



# Know the Why: Understanding Content Creators' Purpose

Presented by Jacquelyn Whiting (@MsJWhiting) and Michelle Luhtala (@mluhtala)  
In partnership with News Literacy Project (@NewsLitProject)  
December 16, 2020

## RESOURCES AND LINKS FROM WEBINAR

In order of appearance:

### RESEARCH

"Evaluating Information: The Cornerstone of Civic Online Reasoning" by Sam Wineburg, Sarah McGrew, Joel Breakstone and Teresa Ortega <https://stacks.stanford.edu/file/druid:fv751yt5934/SHEG%20Evaluating%20Information%20Online.pdf>

### BOOK

*News Literacy: The Keys to Combating Fake News* by Michelle Luhtala and Jacquelyn Whiting  
<https://products.abc-clio.com/abc-clio/corporate/product.aspx?pc=A5652P>

### BOOK

*Antisocial: Online Extremists, Techno-Utopians, and the Hijacking of the American Conversation* by Andrew Marantz  
<https://www.penguinrandomhouse.com/books/562022/antisocial-by-andrew-marantz/>

### BOOK

*Why We're Polarized* by Ezra Klein <https://simonandschusterpublishing.com/why-were-polarized/>

### BOOK

*Hoax: Donald Trump, Fox News, and the Dangerous Distortion of Truth* by Brian Stelter  
<https://www.simonandschuster.com/books/Hoax/Brian-Stelter/9781982142445>

### LESSON

Infozones Lesson, Checkology, News Literacy Project  
<https://checkology.org/demo/lesson/de399cd185f947c8af416e39813589924fe54d3e>

### EXAMPLE

Sassy Justice with Fred Sassy, from Trey Parker, Matt Stone, and Peter Serafinowicz  
<https://www.youtube.com/watch?v=9WfZuNceFDM>

### EXAMPLE

"The Office Deepfake Turns Every Character Into Dwight Schrute" by Cameron Bonomolo  
<https://comicbook.com/tv-shows/news/the-office-deepfake-video-turns-every-character-into-dwight-schrute/>

## LESSON

“Lesson of the Day: ‘Designed to Deceive: Do These People Look Real to You?’” by Katherine Schulten  
<https://www.nytimes.com/2020/11/23/learning/lesson-of-the-day-designed-to-deceive-do-these-people-look-real-to-you.html>

## LESSON

Bad News (educational game), DROG <https://www.getbadnews.com/#intro>

## EXAMPLE

“Oprah's Head, Ann-Margaret's Body: A Brief History of Pre-Photoshop Fakery” by Megan Garber  
<https://www.theatlantic.com/technology/archive/2012/06/oprahs-head-ann-margarets-body-a-brief-history-of-pre-photoshop-fakery/258369/>

## EXAMPLE

“Court Issues Order Halting Operators of Fake Websites Claiming to Sell Clorox and Lysol Products,” Federal Trade Commission  
<https://www.ftc.gov/news-events/press-releases/2020/11/court-issues-order-halting-operators-fake-websites-claiming-sell>

## EXAMPLE

“College Admissions Shocker!” by Frank Bruni  
<https://www.nytimes.com/2016/03/30/opinion/college-admissions-shocker.html>

## EXAMPLE

Altered Images: *National Review*, Bronx Documentary Center <http://www.alteredimagesbdc.org/#/national-review/>

## EXAMPLE

“Doctored Pelosi video highlights the threat of deepfake tech,” CBS This Morning  
<https://www.youtube.com/watch?v=EfREntqxmDs>

## LESSON

Civic Online Reasoning, Stanford History Education Group, <https://cor.stanford.edu/>, Curriculum  
<https://cor.stanford.edu/curriculum/>

## EXAMPLE

“Bush was haunted by his own ‘Mission Accomplished’” by Catherine Lucey  
<https://www.bostonglobe.com/news/nation/2018/04/14/bush-was-haunted-his-own-mission-accomplished/E73SdlkXbFUGsbyXv7lSI/story.html>

## EXAMPLE

Altered Images: *NewsMax*, Bronx Documentary Center <http://www.alteredimagesbdc.org/#/newsmax/>

## EXAMPLE

The Unfinished Votes <http://unfinishedvotes.com/>, <https://twitter.com/ChangeTheRef/status/1312024331225051136>

## LESSON

News Literacy Project Educator Resources <https://newslit.org/educators/resources/>

## EXAMPLE

Report on the Investigation Into Russian Interference in the 2016 Presidential Election, Volume I of II, by Special Counsel Robert S. Mueller, III <https://www.justice.gov/storage/report.pdf>

## EXAMPLE

Altered Images: Brian Walski/*Los Angeles Times*, Bronx Documentary Center <http://www.alteredimagesbdc.org/walski>

## RESEARCH

“Many Americans Get News on YouTube, Where News Organizations and Independent Producers Thrive Side by Side,”  
Pew Research Center

<https://www.journalism.org/2020/09/28/many-americans-get-news-on-youtube-where-news-organizations-and-independent-producers-thrive-side-by-side/>

## LESSON

Spot the Troll, Clemson University <https://spotthetroll.org/>

## ARTICLE

“Fake or altered images pose real problem in today’s media,” by Alicia Calzada and Mickey Osterreicher  
<https://nppa.org/news/fake-or-altered-images>

## ARTICLE

“Fox News runs digitally altered images in coverage of Seattle’s protests, Capitol Hill Autonomous Zone” by Jim Brunner  
<https://www.seattletimes.com/seattle-news/politics/fox-news-runs-digitally-altered-images-in-coverage-of-seattles-protests-capitol-hill-autonomous-zone/>,

## ARTICLE

“Fake news, hoax images: How to spot a digitally altered photo from the real deal” by Belinda Smith  
<https://www.abc.net.au/news/science/2018-02-11/fake-news-hoax-images-digitally-altered-photos-photoshop/9405776>

## EXAMPLE

Bill Hader with David Letterman  
<https://www.youtube.com/watch?v=2daN4eRTs4A&feature=youtu.be>

## LESSON

“Should it be illegal to publish fake news?” from Connecticut Public Media  
<https://thinkalong.org/topic/should-publishing-fake-news-be-illegal/>

## More from ABC-CLIO and School Library Connection

News-Smart Students Resources [www.abc-clio.com/nss](http://www.abc-clio.com/nss)  
ABC-CLIO Databases <https://www.abc-clio.com/databases/>  
School Library Connection <https://schoollibraryconnection.com>  
ABC-CLIO Free Resources <https://abc-clio.com/free>

## ACTIVITY

“Social Media Platforms and Content Censorship,” Activity, ABC-CLIO  
<https://americangovernment.abc-clio.com/Topics/ActivityOverview/1156302?sid=2259175>

## ARTICLE

“Understanding Purpose,” Information Literacy, by Jacquelyn Whiting, School Library Connection,  
<https://schoollibraryconnection.com/Home/TopicCenter/2247905?subId=2255960&scrolltosubtopic=true>

## More from News Literacy Project

<https://newslit.org/>  
<https://get.checkology.org/>  
<https://newslit.org/educators/newsroom-to-classroom/>