

BE

MEDIAAWISE!

A Misinformation Resilience Toolkit

How do you stay safe online?

How do you sort fact from opinion?

How do you tell whether a photo or video
has been altered by AI?

Start your
misinformation–resistance adventure below!


BE MEDIAWISE: A MISINFORMATION RESILIENCE TOOLKIT



Time to make sure
we're ready to
start our adventure...



FIRST, WE NEED TO
LEARN HOW TO SET
UP AN ONLINE
ACCOUNT SAFELY.



It's not just about passwords and emails.

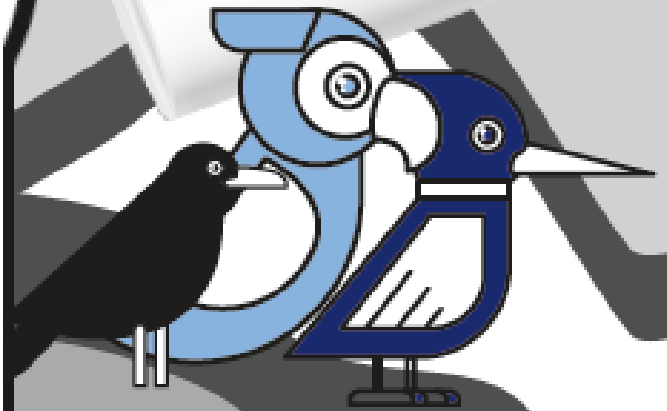
Make sure you've checked all privacy settings to your liking to secure your info in a way that's comfortable for you. Always keep privacy and security in mind while surfing the web.

FACTS VS OPINION?

A reporter wrote some "hard news" about what I'm doing, and another wrote an opinion piece that hurt my feelings... what's the difference?



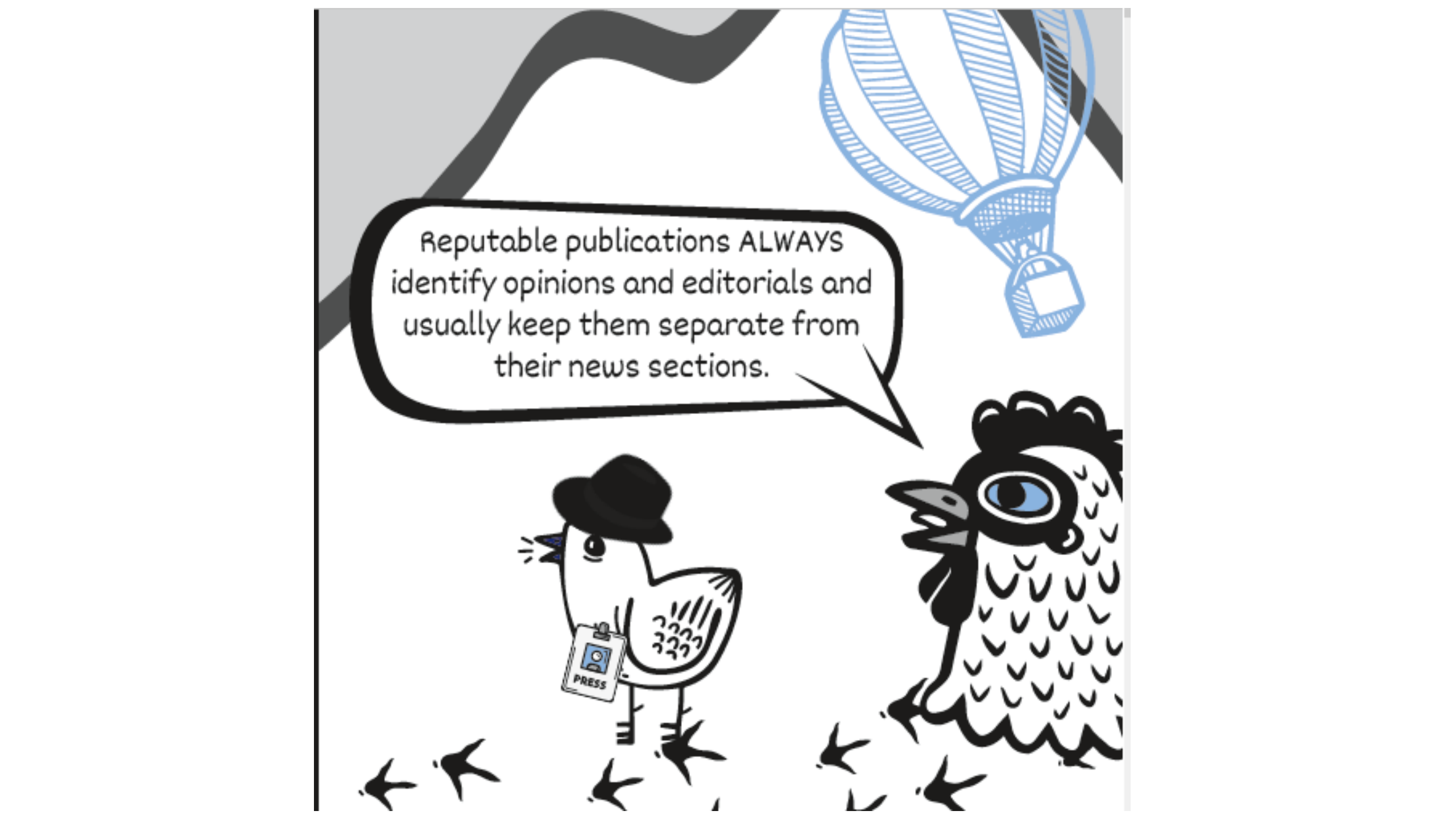
LOTS O' OPINIONS
Will Chicken... chicken out?
Signs point to yes.



