEWS

WTOE 5 NEWS

YOUR LOCAL NEWS NOW

TOP STORIES COMMUNITY ENTERTAINMENT SPORTS LIFE ABOUT LATEST NEWS VID

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

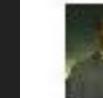
TOPICS: Pope Francis Endorses Donald Trump

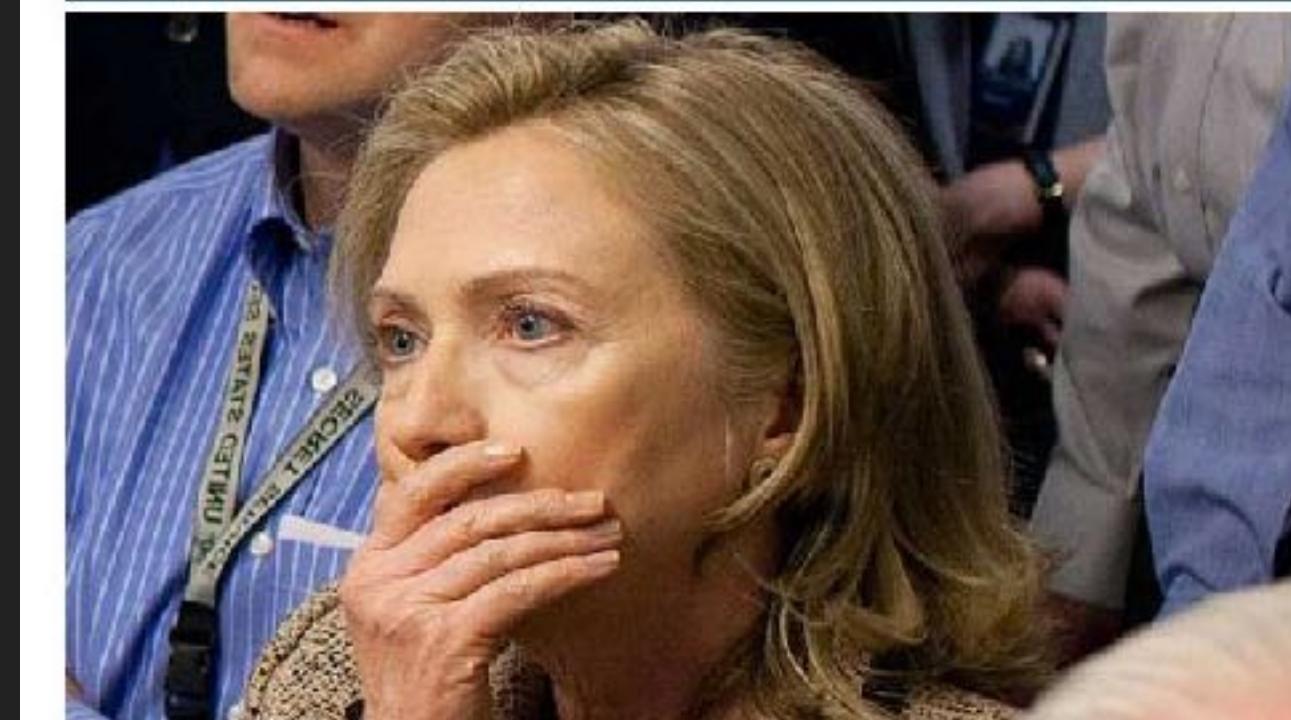


THE POLITICAL INSIDER

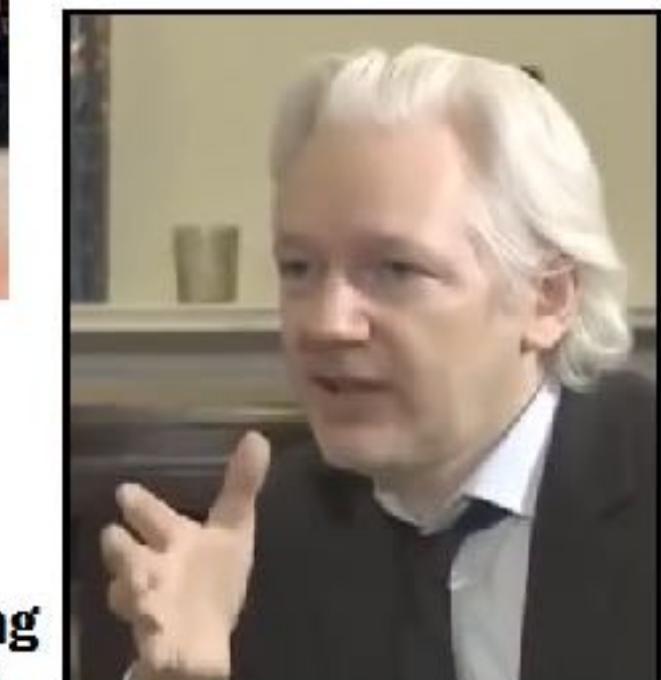
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WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBSHELL!

 Kosar
Featured Contributor



Julian Assange :
Wikileaks Have The Email
That Proves Hillary Sold
Weapons to ISIS In Syria



WikiLeaks announcing that Hillary Clinton and her State Department were actively arming Islamic Jihadists, which Includes the ISIS In Syria.

Clinton has repeatedly denied these claims, including during multiple statements while under oath In front of the United States Senate.

WikiLeaks is about to prove Hillary Clinton deserves to be arrested.

FAKING THE NEWS



MAY 29, 2017

Donald J. Trump  [@DonaldTrump](#)

[Home](#) [About](#)

Keroles Emil I don't understand why people are so surprised about what Trump is doing. He's been telling you what he's gonna do for 18+ months. The only shock should be how quickly he's doing it. Imagine that... a President that actually does what he says he's gonna do 

Like · Reply · 223 · 1 hr

Meipaw Chhau I don't understand why people are so surprised about what Trump is doing. He's doing exactly what he promised to do. The only shock should be how quickly he's doing now. The man of action is arrived!

Like · Reply · 303 · Yesterday at 9:36am · Edited

Channing Walker I don't understand why people are so surprised about what Trump is doing. He's been telling you what he's gonna do for 18+ months. The only shock should be how quickly he's doing it. Imagine that... a President that actually does what he says he's gonna do

Like · Reply · 3,129 · January 31 at 7:00pm

Gabriel Antonio I don't understand why people are so surprised about what Trump is doing. He's been telling you what he's gonna do for 18+ months. The only shock should be how quickly he's doing it. Imagine that... a President that actually does what he says he's gonna do 

Like · Reply · 2,609 · January 31 at 9:06pm

محمد شبل I don't understand why people are so surprised about what Trump is doing. He's been telling you what he's gonna do for 18+ months. The only shock should be how quickly he's doing it. Imagine that... a President that actually does what he says he's gonna do 

Like · Reply · 590 · 9 hrs

Hieu Minh Ngo I don't understand why people are so surprised about what Trump is doing. He's been telling you what he's gonna do for 18+ months. The only shock should be how quickly he's doing it. Imagine that... a President that actually does what he says he's gonna do 

