



How Do You Know If You're Getting Reliable News?

ASK: WHO ARE THESE GUYS ? (Moveable type inventor Gutenberg and Facebook founder Zuckerberg)

(Introduce self and your TAs and Adjuncts)

Because you are citizens of a democracy that heavily relies on the work of the news media, Stony Brook University has pioneered this course in News Literacy.

We train students to find reliable information they need to take full command of the incredible powers that were reserved to every citizen under our constitution: the power to think for ourselves and to speak for ourselves as a means to govern ourselves.

Used frivolously, these powers are easy to dismiss. Radio shock jocks exercise free speech, but to what end?

Used thoughtlessly, your powers as citizens can also be dangerous. Reacting to scared expressions by U.S. citizens, our government moved Japanese Americans out of their homes and into detention camps during World War II. With the support of voters and Congress, African Americans were routinely denied equal treatment. Using our power to think and speak for ourselves, citizens did that. It wasn't some abstract THEM... it was US.

Used skillfully, our powers - to assemble peacefully, speak forcefully and govern ourselves - those powers often make America the gold standard for justice and freedom and a haven for the world's freest and finest minds.

But the constitution's framers assumed citizens were worthy of these powers when they were well-informed.

Information, reliable information that you can act upon... is the foundation, the mortar, the window, the protective insulation and the sheltering roof of self-governance.

But as we meet here today, the world is flailing its way through in information revolution of historic importance, brought on by the technologies of these two inventors.

ASK: Who are they? Gutenberg and Zuckerberg.

So where can you get reliable, actionable information?

That's the whole point of this semester. Finding reliable information.

So.....What's Up?

NEWS LITERACY FEED USERS – NOTE – NOTE – NOTE.

Spring of 2015, I am starting to use – for fully edited short videos created elsewhere - links to their home on the web. Online players seem to have matured to a level of stability we can rely on. -dean

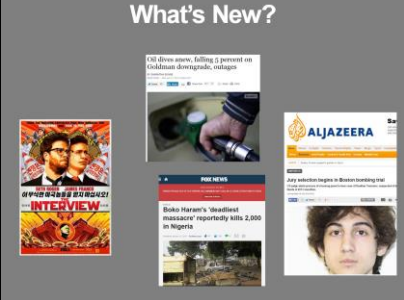
Please let me know how it works, particularly if in-school servers block access.

To play it, queue up the video in your browser and pause it after the Advertisement.

Go back to Powerpoint and when you come to this slide, switch out of PowerPoint to your browser and play the video.

Email me: dean.miller@stonybrook.edu if you have problems with this approach. I like it, but want to hear if it causes problems for you.

Before we start this course, with its immersion in each day's news, let's take a look at CBS News' summary of the big stories of the last year. (Play Video)



Animation: Click for each story to appear. Allows you to set own pace in a quick review of recent news

CLICK1= GAS PRICE

CLICK 2=TSARNAEV JURY SELECTION

CLICK 3=BOKO HARAM

CLICK4=THE INTERVIEW

(lecturer: do not dwell. These need to move fast. You're giving headlines, a kind of "What News Did You Follow". Script provides a little background, but you'll circle back to these stories later to illuminate big course questions.)

It's not that we celebrate bad news. It's just that when you are teaching News Literacy, every day brings fresh examples to illustrate the points we're going to talk about this semester:

ASK: How many of you commute?

CLICK1 So, the falling price of gas is good news?

CLICK2 Remind me the details of this story.

(Jihadi teenager who helped bomb the finish line of the Boston marathon in April of 2013 will be tried, facing the death penalty)

CLICK3 What story did the world focus on during this massacre? (Murder of 11 at the offices of Charlie Hebdo in Paris)

CLICK4 Why was the premiere of "The Interview" in the news?

(North Korea hacked Sony in retaliation for the film's depiction of an assassination of the North Korean leader Kim Jung Un)



Animation: Click for each story, to set up a quick newscast of major stories

CLICK1= Silver

CLICK2= Bush Romney

CLICK3= Measles outbreak

(lecturer: do not dwell. These need to move fast. You're giving headlines. Script provides a little background, but you'll circle back to these stories later to illuminate big course questions.)

CLICK1 Finally acting on New York's worst-kept secret, prosecutors have New York State Assembly Speaker Shel Silver arrested for accepting more than \$4million in bribes from people doing business with the state of New York and arrested.

CLICK2 The next presidential election gets underway, with American dynasties in the lead. Democrats are likely to nominate Hillary Clinton and Republicans gearing up for a complex election in which there's another Bush in the running.

CLICK3 A measles outbreak, generations after the U.S. declared measles controlled, throws attention on the growing anti-vaccine movement.

About That “-gate” Thing...		
Watergate	1974	The original "gate" scandal got its name from the Watergate Hotel , where two politically motivated burglaries took place in 1972. The Watergate scandal ultimately led to the resignation of U.S. President Richard Nixon on August 9, 1974.
Watergate		

Animation: Click1 starts series of logos for some of the many “-gate” scandals. Click2 covers them all up with the Wiki entry about the original “-gate”

Every time there’s a scandal, it’s called something-gate.

As our semester starts, huge boreal forests are being clearcut to print sports page speculation about Tom Brady’s deflated balls. Mountains of coal are being mined in Appalachia to power the servers where football fans are reading and commenting about Belichik’s cheating ways and “Deflate-gate”

CLICK1

It all started with Watergate...the political scandal that, many say, burst the innocence of America, teaching us we’re just like every other country, with crooks in office.

CLICK2

Today it’s my pleasure to introduce your other lecturer this semester, Carl Bernstein, the reporter who in 1972 as a reporter just slightly older than you, helped drive a pack of criminals from the White House in the original “-gate”...Watergate.

What Is News Literacy And Why Does It Matter?

Our goal in building these lectures is to make every week a ripped-from-the-headlines episode in which we apply the best critical thinking techniques to the citizen's daily work of staying well-informed.

This semester, you should always be thinking about this question: What can I conclude from this news report? How do I know I'm getting the truth?

That's the purpose of the News Literacy class.

Why News Literacy Matters:

In the Information Age,
YOU the consumer are now in
charge of determining what is
reliable
and what is not.

