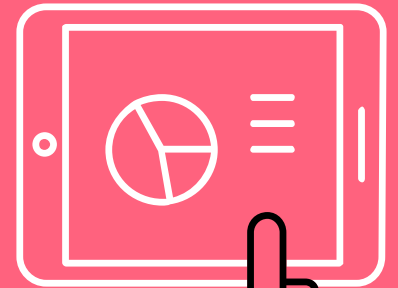# Fake News Literacy

Mid-sem Presentation
Rachel F., Rachel G., Yoon Young
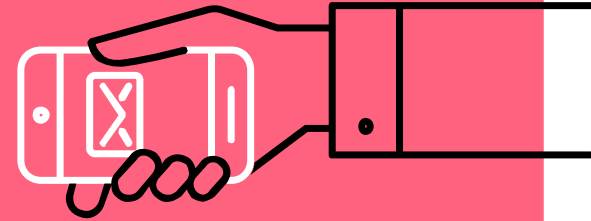
Overview
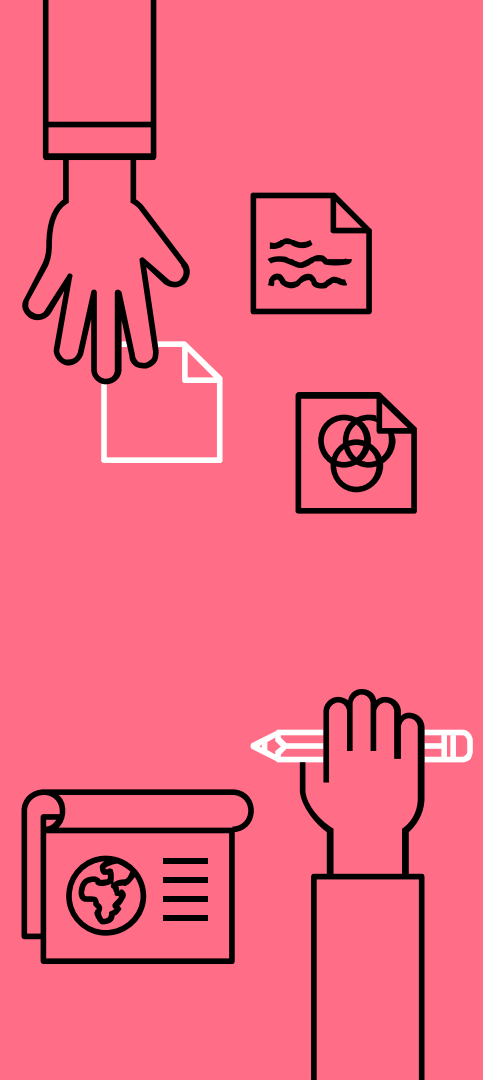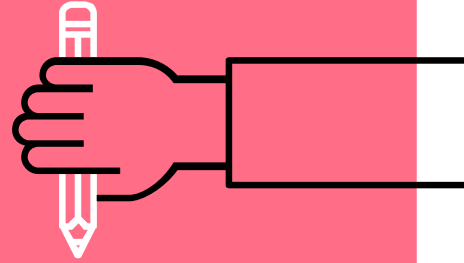
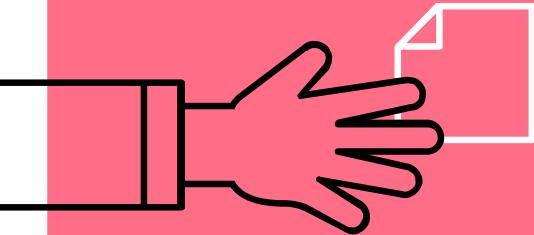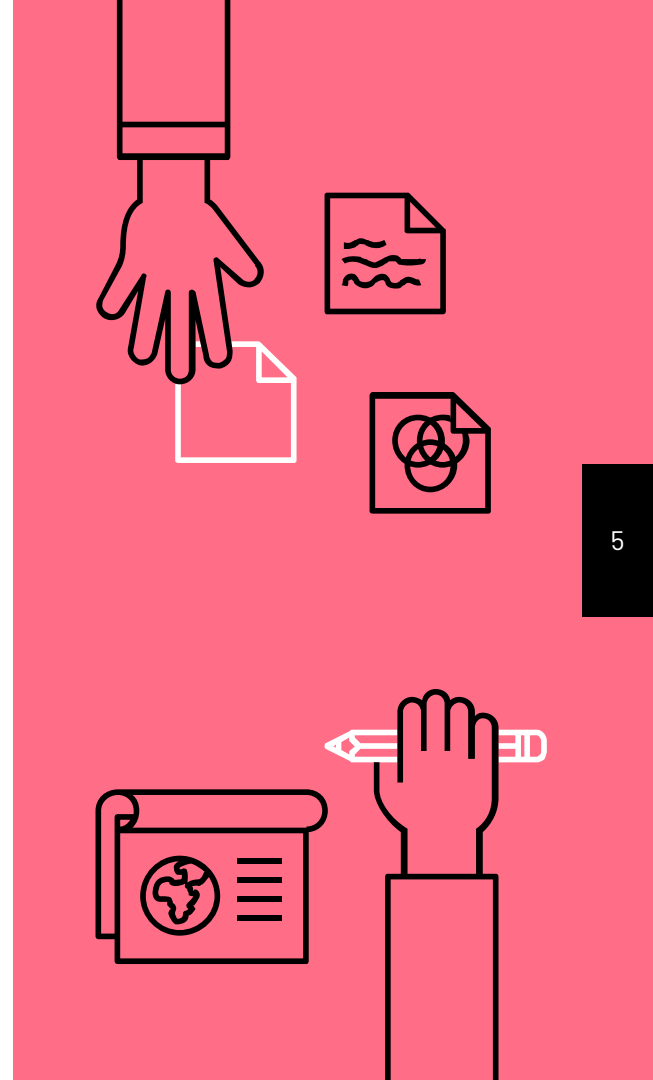# 01
Catalyst Phase