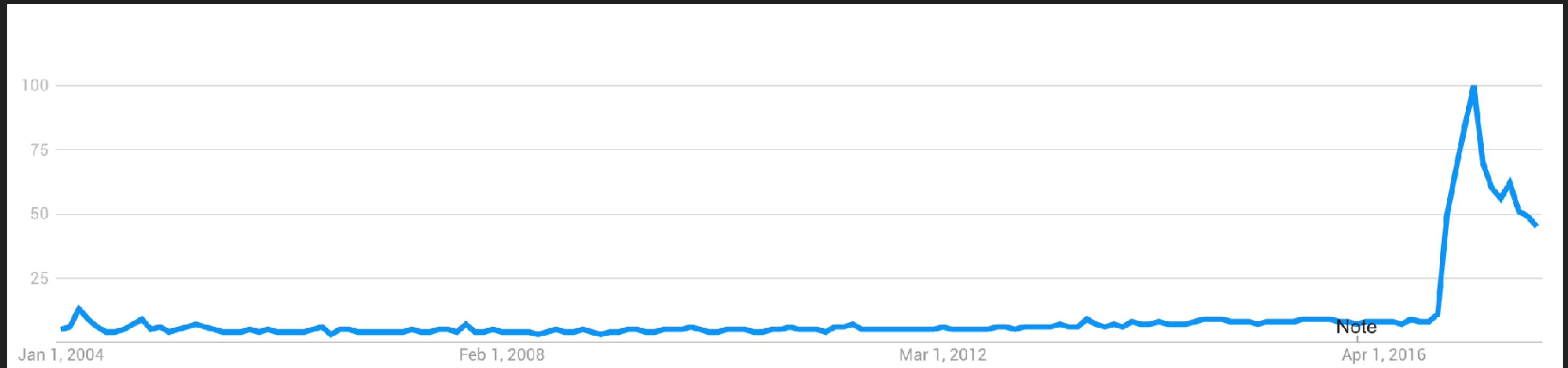
Like · Reply · 15,893 · 10 hrs

Danilo Andrés I don't understand why people are so surprised about what Trump is doing. He's been telling you what he's gonna do for 18+ months. The only shock should be how quickly he's doing it. Imagine that... a President that actually does what he says he's gonna do 

Like · Reply · 3,859 · 7 hrs

“FAKE NEWS”

FAKING THE NEWS



FAKING THE NEWS

MORAL PANIC:
A FEELING OF FEAR AMONG A LARGE NUMBER OF
PEOPLE THAT SOME EVIL THREATENS THE STATUS QUO /
OR WELLBEING OF SOCIETY

3. Aug 24, 2017 07:41:14 AM - The Fake News is now complaining about my different types of back to back speeches. Well, their was Afghanistan (somber), the big Rally.....
4. Aug 23, 2017 08:40:31 AM - Last night in Phoenix I read the things from my statements on Charlottesville that the Fake News Media didn't cover fairly. People got it!
5. Aug 21, 2017 08:32:06 AM - Thank you, the very dishonest Fake News Media is out of control!
<https://t.co/8J7y900VGK>
6. Aug 21, 2017 08:27:12 AM - Jerry Falwell of Liberty University was fantastic on @foxandfriends. The Fake News should listen to what he had to say. Thanks Jerry!
7. Aug 20, 2017 06:22:07 PM - Heading back to Washington after working hard and watching some of the worst and most dishonest Fake News reporting I have ever seen!
8. Aug 19, 2017 12:47:26 PM - Steve Bannon will be a tough and smart new voice at @BreitbartNews...maybe even better than ever before. Fake News needs the competition!
9. Aug 17, 2017 05:32:11 AM - The public is learning (even more so) how dishonest the Fake News is. They totally misrepresent what I say about hate, bigotry etc. Shame!
10. Aug 14, 2017 05:29:00 PM - Made additional remarks on Charlottesville and realize once again that the #Fake News Media will never be satisfied...truly bad people!
11. Aug 8, 2017 01:10:18 PM - After 200 days, rarely has any Administration achieved what we have achieved..not even close! Don't believe the Fake News Suppression Polls!

WHO'S WHO?

FAKING THE NEWS

WHAT IS FAKE NEWS?

FAKING THE NEWS

WHAT IS FAKE NEWS?

FAKING THE NEWS

"WHERE THE PRESS IS FREE
AND EVERY MAN ABLE TO READ,
ALL IS SAFE."