OPINION: WHAT SOMEONE THINKS OR BELIEVES, LIKE A COLUMN OR SOCIAL MEDIA POST.

FACT: WHAT'S TRUE AND VERIFIED, SUCH AS A NEWS REPORT.





Reputable publications ALWAYS identify opinions and editorials and usually keep them separate from their news sections.

HOW TO FIND REPUTABLE SOURCES

Over here!
You can trust me,
I'm reliable...

?

MAP





Trouble!!

I'm not going to believe the first thing someone tells me from now on.

... I lied!
Give me \$\$

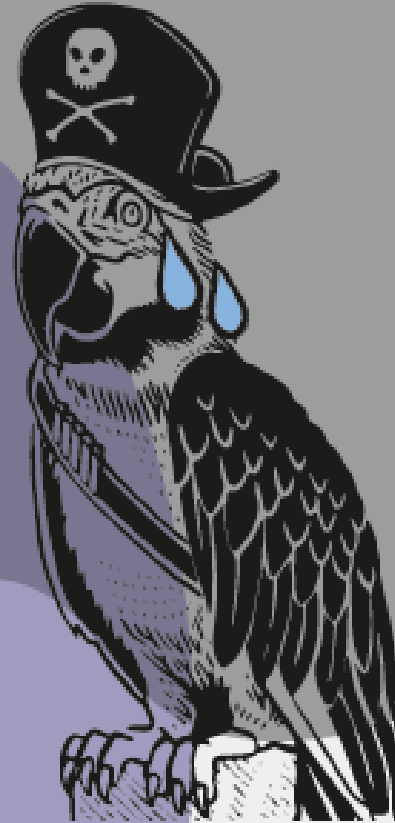


Here's what to ask:

- What's the source's authority?
- What do others say about them?
- How did *they* get their info?

Be sure to ask questions before passing information off as true!

BEFORE YOU RE-SHARE
SOMETHING ON YOUR
FEED, GO A STEP FURTHER
AND RESEARCH, INSTEAD
OF BELIEVING JUST
ANYTHING YOU SEE.



