

WELCOME!
Thank you for being here.

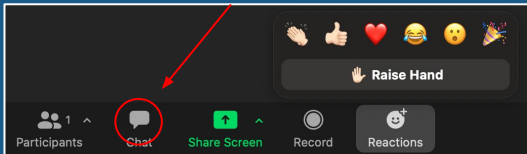
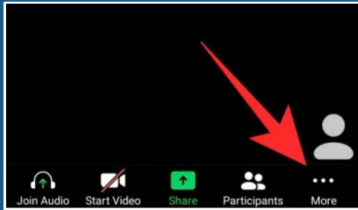
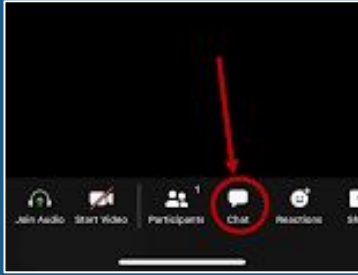


BUILDING BRIDGES FOR AMERICA

Pop the Disinformation Bubble

Take control and counter the lies.

Locate the chat feature.

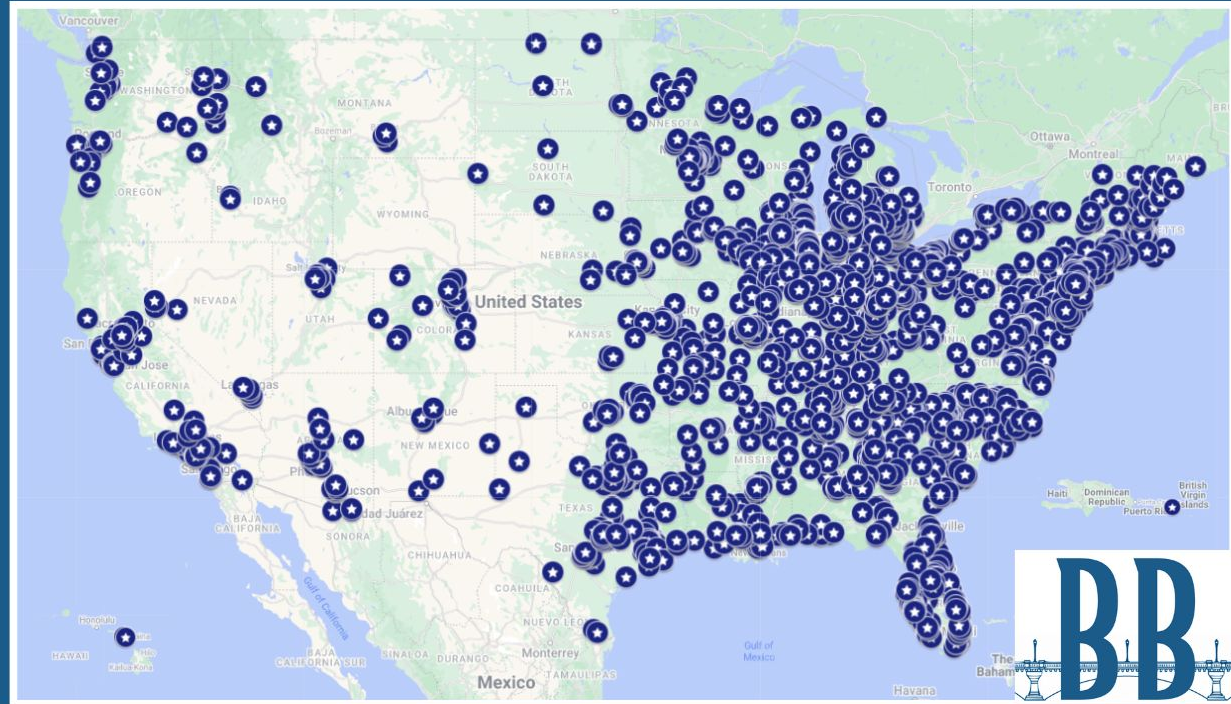


Say



hello in chat!

Where are you joining us from?



WHERE WE STAND

Democrats believe that the economy should work for everyone, health care is a right, our diversity is our strength, and democracy is worth defending.

BUILDING BRIDGES FOR AMERICA ACTION FUND

Our Mission

Building Bridges mobilizes and empowers networks of relational grassroots organizers to create an equitable and informed electorate.

Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Post questions in the chat
- There will be a Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!



Caz Margenau
she/her
45 years old



BA, 2004



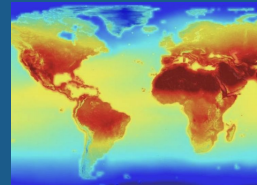
South Bend, IN



Ace/Aro



Single mom



Climate Research
Administrator at Scripps
Institution of Oceanography

All IN with
Heidi

HEIDI BEIDINGER
HOUSE SEAT 5
www.heidforindiana.com

Relational Organizing
for Heidi Beidinger for
IN HD5



Data Director and
Relational Organizing Lead
for IN2 Dems and Kitchen
Cabinet
2022-now



Field Director for South Bend
City Councilwoman
Rachel Tomas Morgan 2023



Paul Steury for US Congress

Operations for Paul
Steury IN2
2022

CONGRATULATION



MAYOR JENI!!!