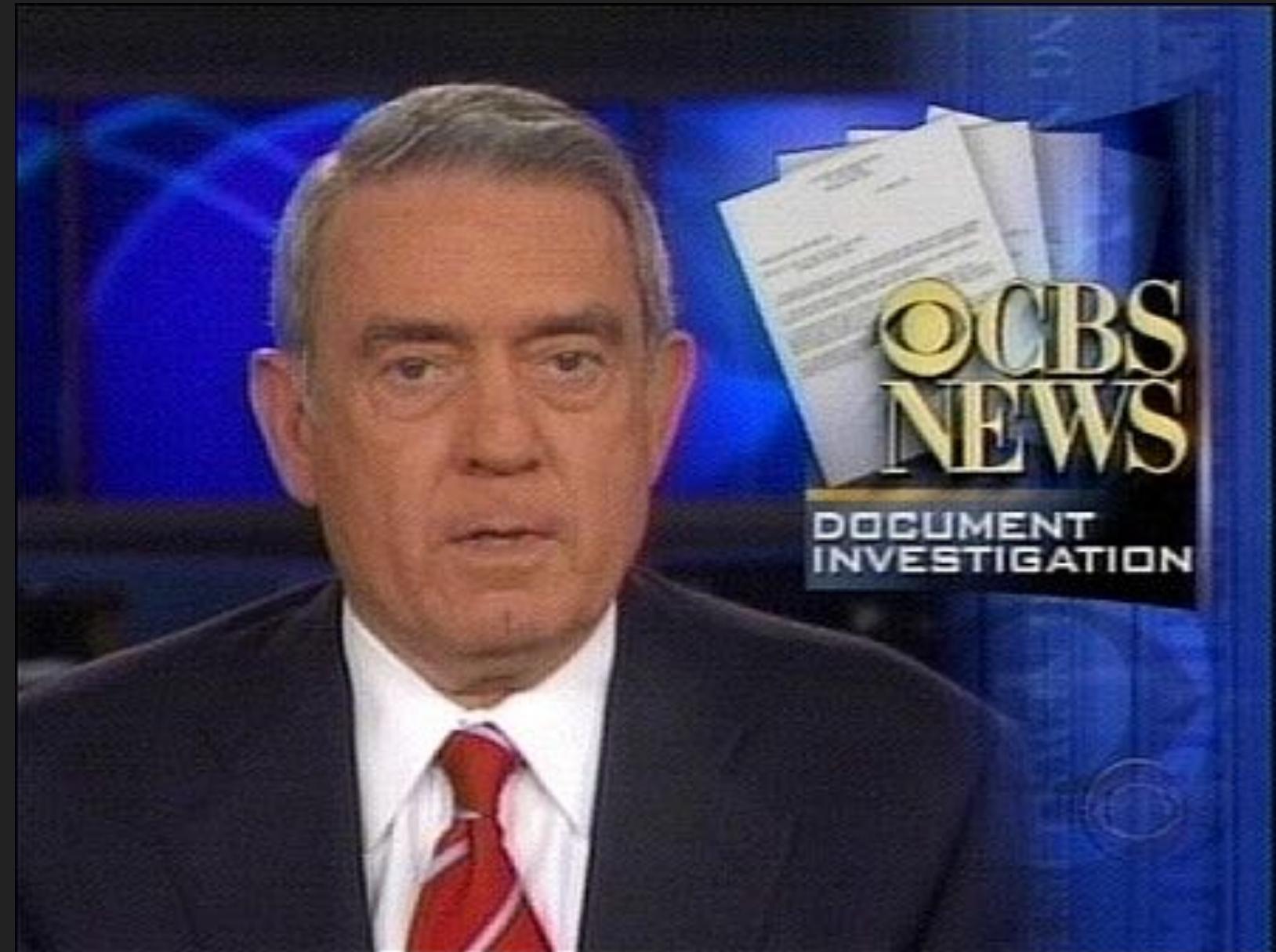
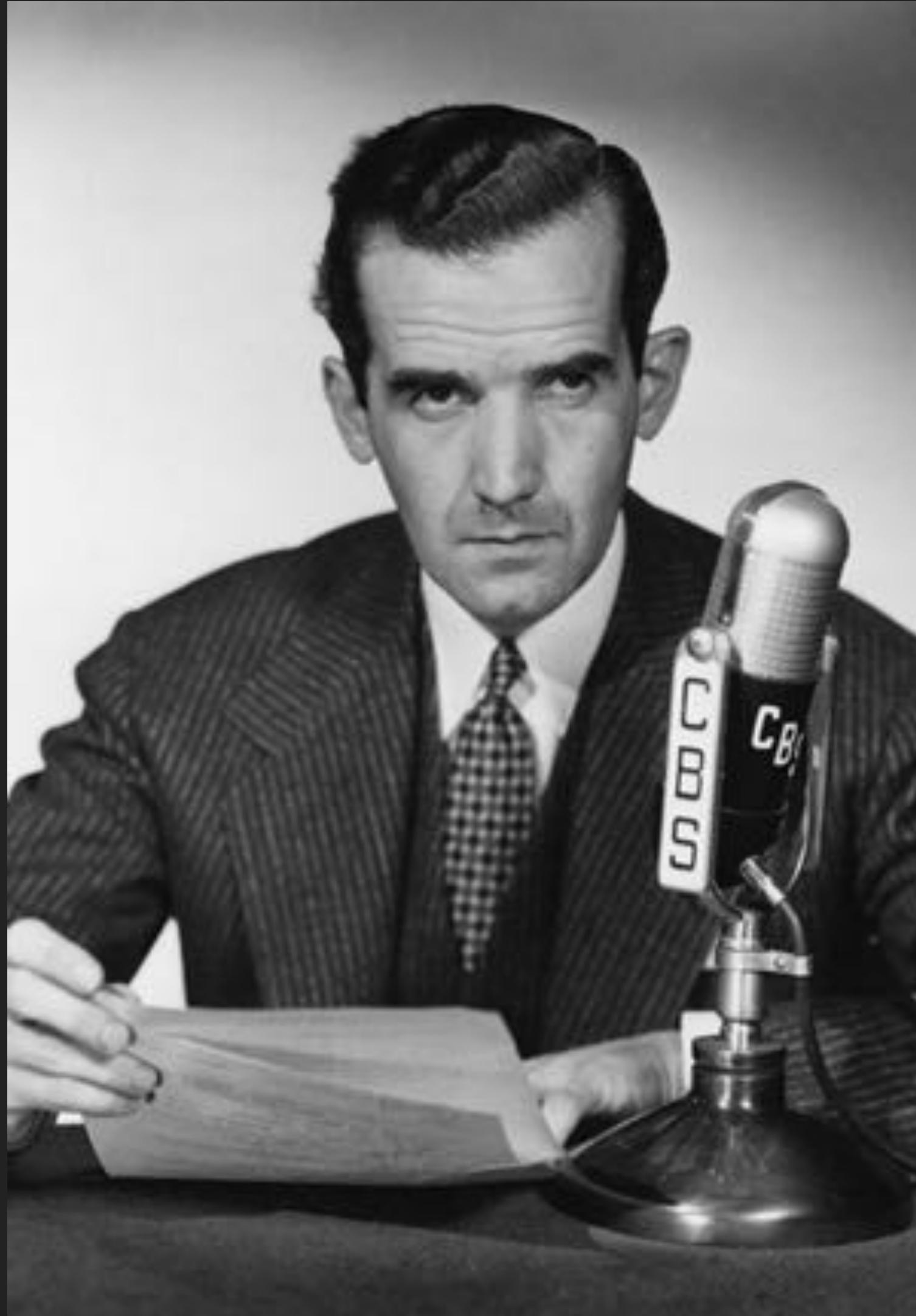
THOMAS JEFFERSON, 1816

FAKING THE NEWS

**“THE MAN WHO NEVER LOOKS INTO
A NEWSPAPER IS BETTER INFORMED
THAN HE WHO READS THEM.”**

THOMAS JEFFERSON, 1807

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MAINSTREAM MEDIA



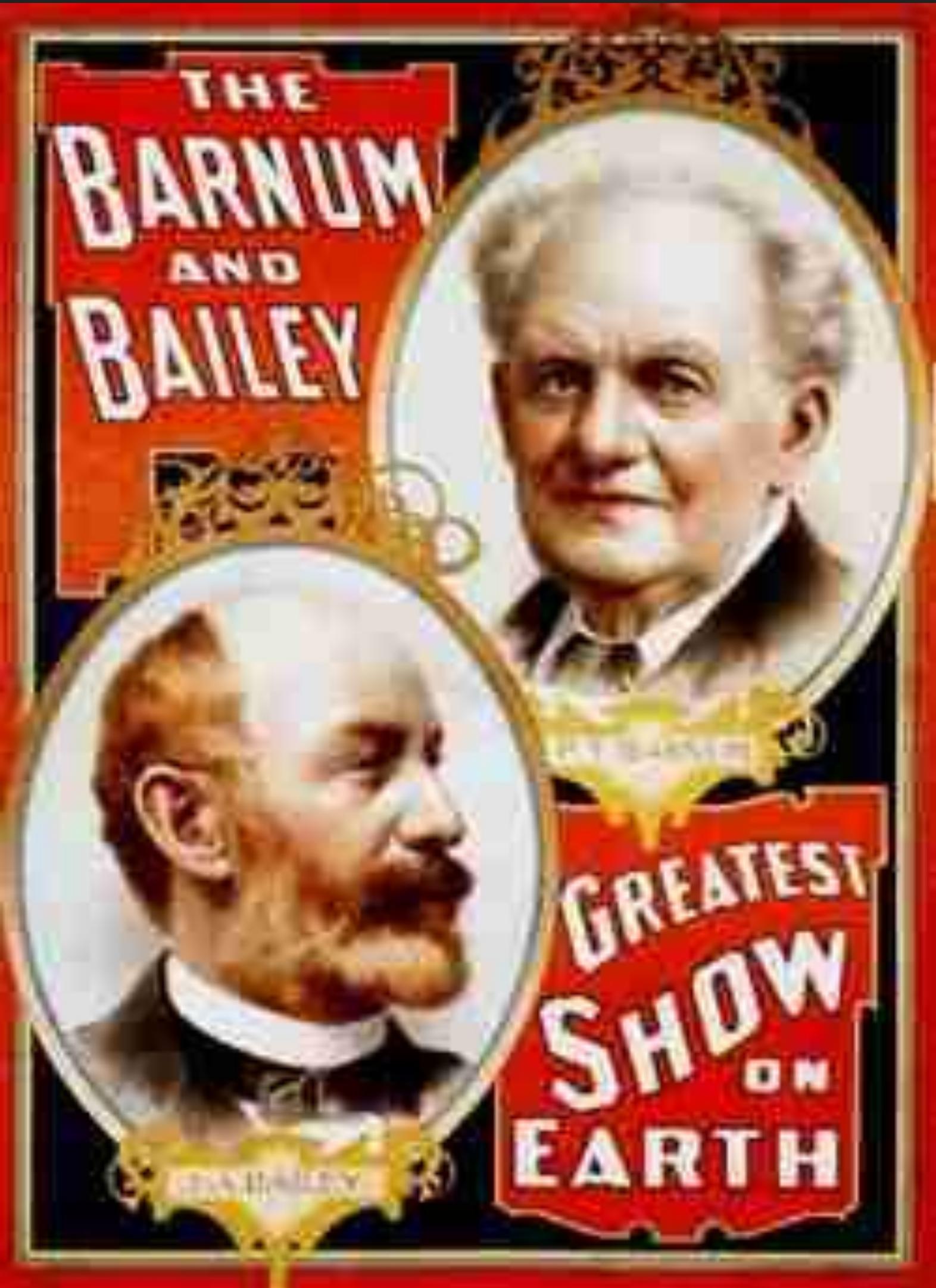
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THIS IDEA—THAT THERE IS A CONTENT CALLED “**THE NEWS OF THE DAY**”—WAS ENTIRELY CREATED BY THE TELEGRAPH (AND SINCE AMPLIFIED BY NEWER MEDIA), WHICH MADE IT POSSIBLE TO MOVE DECONTEXTUALIZED INFORMATION OVER VAST SPACES AT INCREDIBLE SPEED. **THE NEWS OF THE DAY IS A FIGMENT OF OUR TECHNOLOGICAL IMAGINATION.** IT IS, QUITE PRECISELY, A MEDIA EVENT. WITHOUT A MEDIUM TO CREATE ITS FORM, **THE NEWS OF THE DAY DOES NOT EXIST.**