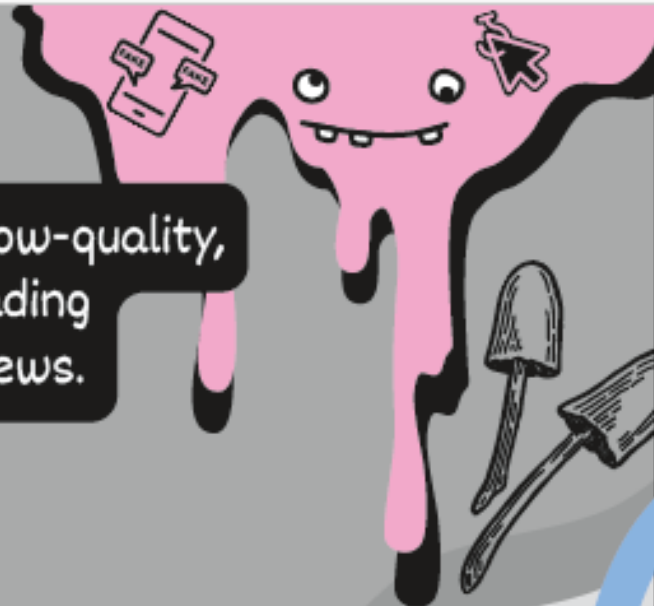
It seems like some sources are journalism while others only pose as journalism... I need to develop a healthy news diet to continue on my journey!

But first,

WHAT IS JOURNALISM?.. AND WHAT ISN'T?



Pink slime?? EW!
Those are websites with low-quality, sensationalized, or misleading content posing as local news.



They're called "Mushroom sites" because these impostor sites pop up quickly. They're made by bad actors to "seed" misinformation..

Reading Upstream means following links in an article all the way to an original source, which helps you avoid accidentally accepting news from pink slime sites as fact.



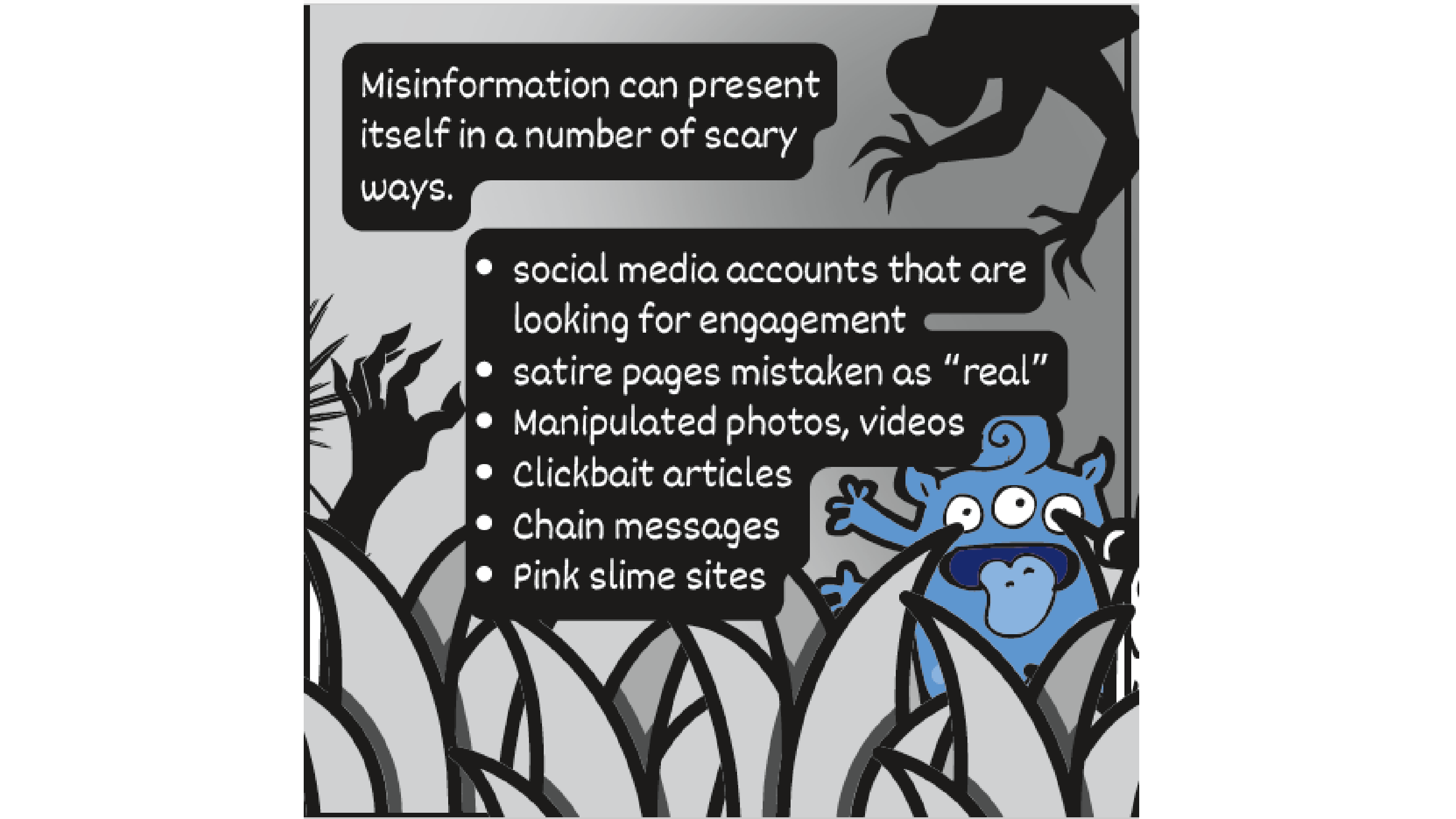
JOURNALISM IS REPORTING NEWS THROUGH RESEARCH, WRITING, AND STORYTELLING FOR INFORMATION.