Digital Marketing
Jeni Arndt for Mayor
of Fort Collins, CO
2021



State Lead,
Colorado for Pete Buttigieg
2019-2020



Colorado lead for Joe Biden
Facebook Program, 2020



Co-founder
Building Bridges for America Action Fund
2020-now



BUILDING BRIDGES FOR AMERICA
presents

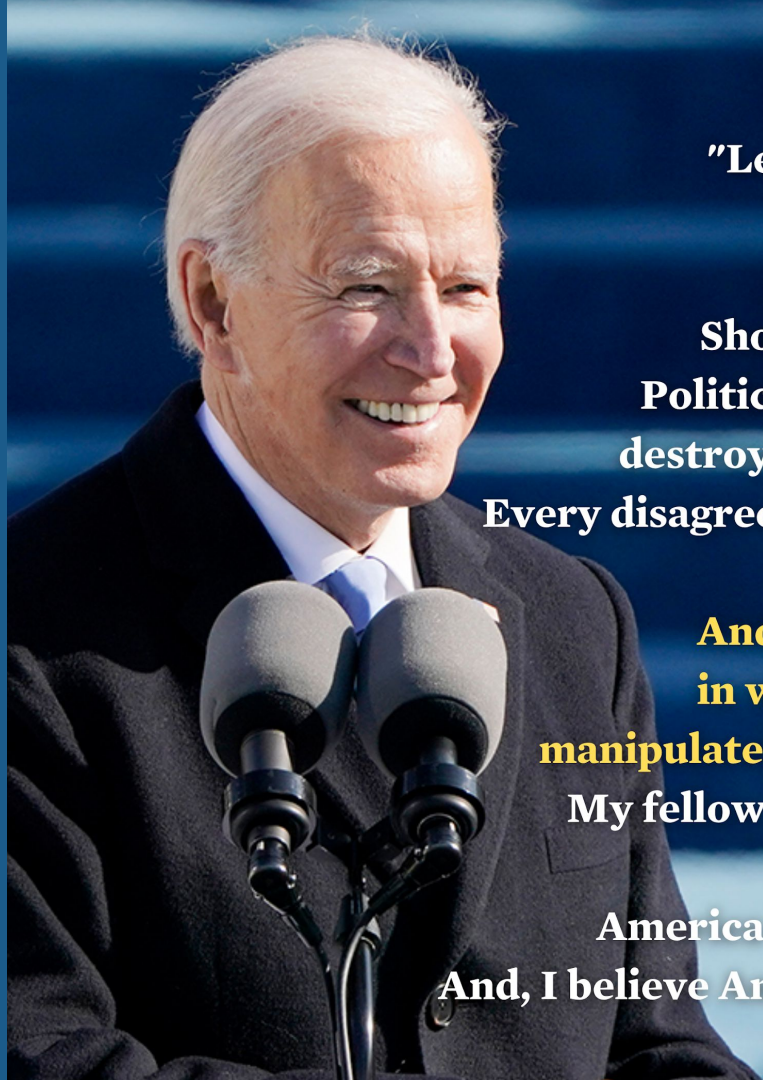
Pop the Disinformation Bubble

Take control and counter the lies.

Today's Goals:

- Identify disinformation and know how it became prevalent.
- Learn how to navigate the media.
- Understand how the heck people can believe the lies.
- Learn practical ways to help others seek the truth.



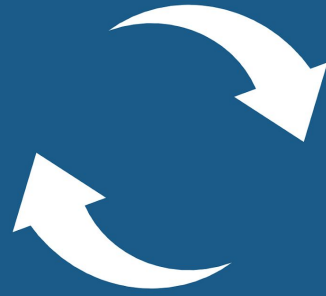


**"Let us listen to one another.
Hear one another.
See one another.
Show respect to one another.
Politics need not be a raging fire
destroying everything in its path.
Every disagreement doesn't have to be a
cause for total war.
And, we must reject a culture
in which facts themselves are
manipulated and even manufactured.
My fellow Americans, we have to be
different than this.
America has to be better than this.
And, I believe America is better than this."**

