Introduction

- Intro to misinformation and disinformation
- Image Illusions: fact checking images
- Mind tricks: Logical fallacies and other techniques

Do you know European geography?
Video: Media Literacy masterclass
https://youtu.be/Cdx5zz5Dtr8

Fact checking 101
When there’s any doubt…

Use “lateral reading” to verify

When you come across information online, ask yourself:

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

Source: Mediawise Campus Correspondents
What sources can you trust?

Standards based media sources

Check if the media source follows journalistic standards

Make sure they publish corrections!

Source: Newslit
Misinformation techniques in images

- Common misinformation techniques used with images/videos
  - Out of context
  - Manipulated content (including deepfakes)
  - Fabricated content (including AI created)
  - Images from models presented as reality
  - Photographic tricks (e.g. perspective)
Drag or upload images or search by URL

Bing

Reverse Image Search

Revere: mobile devices only

Image options menu
Searching for the original image to compare
Tin Eye can help you compare
Tin Eye can help you compare

Stock photos may help you find the pieces that make up a photoshopped image. Stock photos are not always reality though, as they may be graphic art or composites of photos.
The Pope in a puffy?
Pic of pope in puffy jacket produced by AI fools many online

An image supposedly showing Pope Francis wearing a stylish white puffy jacket received millions of views as it circulated on social media, but this image isn't real. It was created with an artificial intelligence tool. Let's look at the facts.
How to spot a Deepfake
INVESTIGATE AN IMAGE

- https://padlet.com/UofILibrary/images0423
Logical Fallacies and other mind tricks
https://youtu.be/Va6Cl87t9rs
There are many mind trick techniques used in misinformation to make a false argument appear correct or compelling.

https://skepticalscience.com/history-FLICC-5-techniques-science-denial.html
Practice

- Ads use fallacies and other argumentative techniques to persuade us.
- You will make an ad using a fallacy or other technique.
Be careful out there!
Questions & comments?

Contact me anytime!

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