-NEIL POSTMAN, 1985

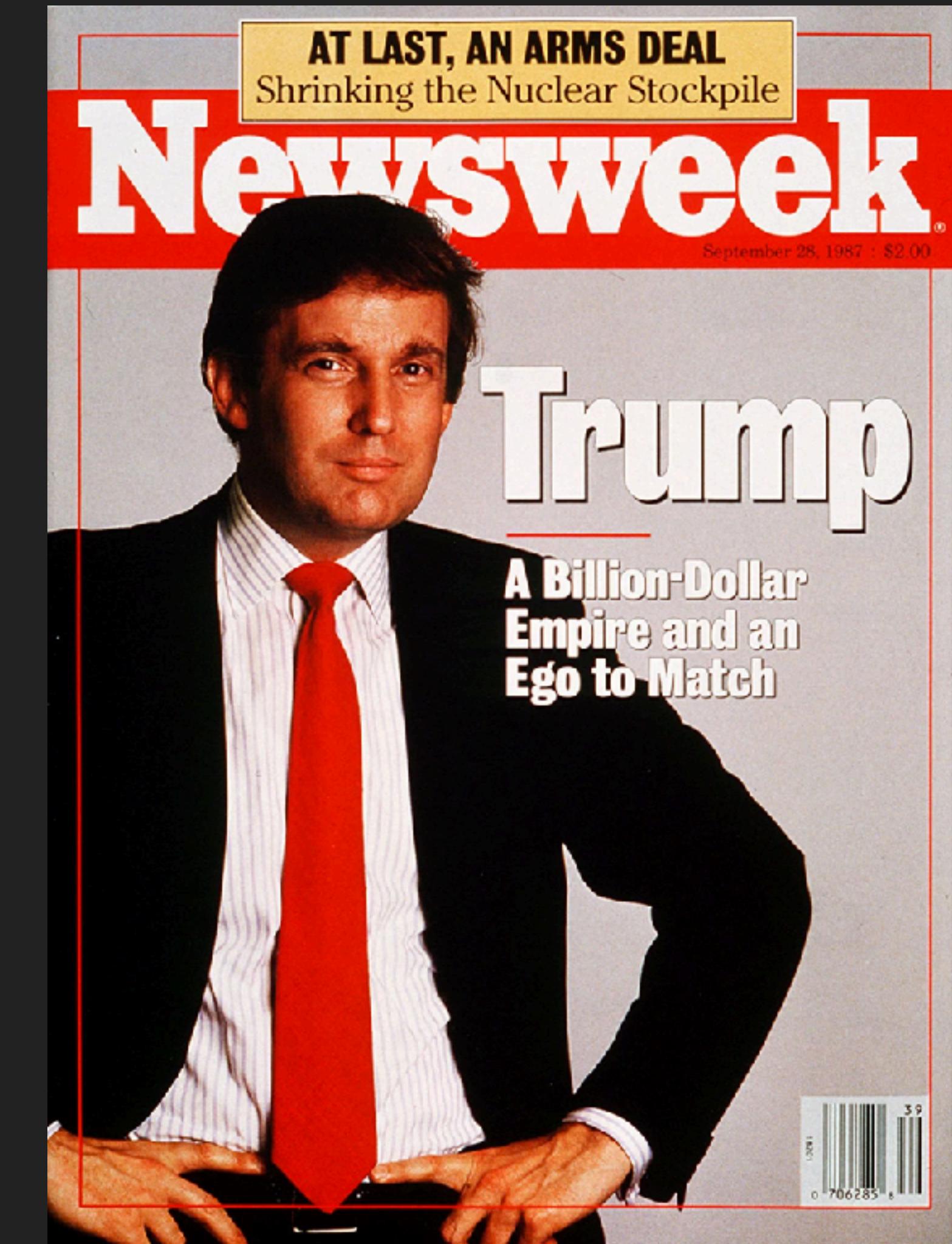
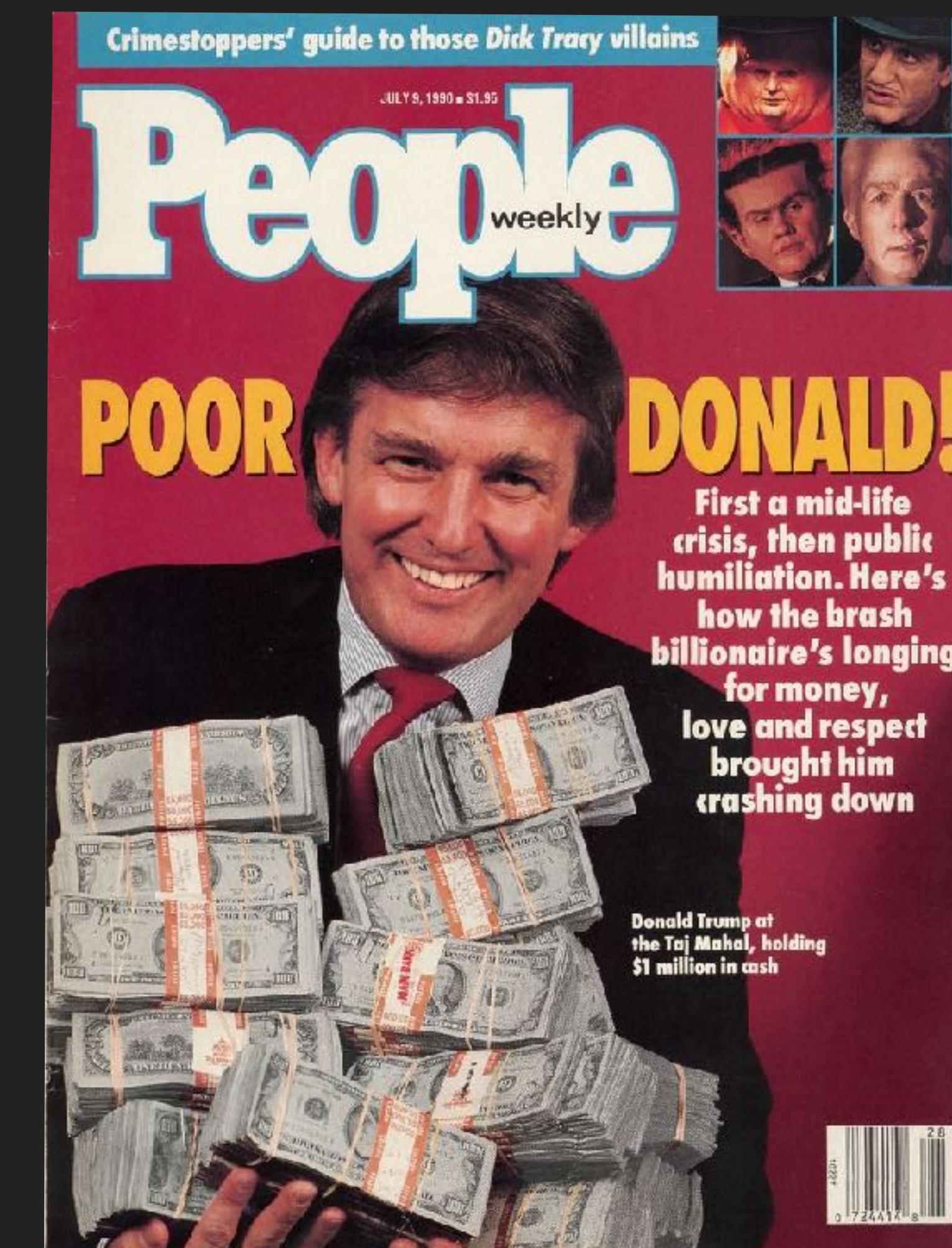
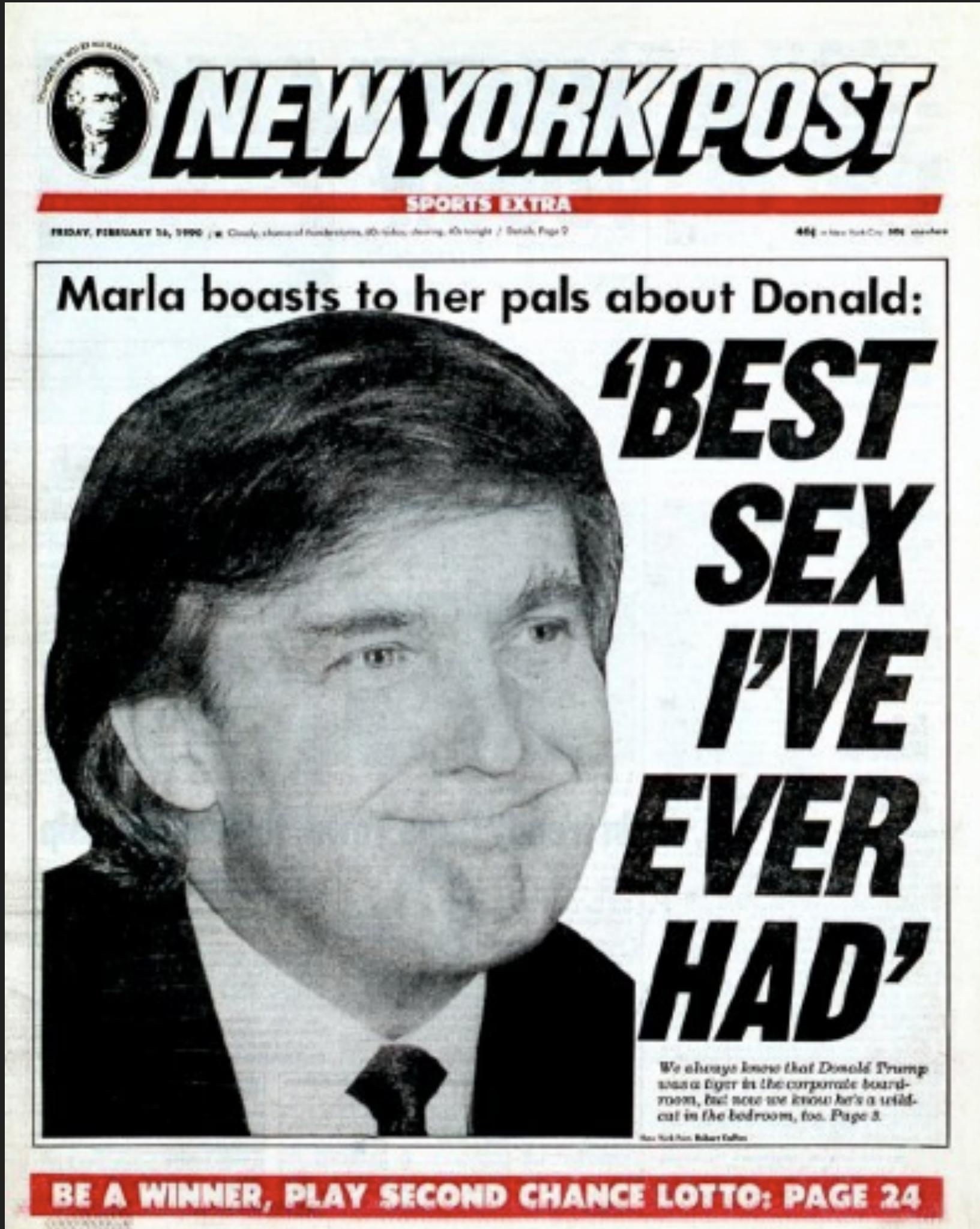
FAKING THE NEWS



"PUT ON THE APPEARANCE OF BUSINESS, AND GENERALLY THE REALITY WILL FOLLOW."