- President Biden



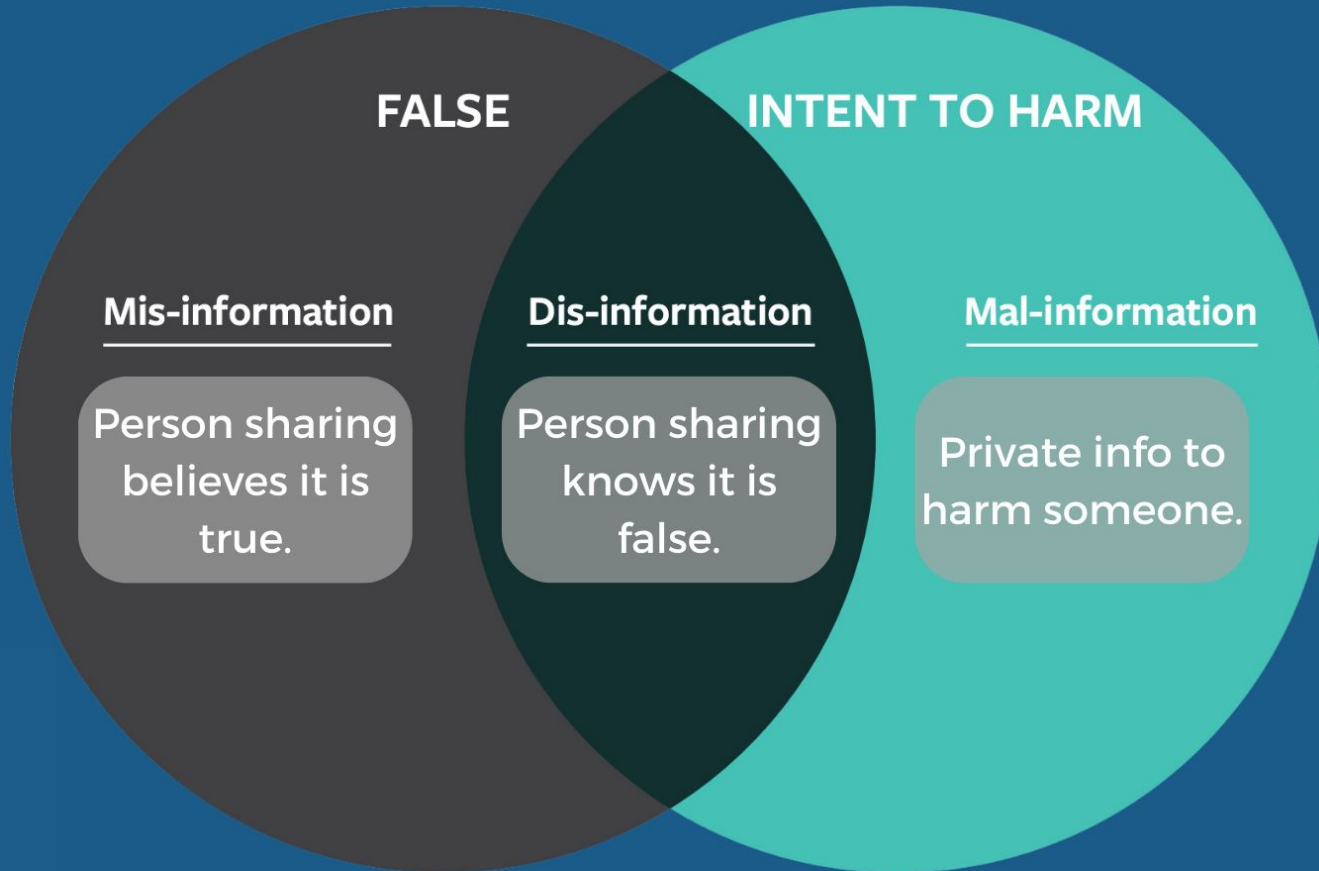
Be Informed



**Inform with
Empathy**



What is disinformation?



UNESCO.org





SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

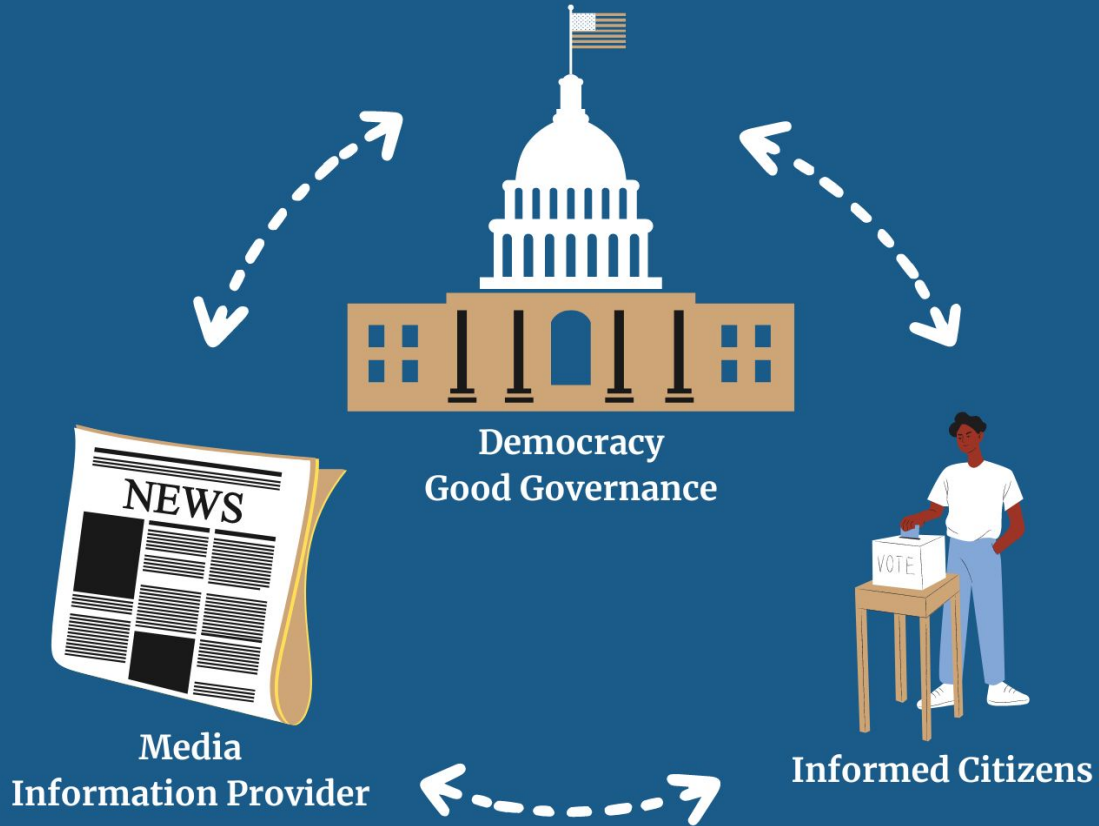
When genuine content is shared with false contextual information