Reputable examples of journalism websites include bylines of authors, provide context, and cite and link to their sources. Check for their About page, accurate info, and a credible reputation.

STOP MISINFORMATION FAST BY ASKING 3 EASY QUESTIONS

I'm really getting into the weeds of this whole misinformation thing... I hope there's an easy way out!





Misinformation can present itself in a number of scary ways.

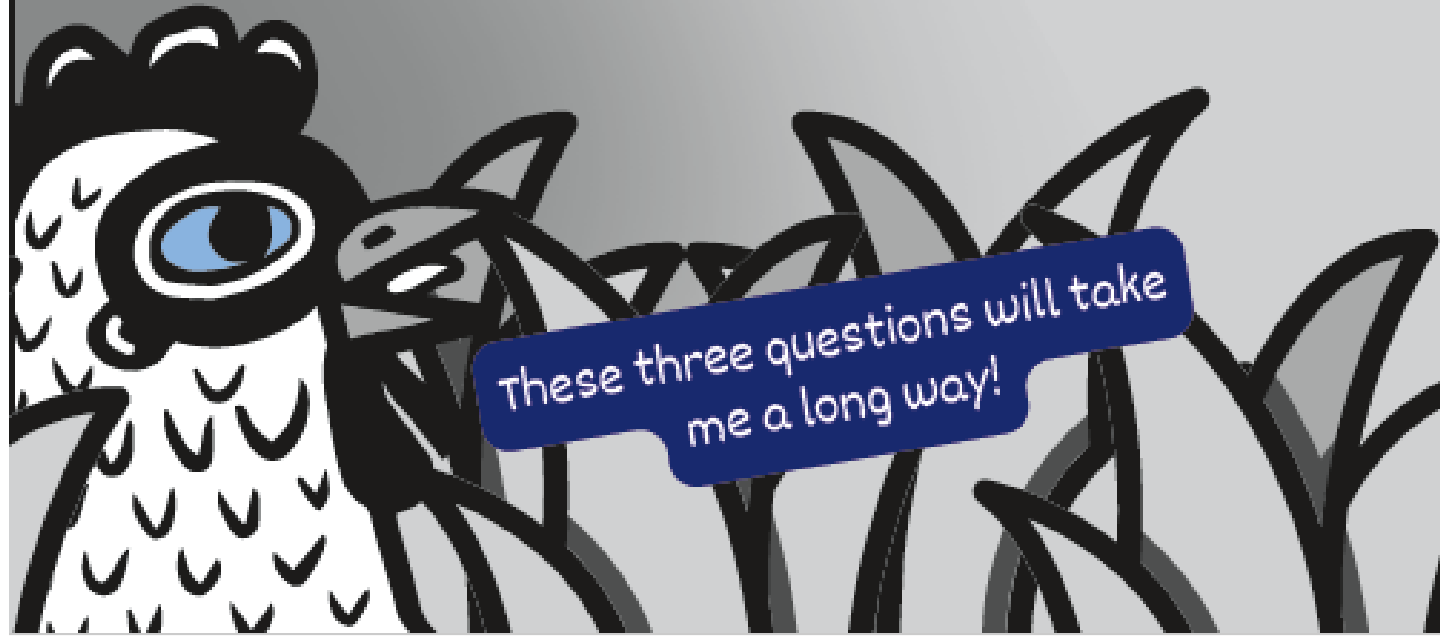
- social media accounts that are looking for engagement
- satire pages mistaken as "real"
- Manipulated photos, videos
- Clickbait articles
- Chain messages
- Pink slime sites