-PT BARNUM

FAKING THE NEWS

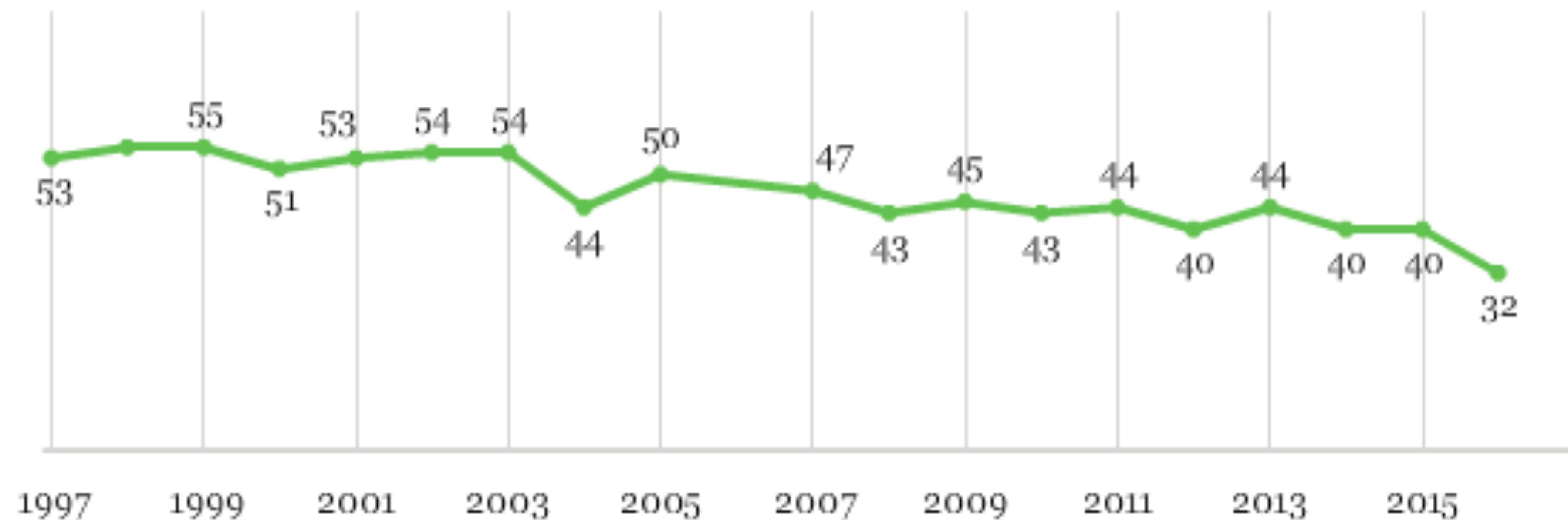


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Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount

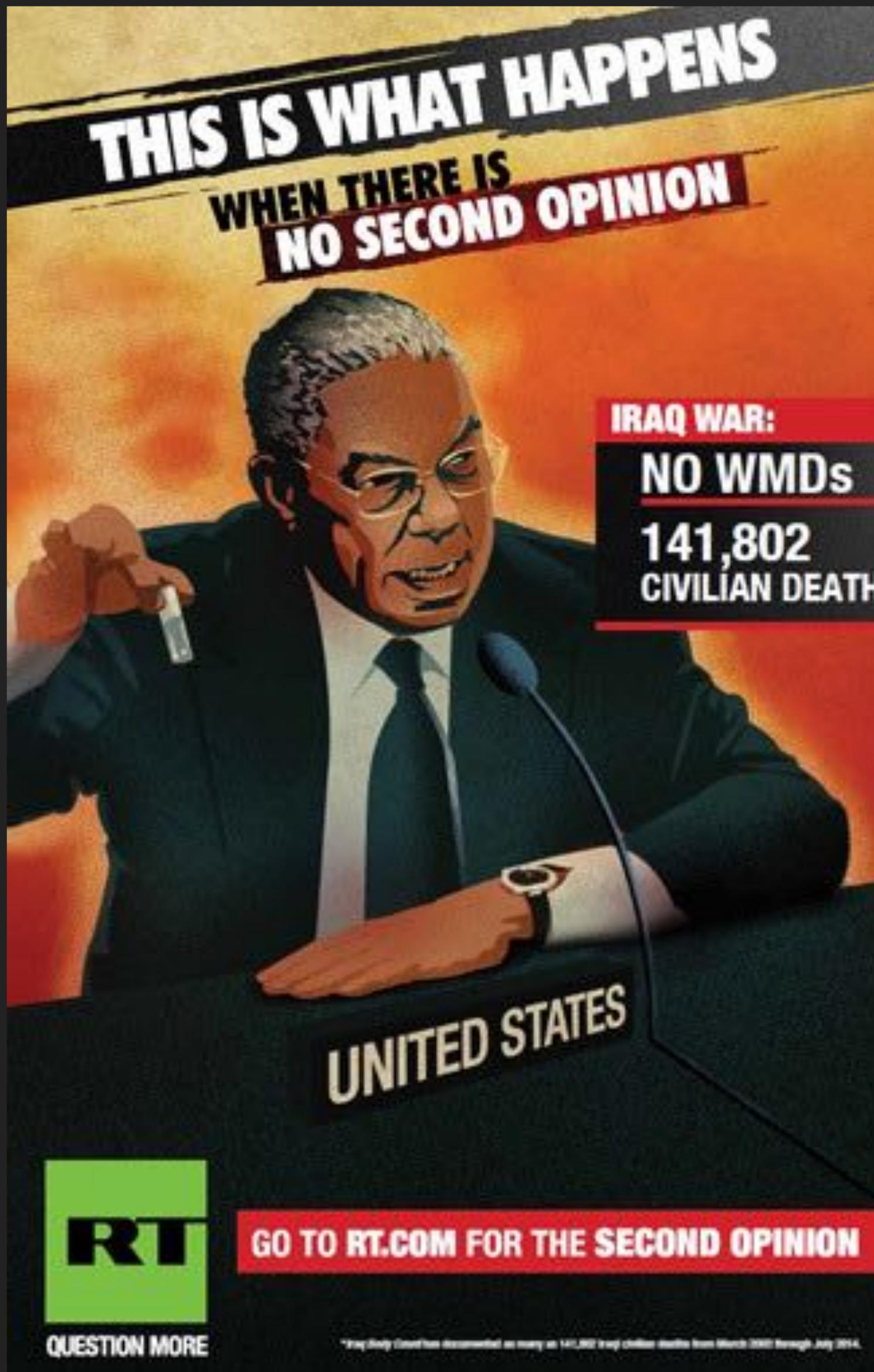


FAKING THE NEWS

65% OF VOTERS BELIEVE
“THERE IS A LOT OF FAKE NEWS
IN THE MAINSTREAM MEDIA.”

(HARVARD-HARRIS POLL)

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A GAME

FAKING THE NEWS

MISINFORMATION

FALSE OR INACCURATE
INFORMATION CIRCULATING
AS A RESULT OF HONEST
MISTAKES, NEGLIGENCE OR
UNCONSCIOUS BIASES

&

DISINFORMATION

FALSE INFORMATION
DELIBERATELY AIMED
AT DECEIVING OTHERS
("DEZINFORMATSIYA")

FAKING THE NEWS



“IT WAS, OF COURSE, THE ASTOUNDING SUCCESS OF PROPAGANDA DURING THE WAR THAT OPENED THE EYES OF THE INTELLIGENT FEW... TO THE POSSIBILITIES OF REGIMENTING THE PUBLIC MIND. IT WAS ONLY NATURAL, AFTER THE WAR ENDED, THAT INTELLIGENT PERSONS SHOULD ASK THEMSELVES WHETHER IT WAS NOT POSSIBLE TO APPLY A SIMILAR TECHNIQUE TO THE PROBLEMS OF PEACE.”

EDWARD BERNAYS, 1928

FAKING THE NEWS

**THE SHOCK OF FACING
what your figure may become**

"COMING EVENTS CAST THEIR SHADOWS BEFORE"
(Thomas Campbell, 1777-1844)

**AVOID THAT
FUTURE SHADOW**

by refraining from over-indulgence, if you would maintain the modern figure of fashion

We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

*When Tempted
Reach for a
LUCKY
instead
"It's toasted"*

Your Throat Protection — against irritation — against cough.

©1938, The American Tobacco Co., Manufacturers

IS THIS YOU FIVE YEARS FROM NOW?

*When tempted to over-indulge
"Reach for a **Lucky** instead"*

Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a **Lucky** instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"

Your Throat Protection — against irritation — against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

DO YOU INHALE?

Certainly...

7 out of 10 smokers inhale knowingly...
the other 3 inhale unknowingly

Do you inhale? Seven out of ten smokers know they do. The other three inhale without realizing it. Every smoker breathes in some part of the smoke he or she draws out of a cigarette.

Think, then, how important it is to be certain that your cigarette smoke is pure and clean—to be sure you don't inhale certain impurities!