You thought you took this course to satisfy a DEC requirement.

That will happen.

But by taking this course, you can also become a leader among your peers, known for not passing along faulty information.

We are all followers, too, in our lives.

By taking this course, you can become the kind of engaged, intelligent follower at the heart of every historic movement, pushing leaders to do what's smart and what's right.

News Literacy is the ability
to use critical thinking skills
to judge the reliability and
credibility of news reports,
whether they come via
print, television
or the Internet.

So...what exactly IS News Literacy?

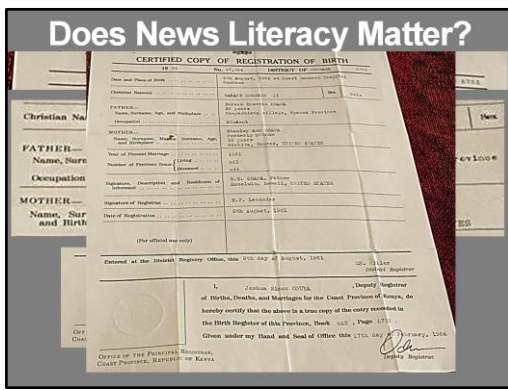
From time to time, you'll see a familiar word or phrase and hear me say "For the purposes of this course, here's our definition." Pay attention to that because we use some familiar words to describe ideas specific to this course and on tests, you need to use them as we use them. It's a kind of shared vocabulary.

So here's the first time:

For the purposes of this course, News Literacy is the ability to use critical thinking skills to judge the reliability and credibility of news reports, whether they come via print, television, radio or internet.

This course is part of a national movement that has spread from Stony Brook to 58 college campuses nationwide, across the seas to Bhutan, Hong Kong, Australia, Israel, Kuwait and beyond.

Because so many Stony Brookers take it, we like to say News literacy is becoming a defining skill of Stony Brook Seawolves: No one pulls the wool over our eyes.



ANIMATION: CLICK1= FULL SIZE BIRTH CERTIFICATE FADES AND THE ZOOMED-IN PORTIONS APPEAR

ASK: How many believe the information they are receiving from the news media is credible?

So if reliable information is the foundation of self-governance, who decides what is reliable?

ASK: What is this? Can you trust it?

Explain forged birth certificate indicating that Obama was not born in the U.S. (and therefore would not be eligible to be President.)

Explain that hundreds of thousands of Americans apparently believe this to be true, despite the release of his long-form Hawaii birth certificate.

News consumers can be easily deceived by images.



ANIMATION: CLICK1=NAMELESS GIRL ONTO WHOSE BODY PALIN'S FACE WAS PHOTOSHOPPED

ASK: Who is this?

At the time this photo circulated, Sarah Palin was Governor of Alaska, but she had just been selected as the Republican Party's nominee for Vice President of the United States.

CLICK1 ASK: Who is this?

Un-known party girl, toting a pellet gun, whose body was photo-shopped onto Palin's head.

Explain how this image, and several others of her in miniskirts and lingerie, were widely distributed during the 2008 campaign in order to diminish her in the eyes of voters.

Who decides what's reliable? Who decides what you see?

Reliable information is
actionable.

It allows news consumers to
make a decision, take action
or share responsibly with
others.

FOR THE PURPOSES OF THIS COURSE... Reliable information is actionable information. It allows news consumers to make a decision or judgment, take action, or share responsibly. That phrase will be used over and over this semester: make a decision or judgment, take action, or share responsibly.”

This is why Stony Brook launched the News Literacy movement.

For the first time in history, technology has overrun the trustworthy gatekeepers of information.

The responsibility for determining what is true and what is not now rests more with you than with the publishers of information...

You Have to Decide...



MIDDLE EAST
Qaeda-Linked Militants in Iraq Secure Nearly Full Control of Falluja
By YASIR GHASTI and TIM ARANGO JAN. 4, 2004

Qaeda-Linked Mil
By YASIR GHASTI and TIM ARANGO JAN. 4, 2004

Should We Start Another Pre-Emptive War?

ANIMATION: CLICK 1=NYT HEADLINE ON FALLUJAH, CLICK1= EMPHASIS ON DATE

When CNN broadcast Secretary of State Colin Powell's Feb. 2003 testimony at the U.N. , a solid majority of Americans were convinced we needed to stop Saddam Hussein from using poison gas and biological weapons on Iraqi citizens. It turned out there were no bioweapons. No WMD. But 4,000 US soldiers died and more than 140,000 Iraqis died in a 10-year war.

Told we would be welcomed by a thankful nation, we were instead under fire for the duration of military operations in Iraq.

Why did we get it so wrong?

In this course, we'll talk about how to test evidence and how to weigh sources of information so that you can decide what to think, rather than hoping beliefs will get you through.

And we'll show you new tools to use when something sounds too bad...or too good...to be true.

You'll need these skills right away.

This month, American soldiers are in combat again in Iraq.

Fallujah, a city we bled for, has fallen to al Qaeda forces. Mosul

is in the hands of ISIS. Where do we find reliable information?

You Have to Decide

Cheerleader.wmv

INSERT ABOVE-CAPTIONED video AND SET TO START ON CLICK.

Would this influence your decision on whether to get vaccinated for the H1N1 flu?

Why or Why not?



ANIMATIONS: 5 clicks bring up progression of McCarthy's anti-vaccine story

Childhood diseases like Polio and Whooping Cough, which killed and crippled millions, were once wiped out in America and much of the developed world by widespread use of preventive vaccination programs. Public health programs make sure everyone gets vaccinated so the disease can't get started in the population.

CLICK 1 = PEOPLE MAGAZINE COVER Enter Jenny McCarthy, Playboy Bunny, actress and mother of an autistic child. Armed with knowledge she says she gathered at "Google University" she became the leading face of the anti-vaccine movement.

CLICK 2 = MCCARTHY MARCHING WITH "TOO MANY TOO YOUNG" T-SHIRT.

Counter to the overwhelming findings of qualified science in peer reviewed journals, McCarthy claims vaccines are dangerous to children. She appears on magazine covers, TV talk shows, radio and on the web, using her celebrity to spread her claims that she knows better than medical researchers.