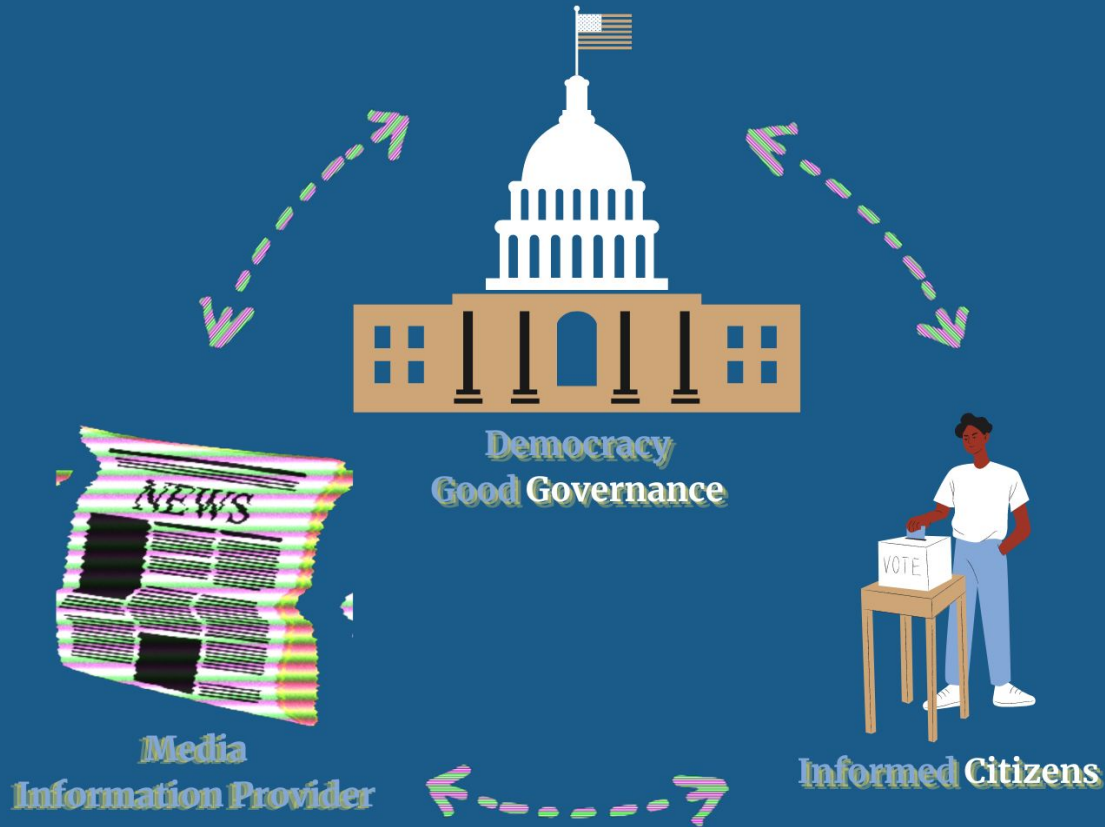
MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

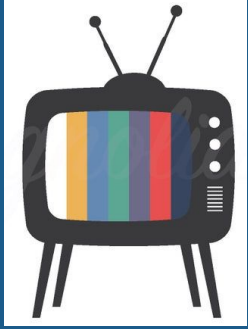
How did we get here?



How did we get here?



How did we get here?



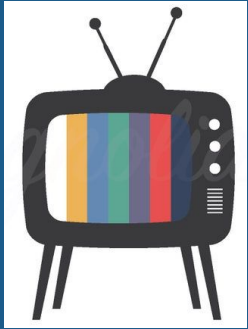
Pre-digital Gatekeeper model

Journalistic practice to fact check before publishing.
Shared experience of the news.

Allowed for a sense of trust and community.



How did we get here?



Pre-digital Gatekeeper model

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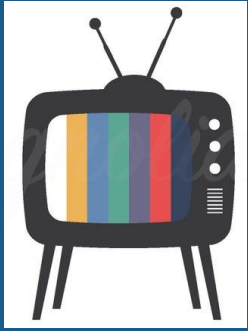
Now

We are our own gatekeepers.
We create our own media bubble, our own reality,
even our own truth.

Creates a sense of loneliness, fear, makes us seek community.



How did we get here?



Pre-digital Gatekeeper model

Journalistic practice to fact check before publishing.
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Now

We are our own gatekeepers.
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even our own truth.

Creates a sense of loneliness, fear, makes us seek community.



Bad actors

Intentionally misleading content lowers trust and
lets us slip into our own reality.



How did we get here?

For decades Russian bots have pushed “50/50” messaging.

Making consensus controversial and discrediting authoritative voices.

The effect is

- Distrust in institutions
- Distrust in each other
- Lower credibility of American government
- Weakened America



How did we get here?

Media's attempt to provide coverage of both-sides, creating a false balance.

Making consensus controversial for entertainment or fear of appearing to have a left-leaning bias.

