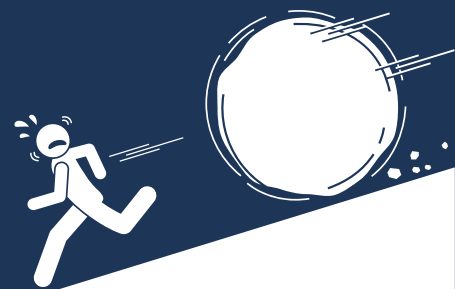


How Misinformation Snowballs in Social Media

Misinformation

Social media, like many technological developments, has positive and negative implications. One of the negative results of social media is the abundance of misinformation circulating on the internet. Here's how misinformation quickly spreads on social media.



When a small amount of information is available, the truth is shared more often.



However, when lots of information is available, social media users experience information overload.

Information overload causes people to share information indiscriminately, without checking if it is true or false.



Viewers get affected by the emotionally shocking information, particularly exaggerated headlines.

Search engines and social media promote the most engaging and relevant content for each user.



Cognitive and social biases are reinforced, making users more vulnerable to manipulation.

Use The C.R.I.S.P. Scan to Stop Uncontrollable Misinformation



THE
C.R.I.S.P. SCAN



C: CONSIDER THE SOURCE



R: READ BEYOND THE PAGE



I: INVESTIGATE THE CLUES



S: SCAN FOR BIAS



P: PROCEED WITH CAUTION

Full resource
available at

[KnowledgeFlow.org](https://www.KnowledgeFlow.org)



MEDIA BIAS:

What It Is and How To Stop It

Media Bias

With the increasing prevalence of technology, it seems as though the more places to get information, the more muddled the information gets. It's almost impossible to get an unbiased report on anything! Unfortunately, this is by design. Media biases have the power to manipulate, mislead, and divide us. It's now up to individuals to learn how to recognize the different types of media biases. Here's 5 types of media bias to get you started.



Spin Words/Phrases

Spin words and phrases are used to put a "spin" on a story, clouding the reader's view of objective facts.

Examples:

- Refused to say
- High stakes
- Came to light

Bias by Omission

Bias by omission occurs when media or news outlets choose to omit information or stories that may support an alternative perspective.

Sensationalism

Sensationalism takes advantage of our emotions, presenting information to be shocking and impressionable.

Examples:

- Remarkable
- Chaotic
- Forcefully

Word Choice

Words and phrases often have political implications. The word choices used by different media outlets can be intentionally polarizing for readers.

Examples:

- Pro-choice | Anti-choice
- Pro-abortion | Anti-abortion
- Gun rights | Gun control

Photo Bias

Photo bias occurs when media outlets intentionally use photos of public figures or events to give a favourable or negative impression.



The Manipulation of Cognitive Biases by Social Media

Cognitive Biases

It comes as no surprise that social media is designed to keep its users on the site or app. Its main goal is to maximize engagement, not show you the truth. Here are 3 cognitive biases, or tricks, that social media exploits that keep you scrolling for as long as possible.

The Illusory Truth Effect

The tendency for individuals to believe statements, true or false, after being exposed to them multiple times.

Example: Chewing gum takes 7 years to digest.

In social media...

Social media algorithms ensure that we are shown related statements and content, reinforcing our beliefs that something must be true.



Salience Bias



The tendency to remember events or statements that are more prominent or emotionally charged.

Example: Car crashes are more probable than plane crashes, yet plane crashes evoke a greater fear.

In social media...

We like and share statements and content that create strong emotional reactions from users. This content receives higher interactions, and reaches more users.

Confirmation Bias

The tendency to search out facts that support your beliefs rather than letting facts lead you to the truth.

This can lead to individuals "cherry-picking" pieces of information that reinforce opinions.

In social media...

Social media algorithms effectively sort thousands of posts to only show us similar content to what we've previously interacted with, confirming our views and beliefs.