Breaking down the problem
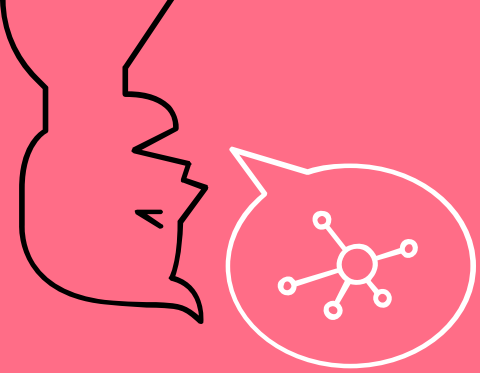
Our audience:
college students &
their media
consumption

The problem

▷ Fake News is extremely prevalent
▷ People are very gullible and will not fact check fake articles information
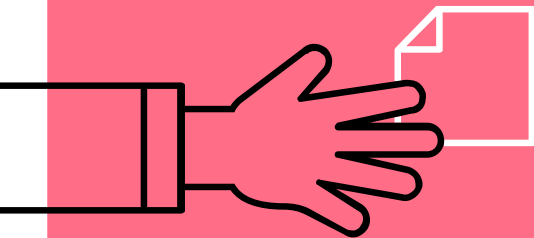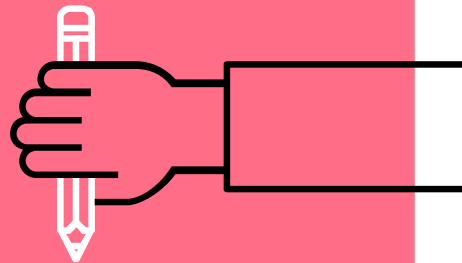▷ Difficult to discern between the truth and facsimile

"

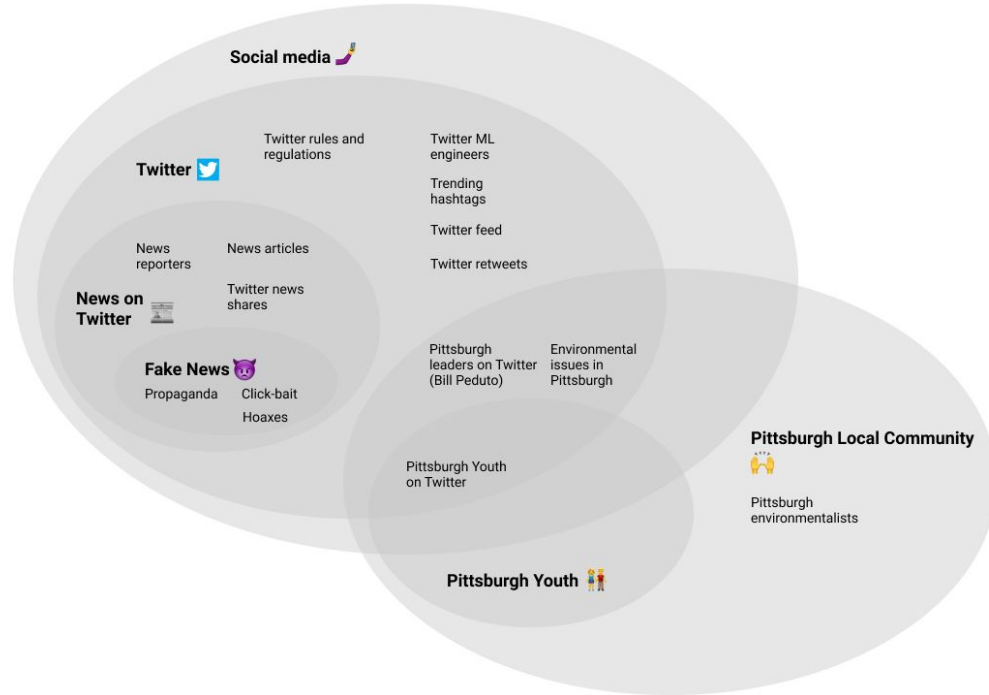*How might we help college students be more aware of fake news and increase their news literacy?*