CLICK 3= NPR MAP OF OUTBREAK

By 2010, fearful parents, trusting a Playboy bunny more than the researchers and public health experts at the U.S. Centers for Disease Control, were choosing not to have their children inoculated. The US public health program, once the envy of the developing world, now has to fight outbreaks of diseases we controlled through science four decades ago.

CLICK 4= PRO-VACCINE BLOWBACK

Now there are websites devoted to attacks on Jenny McCarthy, naming her as the cause of the Whooping Cough outbreak and calculating the number of preventable illnesses and deaths attributable to vaccine conspiracy theorists. IS THAT FAIR? IS THE EVIDENCE SUFFICIENT?

CLICK 5= MCCARTHY HAWKING E-CIGARETTES.

Meanwhile, the "Google University" scholar has decided E-cigs are safe and is now on TV, hawking "Blu".

So...How will you decide whether to get your kids vaccinated?



Housekeeping, Announcements & Notes

In each lecture, we pause to review announcements and to help you make your way through the course. That's what this slide signals: Housekeeping Time

Mark Your Calendar Today
Final Exam:
May 13, 2:15-5 p.m.

Test 1:
In Your Recitation
March 4

Test 2:
In Your Recitation
April 22

Classroom Etiquette

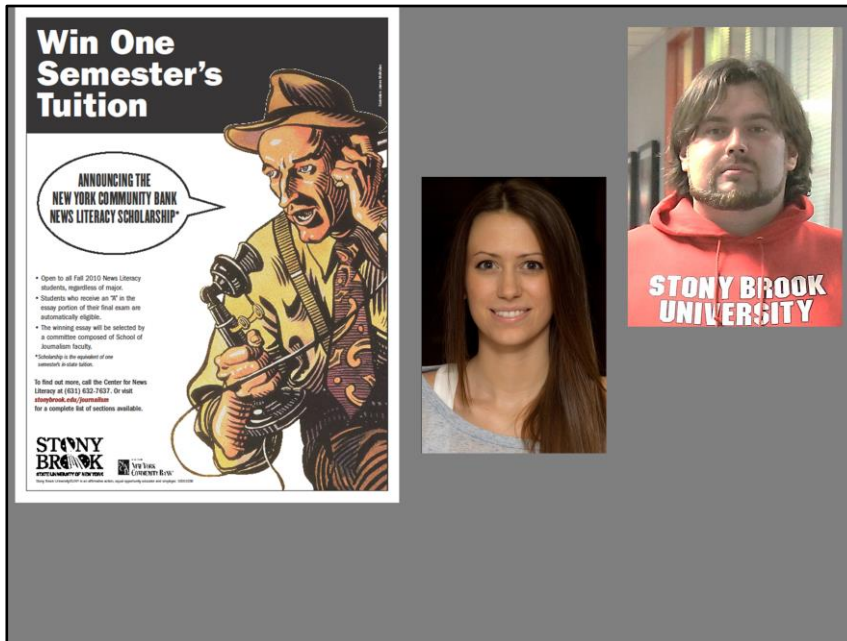


- No Texting
- No Instagramming, Vining, SnapChatting, Facebooking, Tweeting, Pin-ing,
- Be on Time

Violators will be asked to leave class

A quick review of attendance policies and etiquette (no texting, enter quietly, etc)

(Laptop policy is at the Lecturer's discretion, which is why it is not on the slide)



Every student who gets an A (not A-, A) on their essay is automatically entered in a competition judged by an independent panel of experts. The author of the winning essay wins a semester's free in-state tuition, courtesy of New York Citizens Bank.

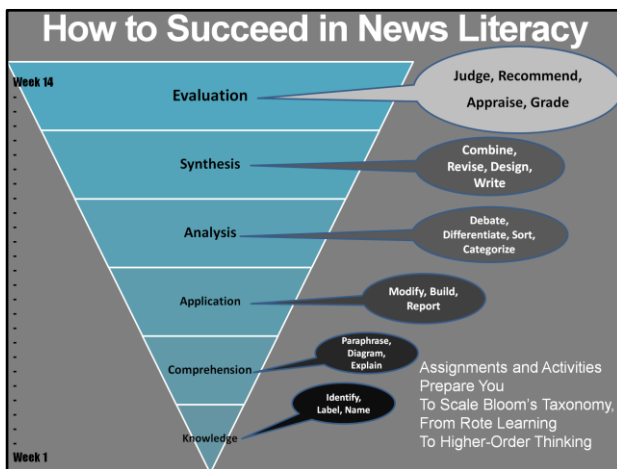
(Photos highlight recent winners.)



You can't take a computer sci course without using a computer.

You can't take an English course without reading.

This is a course about news. If you don't keep up with current events, you'll have a hard time passing the quizzes, the tests and your homework will suffer.



ANIMATION: EACH CLICK ADDS AN OVAL CALLOUT, THE VERBS THAT GO WITH EACH KIND OF THINKING ON BLOOM'S TAXONOMY

There will be times, this semester, when you will gripe about the plodding nature of the homework or activities.

There is a method to this madness.

You walk before you run.

We start, at week 1, with the mere accumulation of knowledge. We end, week 14, with what we call "Deconstruction" which is a methodical evaluation of the reliability of a piece of information. That's an archetypal progression from lower-order cognition to higher-order thinking.

Success, in News Literacy, is built on important verbs.

(START CLICKING)