DIGITAL
INQUIRY
GROUP

1. Who is behind the information?
2. What is the evidence?
3. What do other sources say?

These three questions will take
me a long way!





Wow, I can see everything
from up here!
But it all looks the same.
I think I'm lost.

HOW DOES INFORMATION SPREAD?

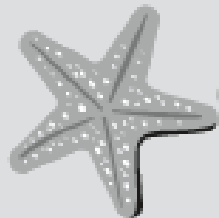
The flow of information hits my brain like the ocean waters hitting the coastline...



search for this AND that
search for this OR that
find filetype:pdf

use "quotes around exact words"

There's so much to sift through! If I think of the main elements of what I need and use keywords and search tools to narrow my search, I'll find the right sources to get me back on track.



Woah what's this?! The ocean flowed free with all kinds of information, but this cave is just spitting the same idea back to me, even if it's not true. I guess that's why they call these "echo chambers."

The sky is falling!

Survey says the sky is falling!

Everyone feels this way!

Hot Take: The sky is actually falling

That was hard to break out of!
On to the next stop...



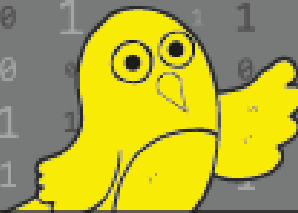
FAKE IMAGES ARE A REAL THING

What's going on???
Glitch City over here...

This looks terrifying!
Whatever "this" is...
How can I identify this thing?



You're in the glitch zone



I'm a helpful breed called Reverse Image Search. I'm super useful if you think you're looking at a fake pic.

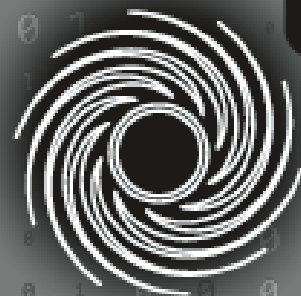
Can you help me get out of here? And what was that big scary, swirly thing?

Who are you??

Happy to help! You were up close and personal with a black hole of misinformation, which you'll have to go through to get to your next stop.

But a warning...