Do you inhale? Lucky Strike has dared to raise this much-avoided subject... because certain impurities concealed in even

"It's toasted"

G. K. AMERICA
TUNE IN ON LUCKY STRIKE—60 minutes with the world's first dance orchestra, and famous **Lucky Strike** features, every Tuesday, Thursday and Saturday evening over N. B. C. stations.

FAKING THE NEWS

THE EXPLOSION OF INFORMATION TECHNOLOGY IS
ALSO ONE OF—**(MIS/DIS)INFORMATION TECHNOLOGY?**

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"PHOTOGRAPHS FURNISH EVIDENCE. SOMETHING WE HEAR ABOUT, BUT DOUBT, SEEMS PROVEN WHEN WE'RE SHOWN A PHOTOGRAPH OF IT... BUT DESPITE THE PRESUMPTION OF VERACITY THAT GIVES ALL PHOTOGRAPHS AUTHORITY, INTEREST, SEDUCTIVENESS, THE WORK THAT PHOTOGRAPHERS DO IS NO GENERIC EXCEPTION TO THE USUALLY SHADY COMMERCE BETWEEN ART AND TRUTH."

-SUSAN SONTAG, "ON PHOTOGRAPHY" 1977

FAKING THE NEWS



“A FAKE PAINTING . . . FALSIFIES THE HISTORY OF ART. A FAKE PHOTOGRAPH (ONE WHICH HAS BEEN RETOUCHEDED OR TAMPERED WITH, OR WHOSE CAPTION IS FAKE) **FALSIFIES REALITY.**”

-SUSAN SONTAG, “ON PHOTOGRAPHY” 1977

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Source Actor

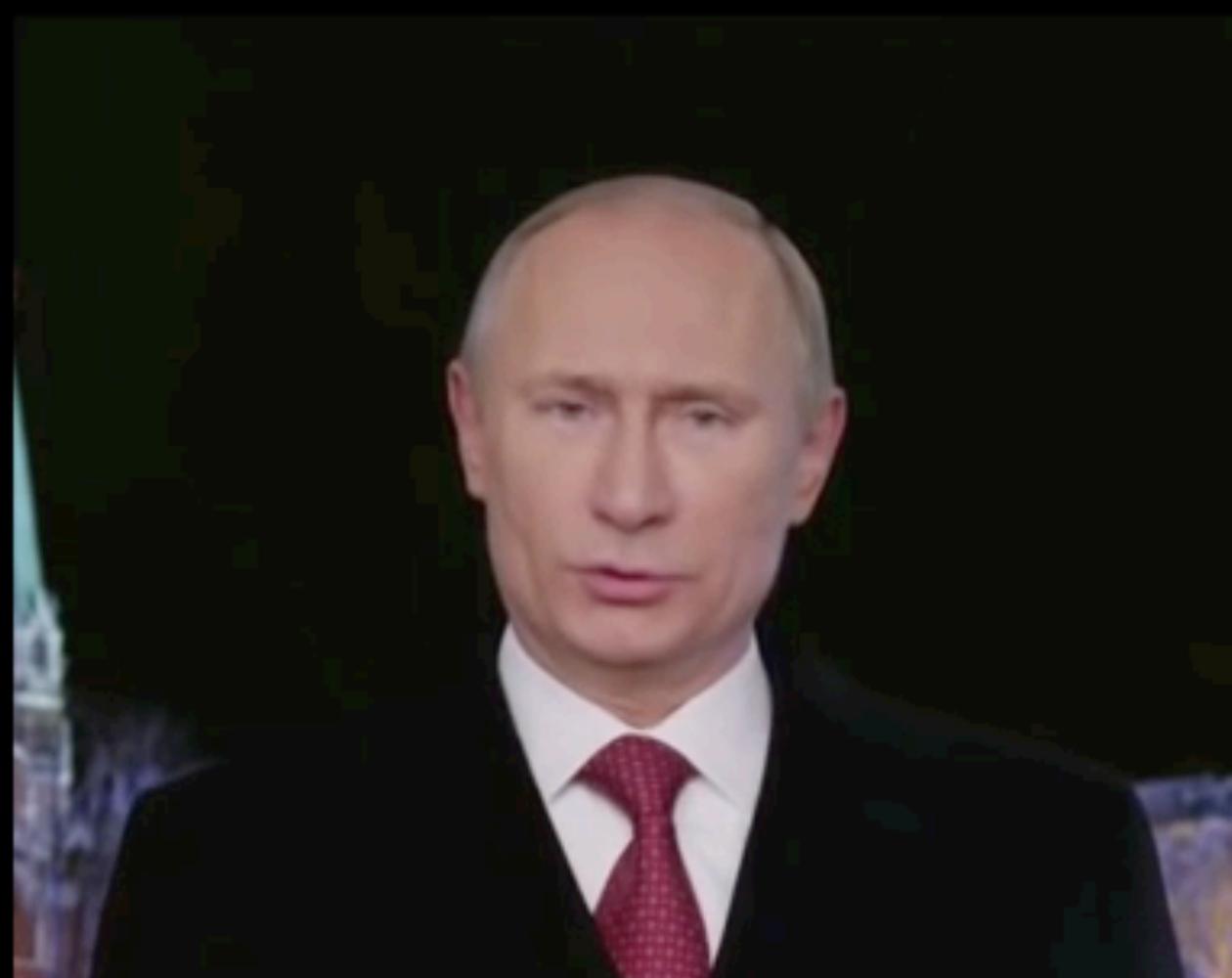


Real-time Reenactment



Reenactment Result

Target Actor



FAKING THE NEWS

TOP TAGS: Donald Trump Barack Obama Hillary Clinton Not Necessarily The News Animals Election 2016

Snopes

Search Keywords or URLs

What's New

Hot 50

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Fact Check

 You the man President Trump! Fact Check □ Fauxtography

Trump Saved Two Cats After Hurricane Harvey?

Sep 5th, 2017 - A photograph that purportedly shows President Trump rescuing two cats from a flooded area in Texas was digitally manipulated.

POLITIFACT
CELEBRATING 10 YEARS

EDITIONS TRUTH-O-METER™ PEOPLE PROMISES PARTIES

Long-Range Graphical Tropical Weather Outlook National Hurricane Center: Miami, Florida

A map showing Hurricane Irma on a path to Houston is fake

The relationship between climate change and Harvey

Blamed

Fact Check

Should Hurricane

Updated: window strength, inner pressure

Our Dreams

HERE TO

800 D Red

FACTCHECK.ORG A Project of

HOME ARTICLES ASK A QUESTION VIRAL SPIRAL



Medicare Scare Tactics

August 11, 2017

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2009 Obama inauguration



2017 Trump inauguration

FAKING THE NEWS



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[HTTP://WWW.TRUMPTWITTERARCHIVE.COM/#LIST-FAKENEWS](http://www.trumptwitterarchive.com/#list-fakenews)

WHAT'S GOING ON?