The effect is

- Distrust in institutions
- Normalizing of extremes
- Lower credibility of science and legal system



Resources



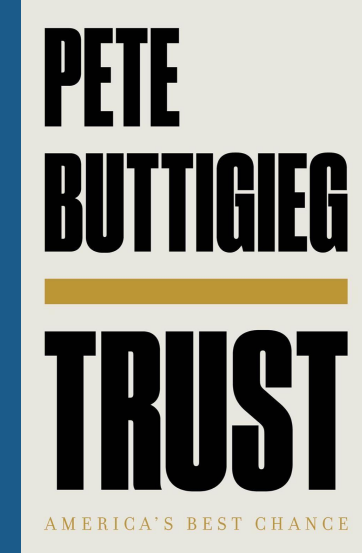
Teaching Modules

<https://en.unesco.org/fightfakenews>



One pager

<https://www.macalester.edu/news/2017/04/how-news-has-changed/>



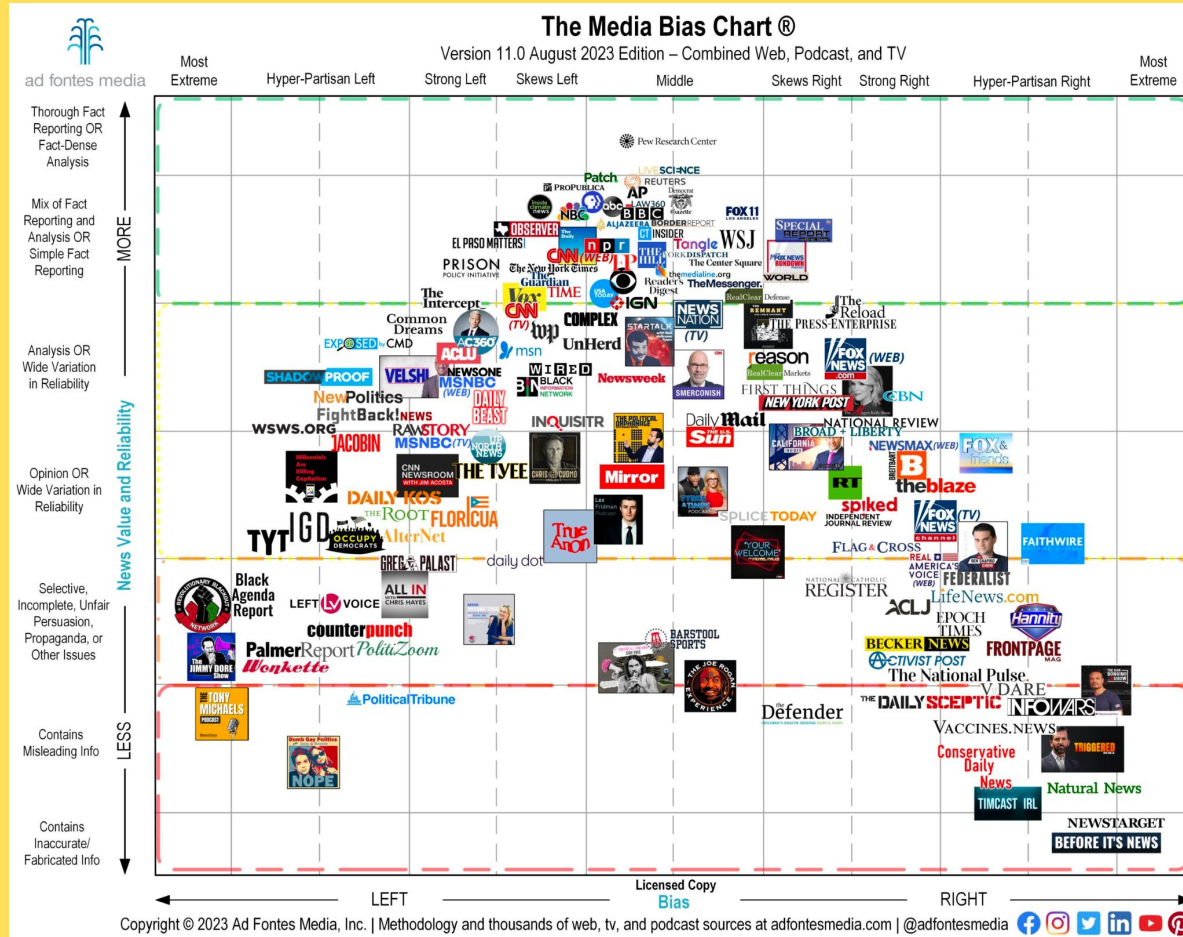
179 pager

At your library or local bookstore.