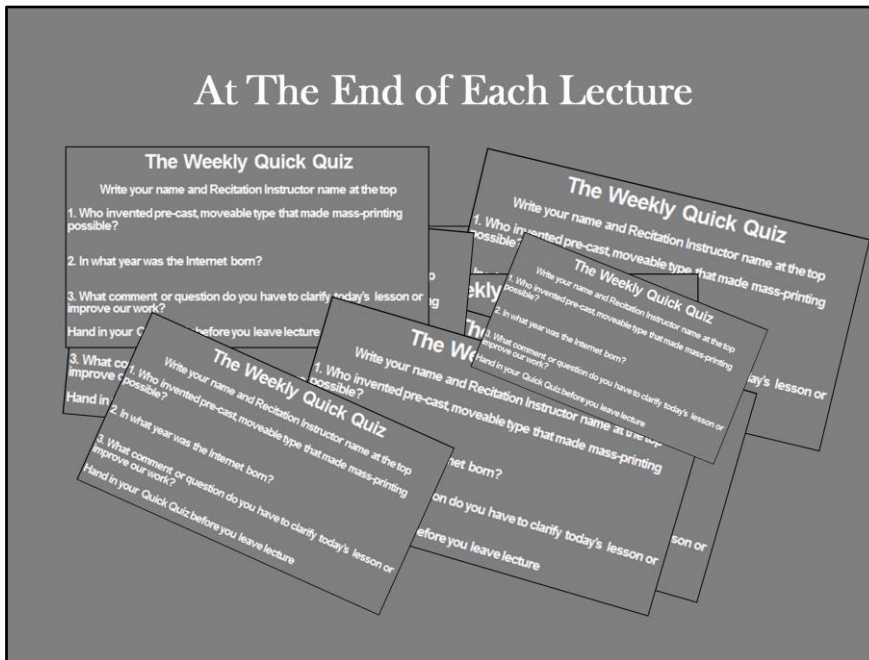
When you accumulate knowledge, you can identify, label and name.

Comprehension you demonstrate through diagrams, explanations and re-statement of ideas in your own works.

Applying News Literacy concepts, you will modify them.

And so on...As we move through this course, your work will take you up and down Bloom's Taxonomy, conditioning you for the final exam, when you'll use all of these skills.

At The End of Each Lecture



Each week, we'll show a slide like this to help you hold US accountable to you: this slide shows what we think we deliver in each lecture.

Plus, you'll use these slides to help you study for the two tests.

After this lecture, students will be able to:

1. Define News Literacy and its importance
2. Explain how two information revolutions shaped history.
3. Put the current social media revolution in context, comparing it to the mass-print revolution.

Each week, we'll show a slide like this to help you hold US accountable to you: this slide shows what we think we deliver in each lecture.

Plus, you'll use these slides to help you study for the two tests.



When you can't figure out how to make Blackboard (or any other software) do your bidding: Go to Lynda.com for excellent video tutorials.



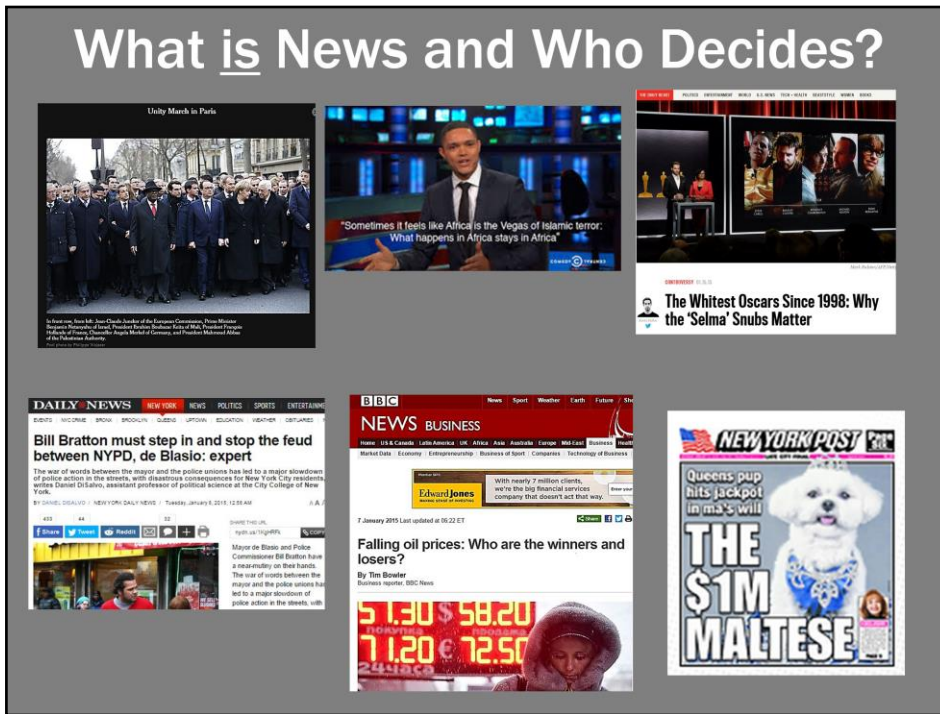
How Do You Know If You're
Getting Reliable News?

Okay, back to the lecture.

Those stories beg the big questions we'll cover in this course.

What kinds of questions?

What is News and Who Decides?



ANIMATION: ONE CLICK LAUNCHES ALL SIX IMAGES AUTOMATICALLY.

CONCEPT: What is News and Who Decides?

Why doesn't the news media focus on things that matter to me?

The climate is changing.

Tuition is rising and rising and rising.

The historic nuclear deal with Iran dropped off our collective radar screen.

What DID get our attention?

CLICK TO START THEM ALL

Why is there so much fluff and trivia?

So much controversy?

Is it the audience's fault, or the News Media's fault?

We'll talk about this.

Why Does the Press Get it Wrong? And What About Objectivity?



Animation: Each click brings up each item

CLICK1= Stuyvesant senior

CLICK 2=Birmingham

CLICK 3=NBC error

CLICK4=reporter gun rally

CONCEPTS: Accuracy and Objectivity

CLICK1 New York Magazine's year-end list of reasons to love New York included the mini-profile of a Stuyvesant High School senior who claimed to have built a \$72 million portfolio...which turned out not to be true. We'll talk about the "Sniff Test" to help you detect BS when it is served to you.

CLICK2 On Fox News, a guest was unchallenged in his claim that Birmingham, England (a city of more than 1 million people) is a "No-Go Zone" for non-Muslims, a British town now under Sharia law...Any guesses what the "Sniff Test" signs were?

CLICK3 What about NBC's false reports that one of the Paris jihadis who attacked the magazine office had been killed? How does that happen? We'll talk about honest mistakes, too.

CLICK4 And what about this investigative reporter from a Washington, DC station? Is it okay that she was a featured speaker at a rally against gun restrictions? We'll talk about that, too. When are reporters allowed to have opinions?



Animation: Slide opens with the Rolling Stone cover. Five clicks in a row bring up the unfolding/debunking of the story.

When a story falls apart, the way the Rolling Stone campus rape story has, cynicism is the easy response.