FAKING THE NEWS

**"THE WHOLE AGE OF [THE]
COMPUTER HAS MADE IT WHERE
NOBODY KNOWS EXACTLY WHAT'S
GOING ON."**

-DONALD J. TRUMP



**FOX
NEWS
channel**

TRUMP FIRES BACK AT MEDIA
Tough Response to Tom Brokaw

**tight
sho**

**HUFF
POST**

MOVIE IN POPULAR SCI-FI FRANCHISE BROKE OPENING-DAY AND ALL-TIME FRI

FAKING THE NEWS

THE BASIC LAW OF RUMOR ($R \approx I \times A$)

RUMOR STRENGTH (R) WILL VARY WITH THE IMPORTANCE OF THE SUBJECT TO THE INDIVIDUAL CONCERNED (I), TIMES THE AMBIGUITY OF THE EVIDENCE PERTAINING TO THE TOPIC AT HAND (A)

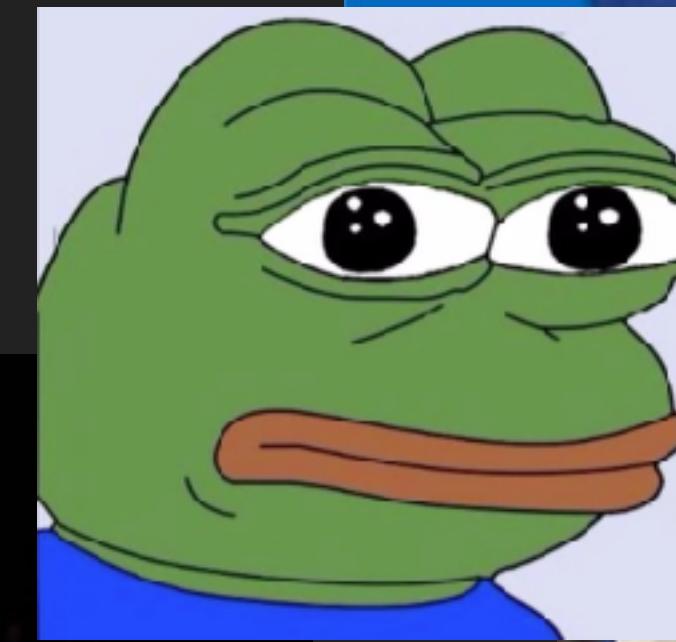
-ALLPORT AND POSTMAN (1946)

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"THE SPEED WITH WHICH IMAGES AND IDEOLOGIES TRAVEL
GIVES A REAL ADVANTAGE TO NEGATIVE OPINIONS.
NEGATIVE IDEAS TRAVEL FASTER THAN POSITIVE IDEAS.
VIOLENT IMAGES TRAVEL FASTER THAN ANY OTHER IMAGES.
THAT'S WHY WHEN A TERRORIST SPEAKS, YOU LISTEN TO
HIM, MORE THAN YOU DO TO ANY LEADER OF THE WORLD."

-DOMINIQUE DE VILLEPIN

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“LEFTISTS ARE REALLY LAZY AND MOST OF THEM CAN’T MEME, TALK OR EDIT VIDEO. THE SCALE OF OUR VICTORY IS EMBARRASSING.”

Paul Joseph Watson @PrisonPlanet [Follow](#)

Leftists are really lazy and most of them can't meme, talk or edit videos.

The scale of our victory is embarrassing. 😊

1:15 PM - 14 Mar 2017

213 Retweets 874 Likes

73 213 874

FAKING AS CRITICAL ENGAGEMENT

FAKING THE NEWS



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FAKING THE NEWS

 the ONION®

Planned Parenthood Opens \$8 Billion Abortionplex



The state-of-the-art facility, which features an IMAX movie theater as well as multiple fetus incinerators.

FAKING THE NEWS



[Congressman John Fleming ← Louisiana \(R\)](#)

[More on Planned Parenthood, abortion by the wholesale.](#)



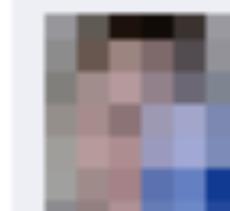
[Planned Parenthood Opens \\$8 Billion Abortionplex](#)
www.theonion.com

TOPEKA, KS—Planned Parenthood announced Tuesday the grand opening of its long-planned \$8 billion Abortionplex, a sprawling abortion facility that will allow the organization to terminate unborn lives with an efficiency never before thought possible....

9 minutes ago ·

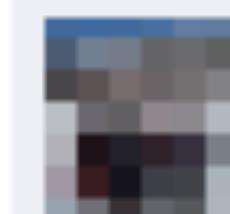
H , A and 2 others like this.

[View all 8 comments](#)



D The Onion is satire. How exactly did you get elected?

59 seconds ago



B Sounds like more sensationalism to me. Get real.

4 seconds ago

LIVE

BBC
WORLD

bbcworldnews.com

SPORT

BHOPAL LEGACY

Locals say contamination not cleaned up

DEPARTMENT OF ENERGY: The United States believe there



THE DAILY SHOW

WITH JON STEWART



FAKING THE NEWS



“REAL SNOW WHITE”, 2009

FAKING THE NEWS



**"SIMULATION THREATENS
THE DIFFERENCE BETWEEN
TRUE AND FALSE, BETWEEN
REAL AND IMAGINARY."**

JEAN BAUDRILLARD, 1983

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PROCESSION OF THE SIMULACRA:

1. IT IS THE REFLECTION OF A BASIC REALITY
2. IT MASKS AND PERVERTS A BASIC REALITY
3. IT MASKS THE ABSENCE OF A BASIC REALITY
4. IT BEARS NO RELATION TO ANY REALITY WHATSOEVER

JEAN BAUDRILLARD, 1983

CLASS OBJECTIVES

1. LEARN A MIX OF TECHNICAL SKILLS AND CONCEPTS USED BY PARTISAN HACKS, PROPAGANDISTS, CONTENT FARMERS AND TROLLS
2. CREATIVELY ENGAGE WITH THE WEIRD STATE OF THE NEWS MEDIA CIRCA 2017

CLASS FORMAT

1. WEEKLY READINGS TO FRAME CLASS SESSIONS
2. EACH CLASS SPLIT BETWEEN
LECTURE+DISCUSSION & A TECHNICAL WORKSHOP
3. FINAL PROJECT: INTRODUCE A FAKE NEWS ITEM
INTO THE SOCIAL MEDIA ECOSYSTEM

FAKING THE NEWS



"GO AND ORGANIZE A FAKE HOLD UP. BE SURE TO CHECK THAT YOUR WEAPONS ARE HARMLESS, AND TAKE THE MOST TRUSTWORTHY HOSTAGE, SO THAT NO LIFE IS IN DANGER (OTHERWISE YOU RISK COMMITTING AN OFFENCE). DEMAND RANSOM, AND ARRANGE IT SO THAT THE OPERATION CREATES THE GREATEST COMMOTION POSSIBLE."

IN BRIEF, STAY CLOSE TO THE "TRUTH", SO AS TO TEST THE REACTION OF THE APPARATUS TO A PERFECT SIMULATION. BUT YOU WON'T SUCCEED: THE WEB OF ARTIFICIAL SIGNS WILL BE INEXTRICABLY MIXED UP WITH REAL ELEMENTS (A POLICE OFFICER WILL REALLY SHOOT ON SIGHT; A BANK CUSTOMER WILL FAINT AND DIE OF A HEART ATTACK; THEY WILL REALLY TURN THE PHONEY RANSOM OVER TO YOU).

IN BRIEF, YOU WILL UNWITTINGLY FIND YOURSELF IMMEDIATELY IN THE REAL, ONE OF WHOSE FUNCTIONS IS PRECISELY TO DEVOUR EVERY ATTEMPT AT SIMULATION, TO REDUCE EVERYTHING TO SOME REALITY: THAT'S EXACTLY HOW THE ESTABLISHED ORDER IS, WELL BEFORE INSTITUTIONS AND JUSTICE COME INTO PLAY."