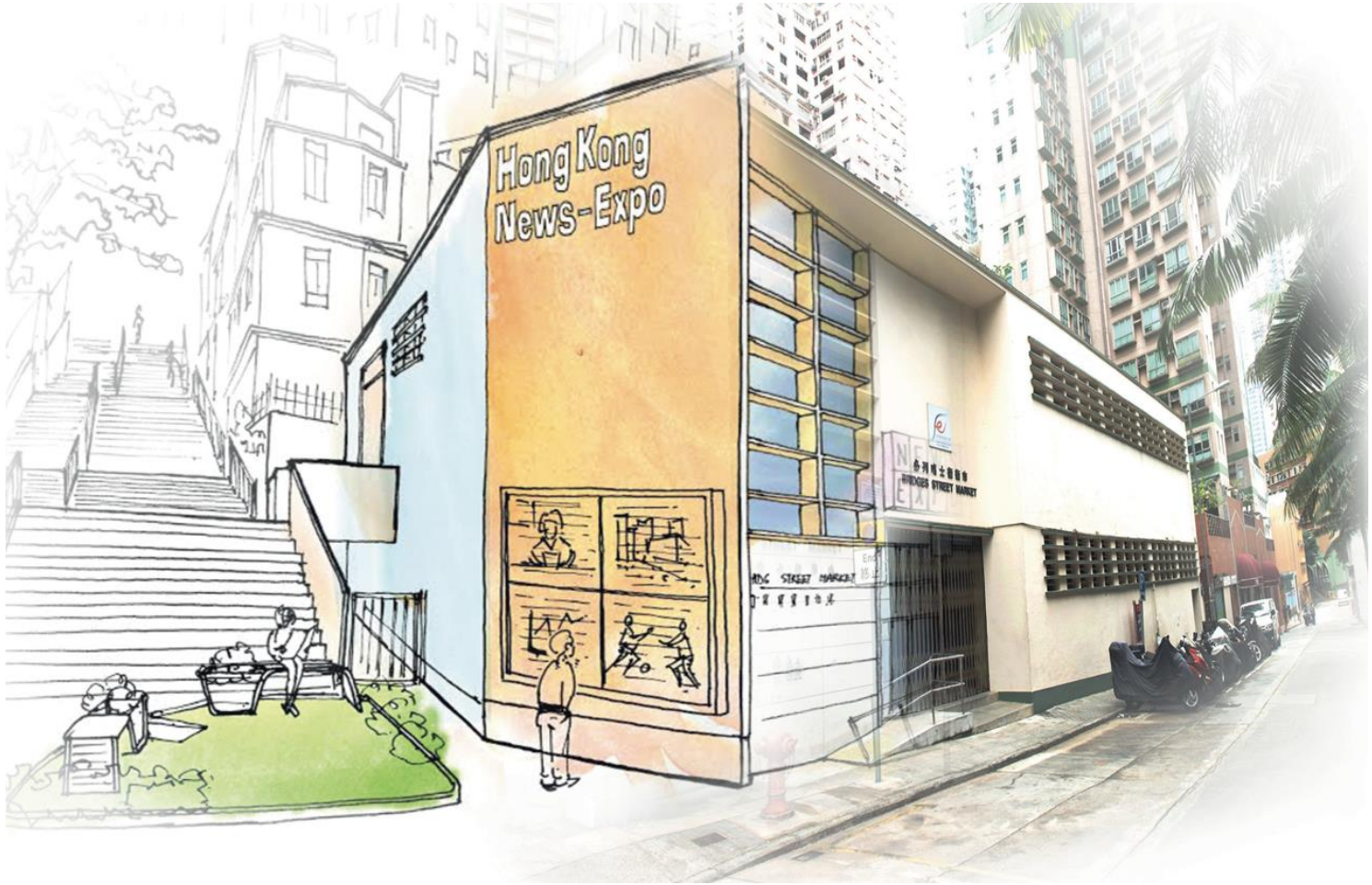
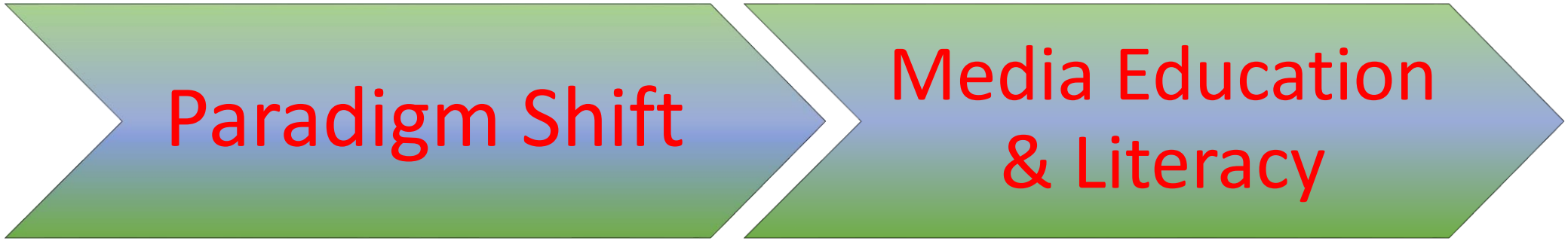
NEWS
香港新聞博覽館
HONG KONG NEWS-EXPO