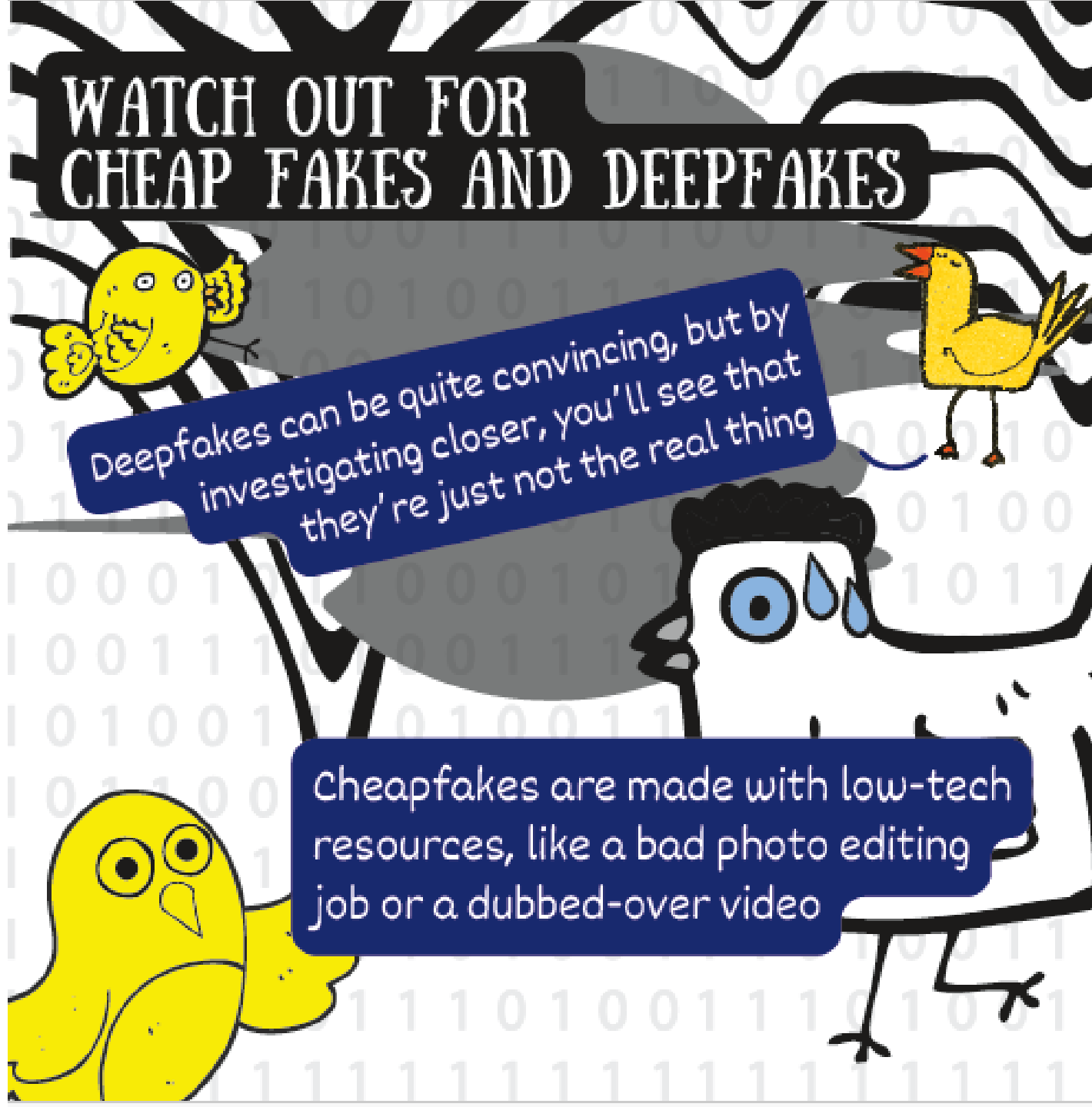
Uh-oh....