02
Community

Who are we working with?

Territory Map

Social media 🍆

Twitter 🐦

Twitter rules and regulations

Twitter ML engineers

Trending hashtags

Twitter feed

Twitter retweets

News reporters

News articles

News on Twitter 📰

Twitter news shares

Fake News 😈

Propaganda

Click-bait

Hoaxes

Pittsburgh leaders on Twitter (Bill Peduto)

Environmental issues in Pittsburgh

Pittsburgh Local Community 🙌

Pittsburgh environmentalists

Pittsburgh Youth on Twitter

Pittsburgh Youth 👫

Stakeholders

Pittsburgh Local Community 🙌

Parents of Pittsburgh Youth ⚡

Pittsburgh Youth 👫

Political figures of Pittsburgh (ex. Bill Pedutio) 🗣️

Those who care about the environment 🌱

Those that pick up news on Twitter 🤜

Energy providers ☀️

Pittsburgh Utility companies 💸

People who are negatively affected by environmental issues in Pittsburgh

Local activists ✊

Twitter 🐦

Advirtisers 🧦

Twitter data analysts 📈

Twitter machine learning engineers 💻

People who attempt to have a political impact through Twitter propaganda 🤏

People who share news content onto Twitter

News/Media 🗞️

National political figures (ex. Trump) 🗣️

Politicians 🗣️

Reporters ✍️

News editors 💼

Those written about in the news 👤

03
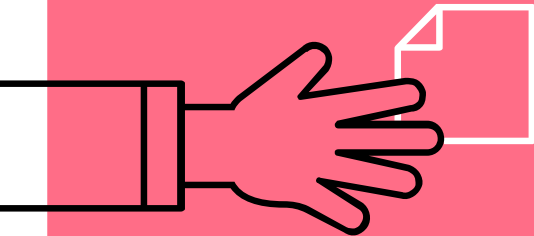# Explore and Innovate

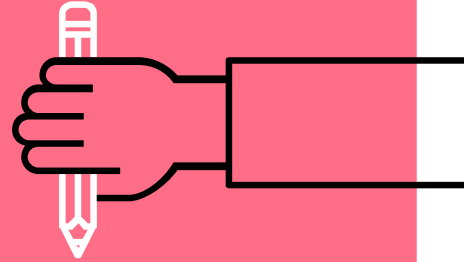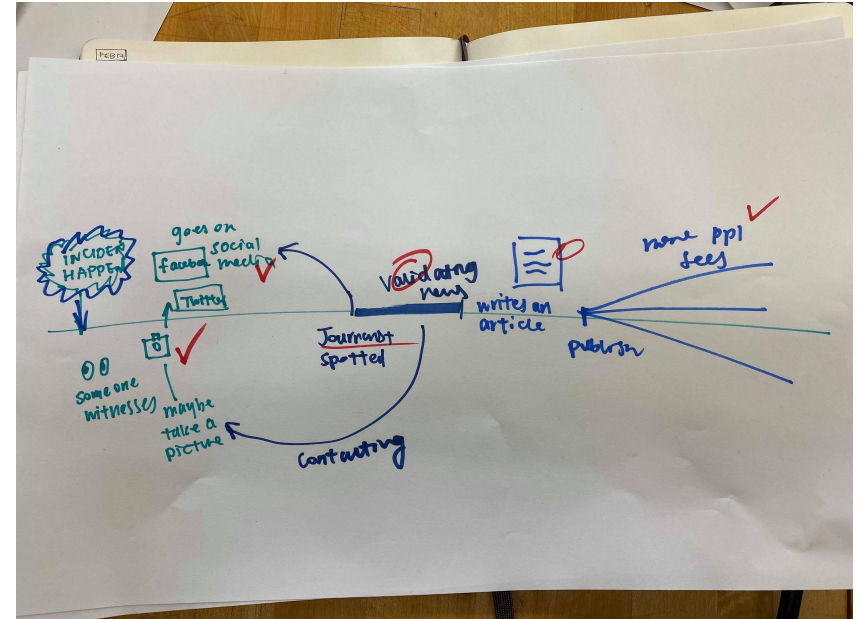Prototyping and idea development