Take control with media literacy

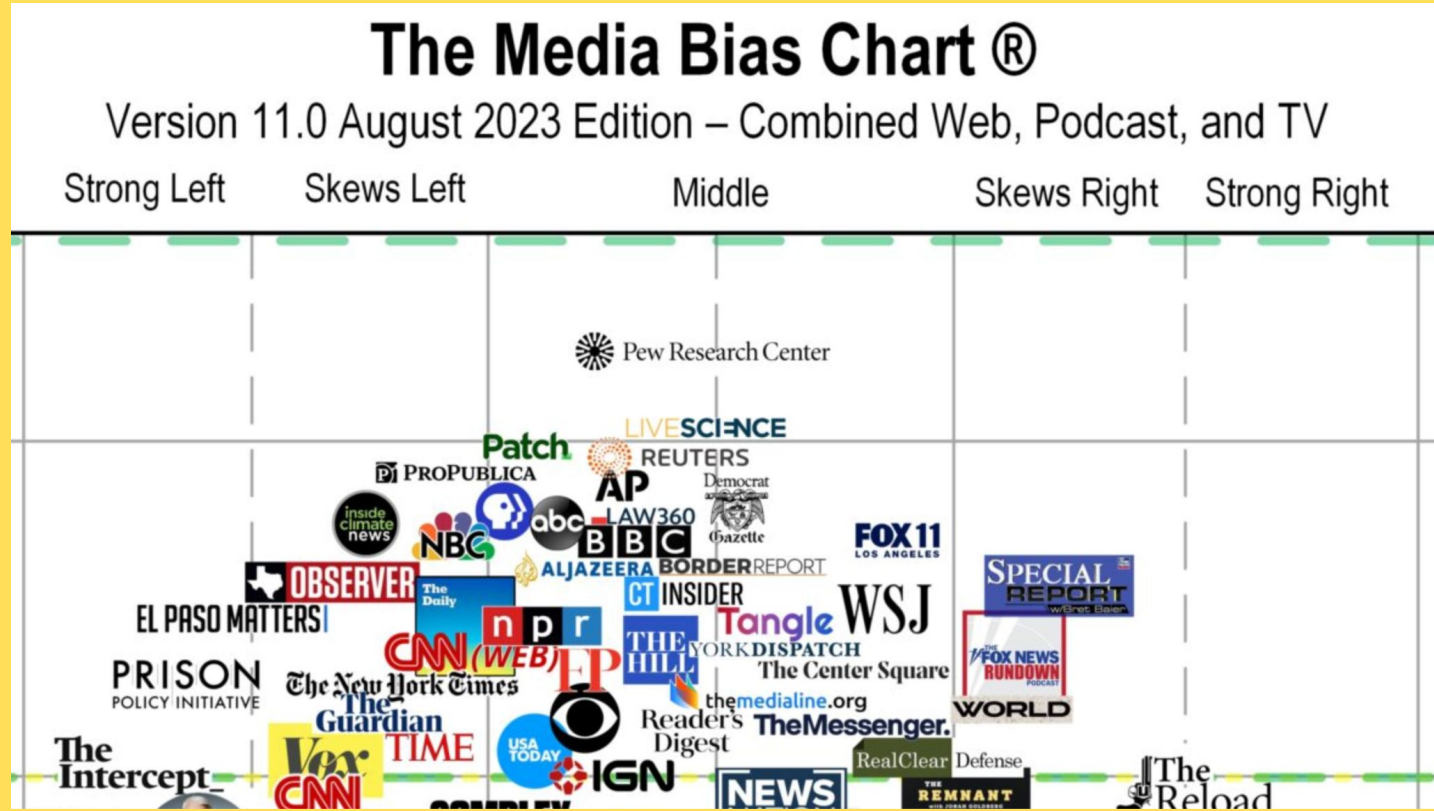
Curate
your
sources

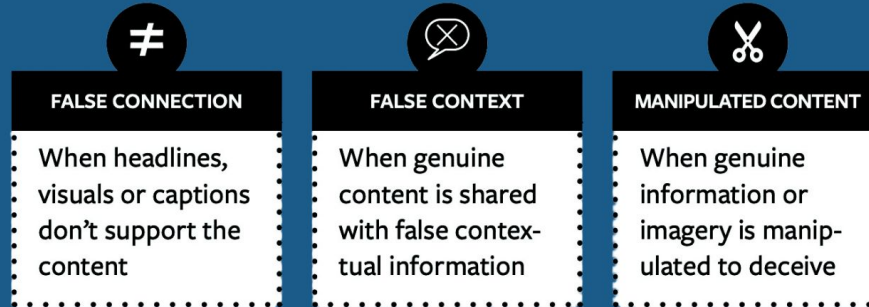
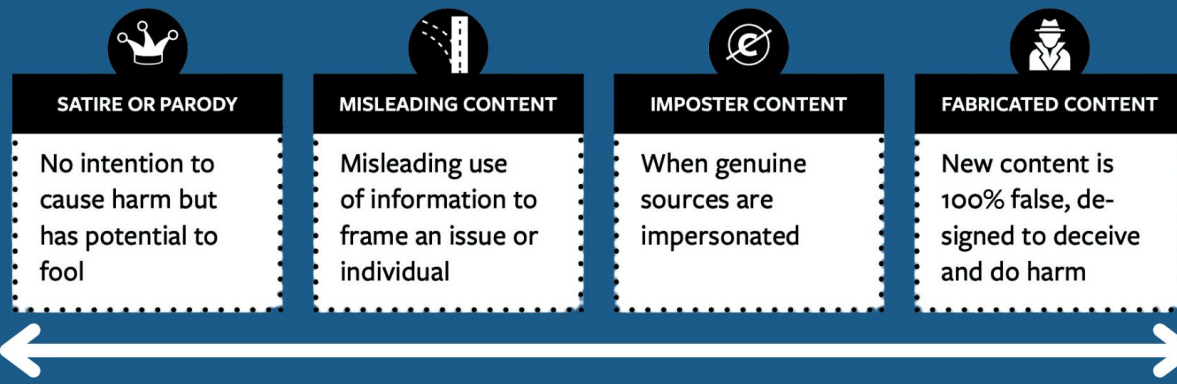


Take control with media literacy

Curate
your
sources

Check your
sources





**CAN YOU IDENTIFY
EXAMPLES THAT FIT INTO
EACH OF THESE
CATEGORIES?**

Is this legit?