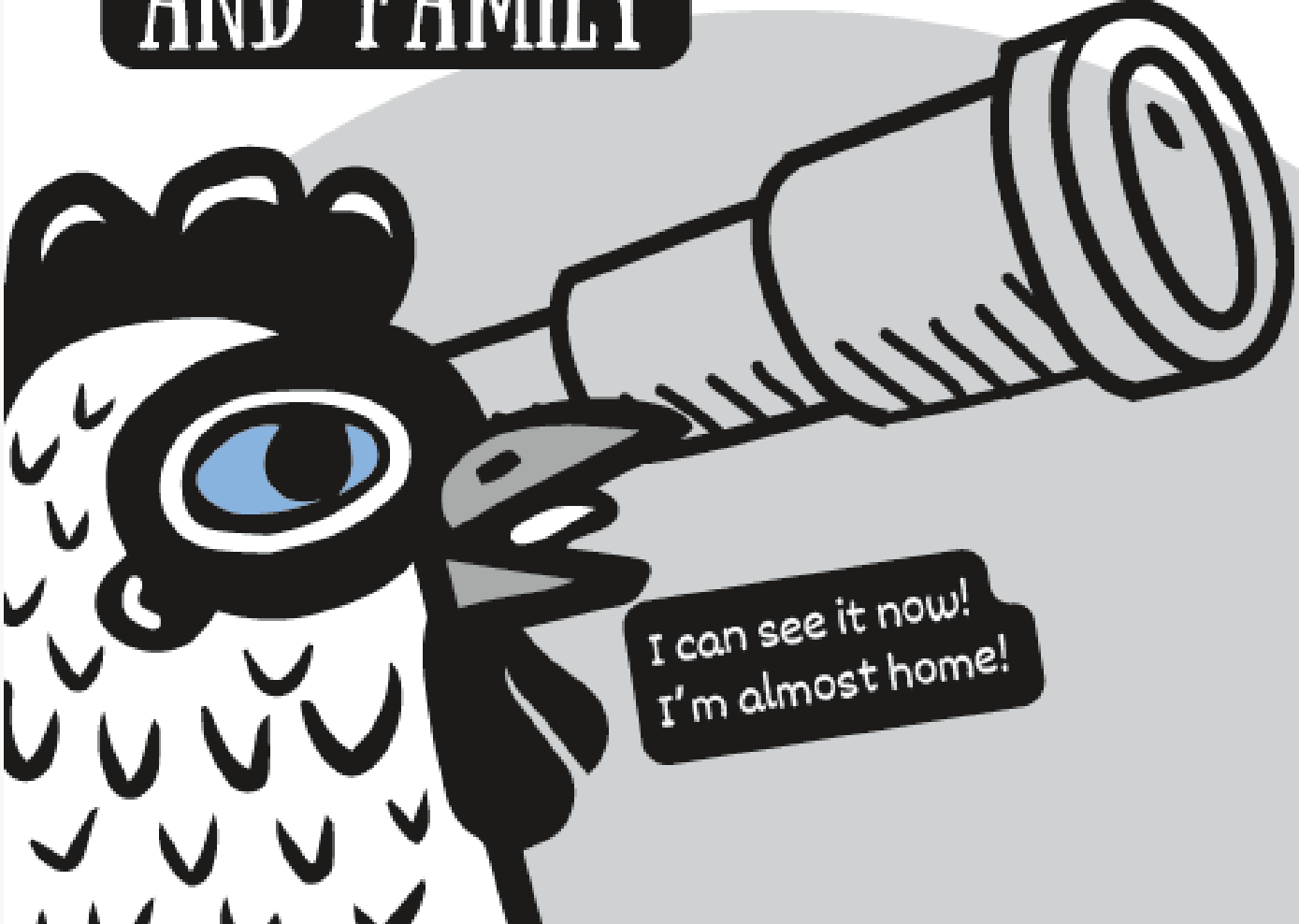
WATCH OUT FOR CHEAP FAKES AND DEEPAKES

Deepfakes can be quite convincing, but by investigating closer, you'll see that they're just not the real thing

Cheapfakes are made with low-tech resources, like a bad photo editing job or a dubbed-over video



HOW TO HELP
YOUR FRIENDS
AND FAMILY



I can see it now!
I'm almost home!

LOTS O' OPINIONS

Chicken makes it around
the internet against odds!
Was media literacy the real
prize all along?

Chicken made it back!
We totally knew he'd
make it. _____
We never doubted it...



Extra! Extra!
Chicken keeps his coop AND
gains knowledge about expertly
navigating the internet.





I'm so relieved to keep my coop!
It was a challenge, but I feel more
confident to take on the big world
_____ out there.

One of the biggest things I learned
was to stay calm in the face of
_____ misinformation.

If something makes me emotional,
I know that's my sign to take a
step back and think about what's
going on before reacting.