(click through the five items)

But something serious is going on with campus rape in this country.

So what do you do when a story like this falls apart?

This is an important case study in News Literacy, because the news is often not ideal, and with the skills you learn in this course, you'll be someone who can take apart a mess like this and help your social media contacts sift through the evidence, the sources, and the natural progression of a story as time passes.



**Animation: Each click brings up each item, in this order:
Snowden, Peter King, NSA admits, Poll**

(Lecturer: this series of slides is built for speed. You will ask rhetorical questions, but won't have time for class discussion of them.)

The point is to introduce some of the concepts illustrated by recent events, and to pique their interest with provocative questions.)

CONCEPT: What is the Mission of the American Press?

CLICK1 Is Edward Snowden, the NSA technician who stole and leaked secrets about NSA spying on our phones and email, a Whistleblower or a Traitor?

CLICK 2 How about journalists who publish the material he has leaked?

CLICK3 How much freedom is enough, how much is too much?

CLICK 4 Does the First Amendment protect what he did?

We'll talk about this.



Animation: Click for each story to come spinning in. Allows you to set own pace in a quick review of recent news

So, what is social media...reliable and free of corporate and government control...or reckless and dangerously uncontrollable?

Well, it depends.

There was no “Three-boob-girl” She was a photoshop creation.

What about the viral video “Drunk Girl in Public.” You can see for yourself what creeps men are, as one after another of the men in this video tried to take advantage of an obviously drunk girl tottering around in the middle of the day. Problem is, filmmaker Stephen Zhang set it all up and turned out to have coached the men to act that way. He later disabled comments on the video and changed its title, but not before more than 4.5 million people watched it and commented on it and reinforced their beliefs with it...

But hold it...there WAS a wolf roaming the halls of the hotel where athletes were staying during the Winter Olympics in Sochi...nope, that was a Jimmy Kimmel show spoof.

And we are getting so smart. Alex from Target was a hoax and we all knew it...NOPE

The hoax was that it was not a hoax created to market Target...or Alex. Breakr, a marketing company, tried to take credit when “Alex from Target” blew up on Twitter. But it turns out this was a real phenomenon, a cute guy in a San Francisco-area Target, snapped on a customers cell phone, posted and then picked up by every One Direction follower in the world, apparently. Alex, by the way, now has some kind of modeling/internet fame contract...and more than 600,000 followers. That’s what happens when a fandom grabs you up.

And the little girl, asked to leave a Kentucky Fried Chicken because of her facial scars...That was a pretty brazen attempt, by her family, to pump up donations for her surgery. She really does have the injuries. Kentucky Friend Chicken is not run by a bunch of heartless creeps...

We’ll talk about this, too.



(Lecturer: this series of slides is built for speed. You will ask rhetorical questions, but won't have time for class discussion of them.)

The point is to introduce some of the concepts illustrated by recent events, and to pique their interest with provocative questions.)

CONCEPT: *In the age of Social Media, we are all Publishers and Broadcasters, with the attendant obligations AND powers*

In the hours after the Boston Marathon bombing, it was pretty exciting to see Internet-izens banding together in the ManHunt for the bombers. On Reddit, where they really understand the power of crowd-sourcing, distributed computing and the other wonders of the Web, power users vacuumed up every photo they could find on Facebook™, Twitter™, and Instagram™ and shared them to their friends and followers to scrutinize and analyze. Then, by combining vague police statements and photos, they found in all those crowds of people at the marathon, the bad guys. The New York Post, following along with Reddit, grabbed the photo and plastered it on the front page. It was a demonstration of the great power of social media has to help informed citizens take care of problems without the government's help...

Only it was the wrong pair of young men. 16-year-old Salaheddin Barhoum and 24-year old Yassine Zaimi are totally innocent.

The two runners from Massachusetts have filed a lawsuit, suing the Post for libel, negligent infliction of emotional distress, and invasion of privacy. They may get some money, but will they ever get their reputations back?

Reddit is exempt from libel actions?

Ooops777, one of the leaders of the Reddit manhunt, said he needed to post a request that Reddit users not re-post things that haven't been proven...

So, what is social media...reliable and free of corporate and government control...or reckless and dangerously uncontrollable?

We'll talk about this, too.

From One “Berg” to Another



The Revolution in Communications in Your Lifetime

THE REVOLUTION(S) IN COMMUNICATIONS:

You are living through the 2nd Information Revolution in 450 years. Here are two people we chose to represent those revolutions.

Gutenberg was an entrepreneur who changed the world by making books easy to make and cheap to buy.

He tried to cash in on the growth of the the Catholic Church and, ironically, helped launch the Protestant Reformation.

Zuckerberg is a techie who changed the world by making self-expression into the top social and entertainment activity of 1.1 Billion people.

He started out just trying to pick up college girls and, ironically, created one of the great fortunes of our time.

All of what we have noted so far plays out against this backdrop: It has never been more challenging to be a news consumer.

Because of the revolutions spawned by these two men, Gutenberg and Zuckerberg, there is more information available to common folks than ever before and almost anyone can publish and distribute to the world.

986 A.D.: Viking Explorers
Discover North America



Animation: Leif's ship sails in on the Click

Leif Erickson discovered America around the year 1000...

Christopher Columbus wandered in a half-millennium later.

Why did Columbus get the credit?

His discovery came just 23 years after invention and popularization of the press. He could spread the word and did.

His book was reprinted across Europe.

Erickson didn't get credit until archaeologists confirmed legends previously dismissed as drunken bragadoccio.

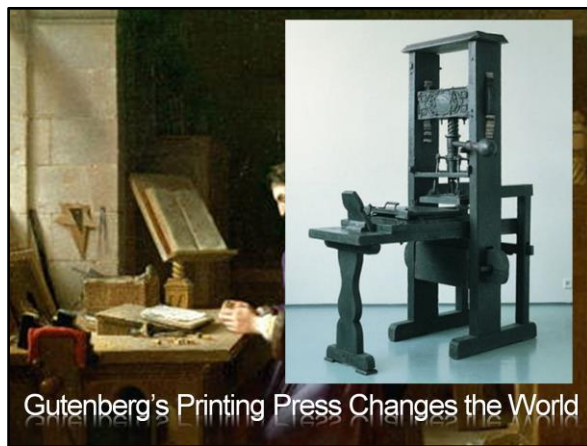
The Dark Ages



A Monk Spent Months to Produce a Single Book

How significant was Gutenberg's invention?