MEDIA LITERACY



No Lie with Brian Tyler Cohen ✓

@NoLieWithBTC

New: Trump's appeal oral arguments will take place in front of the first all-Black women appellate bench.

ny1.com/nyc/all-boroug...



Check the
original
source

Check where it is
posted

Smell
Test



Is this legit?

MEDIA LITERACY



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Smell Test



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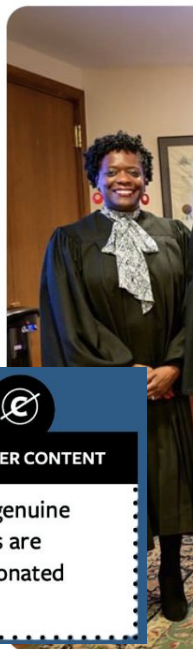
MEDIA LITERACY



No Lie with B
@NoLieWithB

New: Trump's app
all-Black women a

nyny.com/nyc/all-b



Hodgetwins
@hodgetwins

Subscribe

Trump is screwed on appeal



9mmSMG · @9mm_smg · May 30
The appeals court. I'm thinking the appeal won't go well.



7:36 PM · May 30, 2024 · 956K Views

1.3K 1.5K 13K 355



SATIRE OR PARODY

No intention to cause harm but has potential to fool

Check the original source

Check where it is posted

Smell Test



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Is this legit?

Instagram



Proud Elephant 🇺🇸 🦅 🗳️ @ProudEL...

📢 BREAKING: Judge Merchan has told the jury that they do NOT NEED unanimity to convict.

They do not have to all agree on what occurred.

4 can agree on one crime, 4 on a different one, and the other 4 on another.

He will treat 4-4-4 as a UNANIMOUS verdict.

YOUR THOUGHTS? 🤔



MEDIA LITERACY

Check the original source

Check where it is posted

Smell Test



Is this legit?

Instagram



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MEDIA LITERACY

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Smell Test



Is this legit?

Instagram



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Check the original source

Check where it is posted

Smell Test



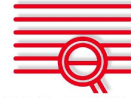
Take control with media literacy

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

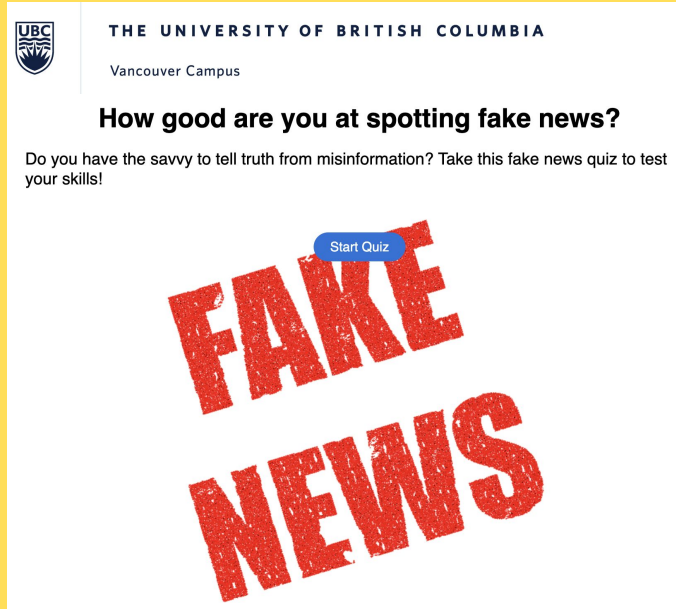
Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.

Resources



UBC THE UNIVERSITY OF BRITISH COLUMBIA
Vancouver Campus

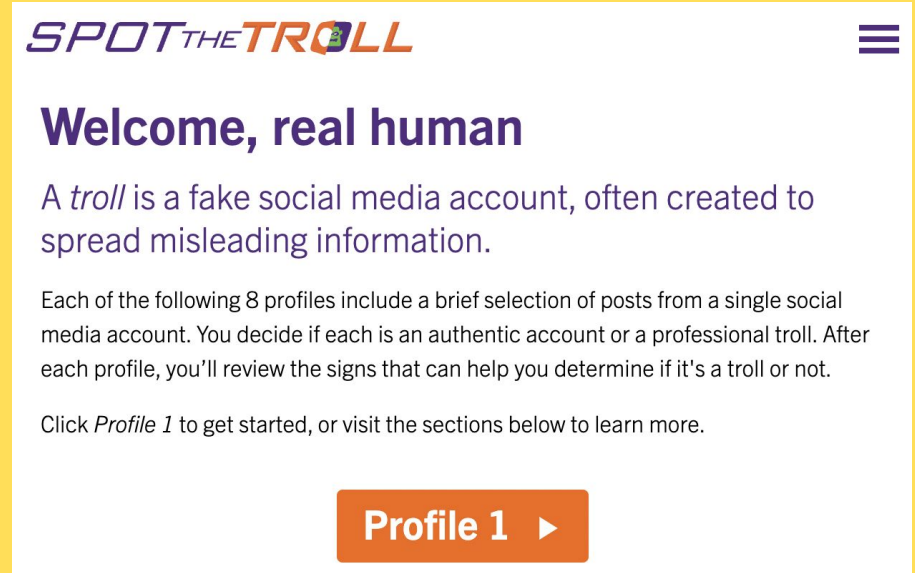
How good are you at spotting fake news?