認識傳媒資訊素養及分辨新聞的真偽



Outline



- Paradigm Shift
  - Knowledge society
  - Communication revolution
  - Information explosion
- Media Education & Literacy
  - Understanding media
  - Media usage
  - News and society
  - News and fake news

Paradigm Shift

- Knowledge Society
  - The **dissemination and production of knowledge**, employing it efficiently in all areas of community activity, economy, civil society and politics, as well as in private life where knowledge has increasingly become a powerful engine for **economic and social transformations**.
  - Knowledge Society → Digital Society
  - The concept of preparing future generations for tomorrow.

Paradigm Shift

- Communication revolution
  - The communication revolution that began in the latter 20th century has brought a **new focus** on communication to 21st century.
  - **Network society**
  - **Digital divide** or knowledge gap

Paradigm Shift

- Information explosion
  - The rapid **increase in the amount of information or data** and the effects of this abundance. As the amount of available data grows, the problem of managing the information becomes more difficult, which can lead to **information overload**.

Media Education and Literacy

- Media education is the **process** of teaching and learning about media; media literacy is the **outcome** → the knowledge and skills learners acquire.
  - Ability to **decode** and **process** media messages.
  - Ability to **critique** and **analyse** the potential impact of the media.
- According to the **European Commission**, media literacy is the ability to access the media, understand and critically evaluate various aspects of the media and media contents, and create communications in a variety of contexts.

Media and message

- Media fulfil several roles in society, including the following:
  - Educating and informing
  - Monitoring government, business, and other institutions in an ethnical way
  - Entertaining and providing an outlet for the imagination
  - Serving as a public forum for the discussion of important issues
- A message is a **collection of symbols** such as words or signs used intentionally to convey meaning. When **analysing** media messages, consider the message's author, format, audience, content, and purpose.
- The meaning of media messages is not always the way it might be seem on the surface.

Media and message

- Stuart Hall (1980) says that **encoding** a message is merely the first step in the process of creating meaning, and the process is not completed until the message is **decoded**.

- Encoding/ decoding model
  - Preferred meaning (優勢解讀)
  - Negotiated reading (商議解讀)
  - Resistant reading (對抗解讀)

Media Usage

- Confirmation Bias (我方偏見)
  - Confirmation bias is an implicit tendency to notice information that **coincides** with our **pre-existing beliefs** and **ignore information that doesn’t**.

- Motivated Reasoning (動機推理)
  - Motivated reasoning is our tendency to readily accept new information that **agrees with our worldview** and **critically analyse that which doesn't**.

Media Usage

- Soldier Mindset (士兵想法)
  - Your actions stem from reflexes rooted in a need **to protect yourself and your side and to defeat the enemy**, whoever or whatever it may be.

- Scout Mindset (偵察兵想法)
  - Your actions are based **not on attacking or defending** but on understanding the terrain and potential obstacles. You want to know what's really there as accurately as possible.