It took a scribe, typically a monk, a year to create a bible, using a quill and ink-pot.



ANIMATION: CLICK AND THE COPYIST MONK SLIDES ASIDE TO MAKE WAY FOR THE PRESS In the early 1450s, silversmith Johann Gutenberg started casting standardized mass-produced, moveable letters, or type, which could be easily rearranged for re-use. He adapted a wine press with a screw gear to firmly press paper down on the inked letters, and exponentially sped up the process... By 1455 he had started printing his first bibles.

Gutenberg printed about 180 bibles his first year.

With experience, a printer could soon produce **50 books per week**.

The First Mass-Produced Book



The Gutenberg Bible

Printed religious text, like Gutenberg's 200-odd bibles (In latin. 42 lines per page) put the “word of God” into the hands of the laity and were shipped all over Europe.

Forty-eight full or nearly-full copies, survive.

They are considered the most valuable books in the world, though none have been sold since 1978, when The last sale of a complete Gutenberg Bible took place in 1978. Non-expert magazines have estimated a complete two-volume copy would fetch \$25–35 million if sold today.

Within 50 Years



From a Few Books to 10 Million

At the time the press was invented, Oxford University, the seat of all knowledge in the English-speaking world was already 200 years old. Yet it had just 122 books in its library.

50 years later, there were 10 million books in circulation.

Cheap books meant education spread beyond the Church and the Nobility and down to the masses.

The press is credited with creating a middle class of merchants and tradespeople who taught themselves new skills and sold services and wares, sometimes even getting rich as the landed aristocracy.

100 years after Gutenberg, one-time reports of a current event, called “news books” appeared, reporting on the eruption of Mt. Vesuvius, for instance.

By 1604, the first newspaper appeared in Antwerp, Belgium: the Nieuwe Tijdingen (“New Tidings”)

Books Changed the World and Challenged Authority



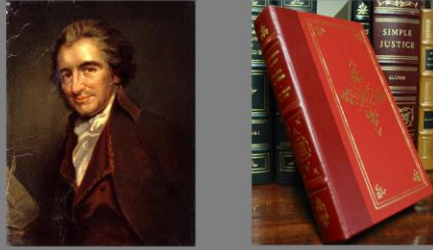
1534 – Martin Luther and His Bible

SLIDE: BOOKS THAT CHANGED THE WORLD (MARTIN LUTHER AND HIS GERMAN BIBLE)

Martin Luther translated the bible out of the scholar's language, Latin, into the commoner's language: German.

Luther's "Protestant Reformation", challenged the authority of the Catholic Church to sell indulgences – forgiveness of sins – and shook the foundations of the all-powerful Roman Catholic Church.

Books Changed the World and Challenged Authority



1776 – Tom Paine's Revolutionary
"Common Sense"

(Tom Paine - common sense)

So, the real revolution was not technological, but intellectual or at least social.

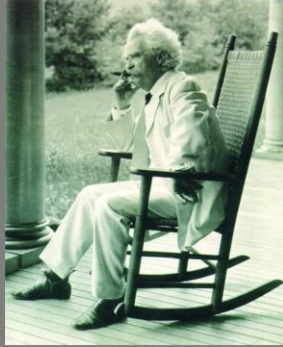
Ultimately, access to new ideas and to scientific and other books allowed people to learn new skills and to challenge authority on its own terms.

Thomas Paine's "Common Sense", which argued a continent the size of North America should not be ruled by a tiny island, was a best-seller of the American Revolution.

Colonists bought an estimated 10,000 copies.

Cheaply printed, easily bought, Paine's book built support for the American uprising against British rule.

Mark Twain on the Printing Press



“It found truth astir on earth and gave it wings;
but untruth was also abroad, and it was supplied
with a double pair of wings.”

BUT the printed word and mass-produced books also introduced the concept of mass deceptions.

As newspaper reporter Mark Twain put it:

“The whole world admits unhesitatingly;
and there can be no doubt about this, that
Gutenberg’s invention is incomparably the
greatest event in the history of the world.
BUT “untruth was also abroad and it was
supplied with a double pair of wings”.

1815 – The Battle of New Orleans



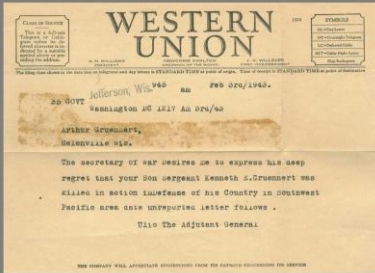
Almost 2,000 Soldiers Died 15 Days
After the End of the War of 1812

Printing was fast, but distribution was still slow: by ship or horse.

The Treaty of Ghent ended the war of 1812 between the U.S. and Great Britain on Dec. 24, 1814. But because word did not reach U.S. Troops in time, the battle of New Orleans was fought 15 days after the war ended and 2,000 soldiers were killed.

But all that would change... 370 years after Gutenberg with the invention of the telegraph and Morse code.

The Trade-off: Accuracy vs. Speed



1838 – Samuel Morse Sends First Public Telegram in America

INFORMATION SPEEDS UP and increases tradeoffs between speed and accuracy

The telegraph, which shot tiny electric signals across the country on rickety wires, made it possible to distribute news great distances the moment it happened, in time for publication in the next edition of the newspaper. This would revolutionize war reporting during the civil war, with lists of each day's casualties, etc.

But the temptation to race new information into print also meant false information got published before it could be verified.

150 years ago, people's complaints about Telegrams were identical to complaints you hear about Twitter: too short to be accurate, often inflammatory, idiotic....

And because journalists could now report live from the battlefield, they did. And military commanders' complaints sound remarkably similar.

"I think I understand what military fame is; to be killed on the field of battle and have your name misspelled in the newspapers," said Civil War General William Tecumseh Sherman

Being There... Virtually



1920 – First News Broadcast of
Presidential Election Results

Now the pace of change accelerates

SLIDE: AND THEN YOU WERE THERE (Radio)

Developed by Tesla, Fessenden and Marconi, radio broadcast made it possible by 1920 to hear live broadcasts of the result of the presidential elections for the first time.