Fake News Posters

Three Concepts
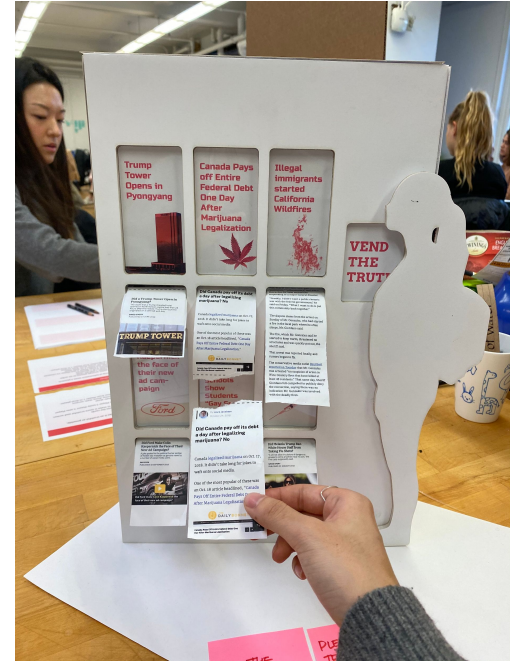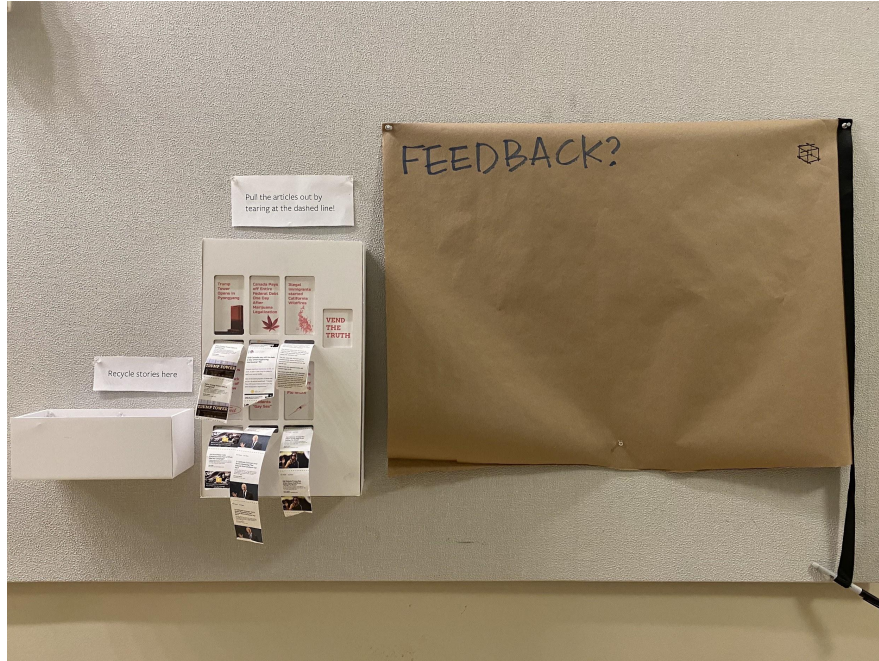
04
Participate

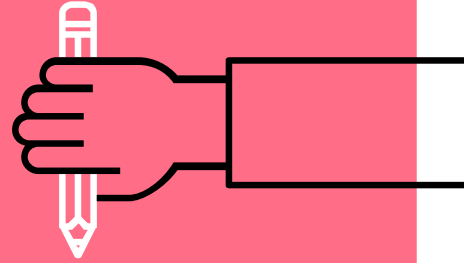Our research methods

News timeline testing

Vending machine testing

Insights

- Students not completely interested in news → incorporate game-like aspect

- Visuals affect user engagement and perspective on headlines → design physical appearance and "branding"
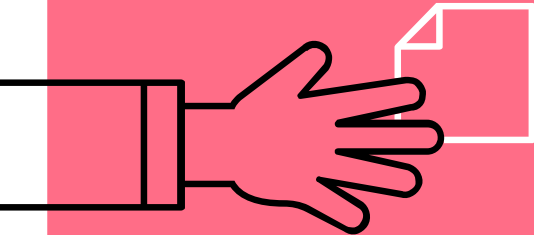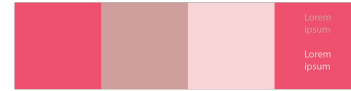
05
Future Steps

What to do next...