Media Usage

- Echo Chambers (同温層效應)
  - Connectivity, i.e. closed groups vs. overlapping publics
  - An echo chamber comes into being where a group of participants choose to preferentially connect with each other, to the exclusion of outsiders.
- Filter Bubbles (過濾泡泡)
  - Deliberate exclusion vs. widespread sharing
  - A filter bubble emerges when a group of participants, independent of the underlying network structures of their connections with others, choose to preferentially communicate with each other, to the exclusion of outsiders.

News and society

- News is **data with meaning** (who is character, what is plot, where is setting, why is motivation or causation, how is narrative)
- The central purpose of journalism is to provide citizens with **accurate and reliable** information they need to function in a free society.
- Staying informed of all the important issues…
  - To be well informed, you need to do more than **float in the flood of information**; you need to pay attention to messages and really think about them.
- The key is to develop higher media literacy… **balance** and **objective**…

News and society

- What is news?
  - Impact
  - Timeliness
  - Conflict
  - Currency
  - Prominence
  - Unusualness
  - Proximity

News and society

- Purpose and function of news
  - Informing
  - Educating
  - Guiding
  - Entertaining
  - Interpreting
  - Forming opinions
  - Spreading awareness
  - Advertising

News and society

- McQuail argues that news is a **socially manufactured product** because it is the end result of a **selective process**.
  - Gatekeepers, such as editors and journalists, and sometimes proprietors, make choices and judgements about what events are important enough to cover and how to cover them.

News and society

- As Tuchman confirms, news is the **product of news workers** who draw upon **institutional processes and practices** to make information available to consumers. “It is the **product of professionalism** and it claims to interpret everyday occurrences to citizens and other professionals alike.”

What is fake news?

- Fake news is news, stories or hoaxes created to deliberately **misinform or deceive readers**. This type of news, found in traditional news, social media or fake news websites, has no basis in fact, but is presented as being factually accurate.

What is fake news?

NEWS
香港新聞博覽館
HONG KONG NEWS-EXPO

- Misinformation (錯誤訊息)
  - Information that is false but **no intention of causing harm**
- Disinformation (作假訊息)
  - Information that is **false** and deliberately created to **harm a person**, social group, organisation or country
- Mal-information (惡意訊息)
  - Information that is based on **reality**, used to **inflict harm** on a person, social group, organisation or country

What is fake news?

- Fake news is **harmful**. In 2017, the inventor of the World Wide Web, Tim Berners-Lee claimed that fake news was one of the three most significant new disturbing Internet trends that must first be resolved, if the Internet is to be capable of truly "serving humanity."

  - Firstly, the spreading of fake news encourages hatred, misunderstanding, discrimination, prejudice and harm against certain people, groups and events.

What is fake news?

- Secondly, fake news writers may also have an agenda setting function. This can cause confusion and misinformation about the real news.

- Thirdly, people may not always know what is real and what is fake. This can cause upset and misunderstanding.

- Fourthly, and perhaps most importantly, with all this fake news, do real news stories and real social issues become lost as a result of sensationalist information?

About fact check

NEWS
香港新聞博覽館
HONG KONG NEWS-EXPO

- Enter the **keywords** of the story into a search engine and get a second opinion from a credible news site with verifiable sources.
- Check the **dates** involved in the article. Fake news writers sometimes take a real story from the past, put an outrageous headline on it, and try to pass it off as a current event.
- Find the **source** of the author's information for the article. Is the source credible?
- Find and **check an image** in Google Images.

About fact check

NEWS
香港新聞博覽館
HONG KONG NEWS-EXPO

- Does the website's **appearance** look a little strange? Some fake news sites mimic the appearance of legitimate news sources, tricking the casual reader.
- Take a look at the **headlines** of other stories from the same website. Are most of them hard to believe? Shocking? Inflammatory? If so, question the website's practice.
- Is the article actually a **joke**? When we say fake news, we aren't talking about comedy sites which write humorous stories based on current events.

Conclusion

- Media messages are **constructed** for particular purposes and embedded with values and beliefs. Media messages **influence** our beliefs, attitudes, values and behaviors…
- Media are influenced by institution, political, advertising factors…

- Media literacy is a perspective. You need to increase your **awareness and control**.
- Awareness about your own **knowledge** structures, about how your **mind** works, about your **ability** to apply knowledge of the key elements in the effects process.