This was the first medium by which people could remotely witness events as they happened.

Just like the Internet, radio had to battle the established news business.

“The radio news item is a vibration in the air, without record, without visible responsibility, without that incentive to accuracy that comes with print,” The New York Times wrote in a 1929 editorial.

But Americans loved radio. So much so that it has occasionally been asserted that when the Depression hit, the last belonging a bankrupt family would give up was its radio.

(Note to lecturers: we hedge on the bankruptcy anecdote. It's oft-repeated, but we have found no definitive scholarship on it)

Being There...Seeing and Hearing



1937 – The Voyage of the Hindenburg

The 1937 crash of the Hindenburg, an experimental aircraft, was broadcast live on radio.

At the same time, it was filmed.

First we'll listen to the radio report and then see the change in impact as the moving picture is added. This is an after-the fact combination, but it dramatically illustrates the impact of adding moving pictures to recorded sound.

(Click to next slide to bring up the video)



Hindenburg.wmv

Please Link above-captioned video here and set to play full screen.

On the one hand, these “actualities” - recorded sounds and moving images – serve as powerful verification of the truth.

On the other hand, sound and image jack up the emotional impact.

Are you starting to notice a pattern? Every advance in these information revolutions has great promise...and great risk.



When **Apollo 11** landed on the moon on July 20, 1969, there was a television camera aboard and millions of people around the world watched it live.

It was the biggest television audience to date and geezers like me – your professor – remember our family marveling over the idea that we could watch it live.

The Information Revolution 1.969



While we were marveling over live TV from the moon...
The Internet was born: ARPANET

Here's the irony about 1969 (the year, not the internet version...).

While we were celebrating live TV from the moon and the engineering of giant rockets for interplanetary flight, the Internet was already forming.

ARPANET- created in 1969 - was set up as a means to share data and computing resources.

UCLA hosted the first node on ARPANET, the second was at a defense contractor called BBN, the third at Stanford Research Institute. In October the first host-to-host message, an email, was sent from UCLA to Stanford. By the end of the year, the University of Utah and UC Santa Barbara were added to ARPANET, giving the network four host computers and the beginnings of the Internet

It wasn't obvious this was the next big thing. AT&T was invited to be a part of the ARPANET project but declined, believing that "packet switching " technology would never work.

.Like the press, telegrams, radio, and TV...it would take a while to catch on, but when it did, it changed everything...again.



Animation: CLICK1 launches sequence from Bush to Obama.

One goal of this course is to help you see your smartphone as an extension of Gutenberg's press.

Just as movable type rocked the Catholic Church's hold on Europe and Britain's hold on America, social media have changed politics in your lifetime.

It's hard to imagine, but at the end of George W. Bush's first term there was: No Facebook. No You Tube. No Twitter

Barack Obama, a rookie Senator with no personal fortune used social media to rake in a huge amount of money to defeat multimillionaire John McCain in 2008.

In 2012, Mitt Romney's campaign bungled its social media program, leaving field volunteers with little or no information to use in getting out the vote on election day, while Obama's now-famous "Narwhal" system connected voters and volunteers and cranked up turnout of young people and voters of color who elected Obama by a wide margin.

How else have these technologies changed your life as a citizen and the functioning of your government and political system?



Hashtagtivism.mp4

**VIDEO NAMED ABOVE IS IN RESOURCES FOLDER .
LINK HERE.**

Think of Martin Luther challenging the mighty Roman Catholic Church with his mass-printed leaflets.

And Thomas Paine shaking the British Empire with his mass produced book of “Common Sense.”

How different is that from the power Hashtag activists had over the authorities in Ferguson, Missouri or during the Manhattan protests that followed the chokehold killing of Eric Garner by police on Staten Island?

Challenges for Consumers

Challenge #1: Information Overload

Challenge #2: The Blurring of the Lines

Challenge #3: Overcoming Your Own Bias

This proliferation of information sources has made it challenging to be a news consumer.

Three problems are at the heart of your work this semester.

For starters,

-How do we find the truth when every day is an information tsunami?

-New business models have proven there is great profit in producing a form of journalism that abandons standards of neutrality, relying on opinion rather than fact. Plus, digital technology makes it possible for anyone to publish worldwide. The result is that a great deal of advertising, publicity, spin and even propaganda is thrown at you every day, dressed up to look like neutral journalism. How can you tell the difference when people blur the lines on purpose?

-Finally, and this may be this course's most important lesson, New research by social scientists and neuro scientists documents how hard it is for us to hear, see and remember the truth if it challenges our beliefs. How will you overcome your own bias to learn the truth?



Here are the dimensions of the Tsunami:

-The average American sees and hears 100,000 words per day outside work, according to the Global Information Industry Center at U.S.C.

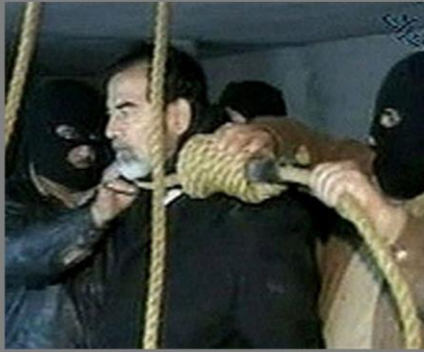
And a new study of social media users, published by LikeHack.com,(cq) an online magazine, looks at social media users and finds the average user gets more than 250 links per day on various platforms.

You grew up in this reality, so numbers like this may not surprise you. But how might tidal wave of information impact you?

Research indicates information overload can make people feel anxious and powerless. Teresa Amabile of Harvard Business School has spent more than a decade studying the work habits of 238 people. She finds people are more creative if they are allowed to focus without interruptions.

This course arose from that question: With so much information flying around, how do we fight the temptation to just go completely passive and learn only what gets pushed on us by social media?

Blurring the Lines



Who is a Journalist? Who isn't? Does it Matter?

There are now more cell phones than citizens in the U.S., with serious multitaskers carrying two phones. Of those, the majority are smart phones, with cameras and internet connection.