Original concept
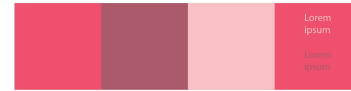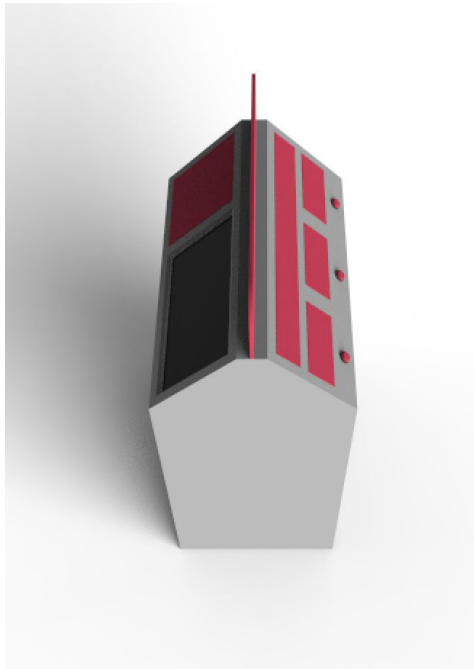
NEWS STAND

create a fake news headline!
create a fake news headline!

NEWS STAND
NEWS STAND

create a fake news headline!

black and white photos / traditional news imagery meshes
with bright pink/boldness
long tradition of newspapers contrasts with modern
phenomena of fake news

New concept development:

- New potential directions:
    - 1. Translate everything into a participatory website
    - 2. DIY Instructables with game app
    - 3. Card game style activities
    - 4. Data Visualizations of Fake News

1. Participatory website

- Essentially the original idea all translated into a website
- Eliminates the large-scaled physical product.

HOW WELL CAN YOU IDENTIFY FAKE NEWS?

2. DIY Instructables with game app

- Online, free instruction kits for participants to create their own small products
- Associated with an app game to help increase news literacy
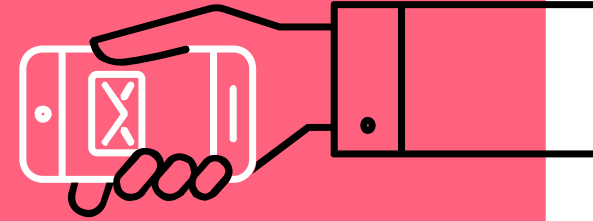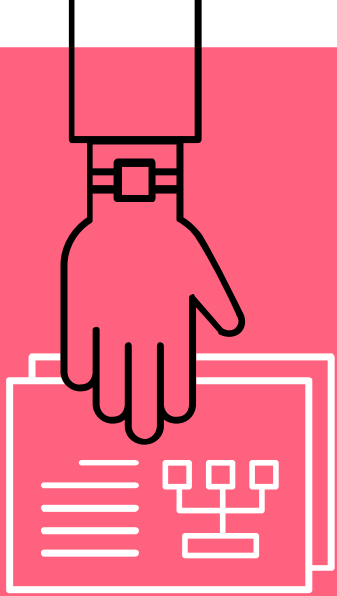
3. Online Game activities

- Online card game
- Single/multiple players
- Directly pulls headlines/news content from online users
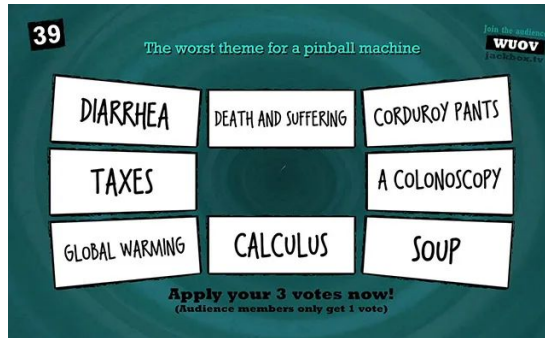
4. Fake News Data Visualizations

- Could gather data through a digital game
- Generally could be incorporated into our other ideas

2018 | 2017

Biggest ~~Fake~~ Junk News of the Year
circulated online, all false, source: snopes.com

size
spread of story
(google hits)

Clinton! | Evil Democrats! | George Soros! | Immigrants! Muslims! | Liberals! | Obama! | Pedophiles! | Trump! | Random!

Thank you!