Media Literacy: Developing a Global Perspective

Global Connect @ UCI
Media, old and new

The London Gazette.

People

March 4, 1974 36 Cents
The Printing Press as an Agent of Change

Important events SPARKED by the printing press:

- Protestant Reformation
- Renaissance Period
- Scientific Enlightenment
- Industrial Revolution
- American Revolution (next slide)
The first newspapers were funded by political party NOT ads. Newspapers were dependent upon partisan support and readership. It was almost like a wing or mechanism of political parties to spread ideas.

At that time, almost all newspapers were partisan.
1782, Benjamin Franklin fabricated a story in a real Boston newspaper, the *Independent Chronicle*, about King George’s gruesome crime of scalping children, women, and men.

He also composed a bogus letter from a real naval hero, John Paul Jones, urging Americans to unite and declare independence.
Benjamin Franklin’s fabrication was driven by his desire to gather momentum among the Americans to fight for independence.

At that time, writing and publishing were exclusive to the educated intelligentsia and those who had the money and power.
A type of journalism that is not based on truth or research, uses eye-catching headlines to sell papers and make a profit.
"You will furnish the picture, I will furnish the war"
Ethics of Journalism

James Gordon Bennett (1835) established new standards for journalism by utilizing interviews and observations to add details to news stories. Most importantly, his newspaper was funded by advertisers instead of political parties that enabled the newspaper to report stories on corruption and criticize politicians openly.
Watergate

June 17th, 1972 - 5 men broke into the Democratic National Committee at the Watergate office which subsequently revealed that Nixon was illegally tapping the DNC’s classified conversations.
The story of Watergate gained national attention through reporting by the *New York Times* and *Washington Post*. Two prominent journalists in the investigation were Carl Bernstein and Bob Woodward of the *Post*.

The Watergate Scandal was a catalyst for a public recognition of the importance of investigative journalism and the responsibility of the press to check the powerful.
What do you think happens as information spreads in this digital age?
2.41 billion monthly active users

321 million monthly users

1 billion monthly active users

1.3 billion users

300 hours of video per minute
21st Century

It wasn’t until the rise of web-generated news that our era’s journalistic norms were seriously challenged, and misinformation has became a powerful force again.

Digital news has brought yellow journalism back. Algorithms that create news feeds have no regard for accuracy and objectivity.

Most notability, media is manipulated to create empires.
Technology transformed the speed of information delivery. Today, footages could be instantly streamed on Facebook and YouTube that allowed us to be more informed first-handedly. But technology is a double edge sword. Anyone can generate news not based on facts. Divisive ads on Facebook and Twitter accounts reached millions of people that potentially swayed the 2016 election.
Examples of Misinformation Spreading

How Misinformation Spreads on Twitter
Total Retweets by 2:35 PM (EST) on April 23, 2018

- False Account
  
  Natasha fatah
  @Natahafatah
  #BREAKING Witness to truck ramming into pedestrians tells local Toronto TV station that the driver looked wide-eyed, angry and Middle Eastern.
  2:36 PM - 23 Apr 2018

- Accurate Account
  
  Natasha fatah
  @Natahafatah
  Another eye witness to the Yonge and Sheppard incident describes van’s driver as white, intentionally hitting people, describing it as a terror attack.
  3:19 PM - 23 Apr 2018
How serious can it possibly get?
John Carreyrou
Investigative Reporter, The Wall Street Journal

THERANOS’S GROWING PAINS

Elizabeth Holmes’s blood-testing ambition has collided with technological problems

BY JOHN CARREYRou

The night before a big meeting with a Swiss drug company in 2008, Theranos Inc. founder Elizabeth Holmes and a colleague sat in a Zurich hotel, sticking their fingers with a lancet.

They drew drops of their own blood to try the company’s testing machine, but the device started to make an error message.

After two hours, the colleague called it quits, leaving Ms. Holmes still squeezing blood from her fingers to test it again.

Ever since she launched Theranos in 2003 when she was 19 years old and dropped out of Stanford University, Ms. Holmes has been driven by ambition that is big even by Silicon Valley standards. Instead of a smartphone app to hail a car or order food, she wants to revolutionize health care with a vast range of diagnostic tests run with a few drops of finger-pricked blood.

Now 31, Ms. Holmes has emphasized a variety of strategies—a hand-held device, tests for drugmakers, drugstore clinics—while trying to turn her dream into a business. She circulated with technological pr to interviews with media, Theranos employees, and complaints filed by investors.

In Switzerland, she pricked her finger in

Please see
Take Away

- Why should you be media literate?
  - To be media literate means to be able to access, analyze, evaluate and create media in a variety of forms.
  - Analyze all forms of media
  - Fact-check your news feeds
  - Challenge your own perspective
Skills of inquiry as citizens of a democracy

- Recognize language and images
- Understand biases
- Appreciate political, economic, and social/cultural context
- Identify an author’s message, purpose, point-of-view
What do I look for?

- Accountability
- Biases
- Sources
- Transparency