That technology has this effect on the news we see every day: Everyone feels like they can be a journalist and journalists feel like they can find photos of everything that happens.

The latter seems to be true.

When Saddam Hussein was hanged December 30, 2006, it was videotaped on a guard's cell phone. The video was leaked to electronic media and posted on the internet immediately.

Was that in itself journalism?

Worldwide, there are 2 billion cellphones in use, which means millions and millions of potential photographers of current events.

In this course, we'll talk about a thorny question: Who is a journalist?

Anyone with a cellphone camera?

Blurred Lines and The Crisis of Authenticity



When this food magazine gets delivered to your home, you might flip through it for a recipe or two and chances are the recipes are well-illustrated, well-tested and described in a way that makes you hungry.

But if you look closely, every single recipe calls for the use of one or more products from Kraft foods.

This is a simple example of a big problem: If you don't think critically about the sources of the information you use, your information diet will be sneaky ads and marketing instead of a healthy mix of facts.



This news website has a paid reporter to collect and write up news about Nassau County.

Do you think you are getting the full story about Nassau County government from the Nassau County News Network?

But who is paying the reporter?

Nassau County Executive Edward Mangano, that's who. Is that reporter going to tell you both the good and bad about Mangano?

Web tools make everyone's "News" look like the real thing.

And online marketers are not prevented or even criticized for using fake news websites to sell products...or politicians.

Challenge #3 Overcoming “Own Bias”

CodeRed.wmv

Or...Can You Handle The Truth?

NEWS FELLOW: PLEASE LINK ABOVE-CAPTIONED VIDEO HERE. SET TO RUN ON LECTURER’S CLICK

The screen writers of this Tom Cruise/Jack Nicholson film, “Code Red” were looking for drama here, but they were also onto something deeper. Neuro scientists and political scientists and sociologists are documenting more and more ways in which our perceptions and memories are unreliable.

If we’re not careful, we cave in to a cluster of psychological effects known as Cognitive Dissonance, which is the human animal’s deep deep discomfort with new information that

contradicts longstanding beliefs...

Challenge #3: Overcoming "Own Bias"

16% of All Voters & 30% of
Republicans Continue to Believe
Obama Not Born in U.S.



What is
"Cognitive
Dissonance?"

Married in a Christian Church, belongs to a Christian congregation, President Obama was attacked during the 2008 campaign for the public remarks of his controversial Christian pastor.

During the Democratic primaries, Hillary Clinton supporters circulated a rumor that Obama wasn't born in the U.S. and was therefore not eligible to serve as President.

In the general election, right-wing groups picked up the rumor in support of a conspiracy theory: that Obama, whose father followed Islam, is a closet jihadist bent on the destruction of the U.S.

Polls show people believe still this stuff. Why? One explanation we'll talk about is every human's tendency to seek out information that confirms our beliefs and to deny the credibility of evidence that disputes what we believe or think we already know.

Are We Blinded by Our Own Bias?

CERTIFICATION OF LIVE BIRTH

Do you think Barack Obama was definitely born in the United States, probably born in the United States, probably born in another country, or definitely born in another country?

July 16-21, 2010

All
Americans Democrats Independents Republicans

Definitely born in U.S.	42%	64%	37%	23%
Probably born in the U.S.	29%	21%	31%	34%
Probably born in another country	16%	7%	17%	27%
Definitely born in another country	11%	8%	12%	14%
No opinion	2%	1%	2%	3%

ANY ALTERATIONS INVALIDATE THIS CERTIFICATE

CNN/ORC Poll

ANIMATION: FIRST CLICK BRINGS UP THE CHART. 2ND CLICK, THE BIRTH CERTIFICATE

It used to be that only a small fringe of Americans, the Birthers, were arguing that Obama was not really a legal President because he was born, they said, in Kenya. And his mother, knowing he would one day run for President, arranged, from Kenya in 1962 to place his birth certificate in a Hawaii newspaper.

27% of ALL Americans now believe Obama to be foreign born. (And therefore an illegitimate President.)

A July survey in 2010 by CNN found an interesting characteristic of the growing number of people who think Obama is foreign-born.

41% of Republicans believe Obama to be foreign born

15% of Democrats believe Obama to be foreign born

So, your ability to handle the truth may depend on what you already think you know.

Unless your work in this course teaches you to slow down our human impulse to close our minds.

Which brings me back to where I started...

Because you are citizens of a democracy that heavily relies on an informed citizenry, Stony Brook University has pioneered this course in News Literacy.

The course is hard, but students tell us every year it is worth it.

Because, if you do the work, we'll train you to take full command of the incredible powers that were reserved to every citizen under our constitution: the power to think for ourselves and to speak for ourselves as a means to govern ourselves.



Blackout.wmv

VIDEO NAMED ABOVE IS IN RESOURCES FOLDER . LINK HERE.

NEWS LITERACY BLACKOUT ZONE VIDEO RUNS HERE

Assignment: News Blackout For 48 Hours:

No Facebook (or other social media)

No News...

No Sports Scores...

No Weather...

...Even From Friends or Family

Summarize Your Reaction

ANIMATION: CLICK1-5 BRINGS IN EACH VERBOTEN ITEM

DUE IN RECITATION NEXT WEEK...your first paper, a reflection on your experience going 48 hours without news of any kind.

Many students shrug at this assignment.

“So What, I’m not a news person.”

Perhaps you misunderstand me...

CLICK 1-5

No news means news as broadly defined

as possible. Just isolate yourself from the kind of information that keeps you up to date on what's happening in the world, in your world.

And don't be tempted to cheat on this. There are very specific things that happen when you really do the blackout and we can tell when you have engaged in creative writing as opposed to honestly recording your observations.

The Weekly Quick Quiz

Write your name and Recitation Instructor name at the top

1. Who invented pre-cast, moveable type that made mass-printing possible?

2. In what year was the Internet born?

3. What comment or question do you have to clarify today's lesson or improve our work?

Hand in your Quick Quiz before you leave lecture

Every lecture, we'll stop and give you a quick quiz, just three questions.

This helps cement key lessons in your memory.

Plus, it helps us see if we explained things well.

And the third question is a chance for you to improve your own course.

We'll start lectures with a selection of your comments and suggestions.



hus endeth the Lesson...