Do you have the savvy to tell truth from misinformation? Take this fake news quiz to test your skills!

Start Quiz

FAKE NEWS

<https://digitaltattoo.ubc.ca/quizzes/quiz-how-good-are-you-at-spotting-fake-news/>



SPOT THE TROLL

Welcome, real human

A *troll* is a fake social media account, often created to spread misleading information.

Each of the following 8 profiles include a brief selection of posts from a single social media account. You decide if each is an authentic account or a professional troll. After each profile, you'll review the signs that can help you determine if it's a troll or not.

Click *Profile 1* to get started, or visit the sections below to learn more.

Profile 1 ▶

<https://spotthetroll.org/>



Social Media Literacy



Amplify good stuff.

GOOD action

Retweet, Like, Love

BETTER action

Retweet with a comment,
Reply

BEST action

Add original posts
post legit news stories

Social Media Literacy



Any Click, Any View
=
Your vote saying it is important

1. Ignore the post. Walk away.
2. Only click to report it as misinformation or hate.
3. So mad you that you got to let it out? Leave it in the drafts.
4. If you must, do not click on the post. Take a screenshot and post that.
5. Is a friend sharing misinformation? Put an arm around them and share best practices.

How algorithms work

The Washington Post
Democracy Dies in Darkness

When you are on social media,
you are in an algorithm.

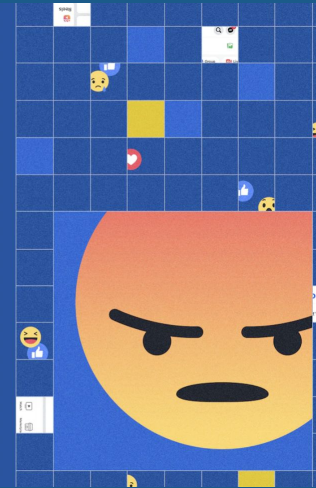
It is not real life. It is not
organic.

It is built to amplify negative
emotions.

Facebook under fire

Five points for anger,
one for a 'like': How
Facebook's formula
fostered rage and
misinformation

Facebook engineers gave extra value to emoji reactions, including 'angry,' pushing more emotional and provocative content into users' news feeds



“Anger and hate is the easiest way to grow on Facebook.”



How superspreaders work



Bad actors know how to use the algorithm to artificially drive and amplify content.

20 “superspreader” pro-Trump Twitter accounts were the original source of **20%** of misleading narratives about voting.

| User Name | Handle | Followers |
|--|-----------------|-----------|
| Anonymized, Pro-Trump account | ***** | 391.7K |
| Charlie Kirk | charliekirk11 | 1.8M |
| Tom Fitton | TomFitton | 1.2M |
| Chuck Callesto | ChuckCallesto | 304.9K |
| Josh Caplan | joshdcaplan | 83.5K |
| Jim Hoft | gatewaypundit | 340.6K |
| Breitbart News | BreitbartNews | 1.5M |
| James Woods | RealJamesWoods | 2.6M |
| Donald J. Trump | realDonaldTrump | 87.3M |
| Breaking911 | Breaking911 | 818.8K |
| John Solomon | jsolomonReports | 758.5K |
| Anonymized, Pro-Trump account | ***** | 113.4K |
| Sean Hannity | seanhannity | 5.3M |
| Benny | bennyjohnson | 357.5K |
| Eric Trump | EricTrump | 4.3M |
| Anonymized, Religious + Patriot account | ***** | 230.5K |
| Omar Navarro | RealOmarNavarro | 301K |
| Anonymized, QAnon account, now suspended | ***** | 281.1K |
| Anonymized, Pro-Trump account | ***** | 50.4K |
| Anonymized, Pro-Trump account | ***** | 131.3K |

In two months, of 812,000 anti-vaxx posts on Facebook, **73%** come from **12** accounts.

- 1 Joseph Mercola.....
- 2 Robert F. Kennedy Jr.
- 3 Ty & Charlene Bollinger..
- 4 Sherri Tenpenny
- 5 Rizza Islam
- 6 Rashid Buttar
- 7 Erin Elizabeth
- 8 Sayer Ji.....
- 9 Kelly Brogan.....
- 10 Christiane Northrup
- 11 Ben Tapper
- 12 Kevin Jenkins.....



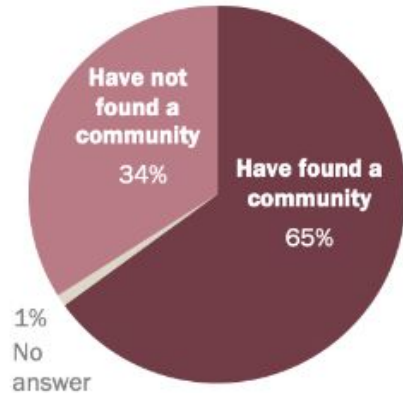
Alternative Social Media

Bad Actors know people with lower trust are seeking community.

They provide that community wrapped largely in conservative politics.

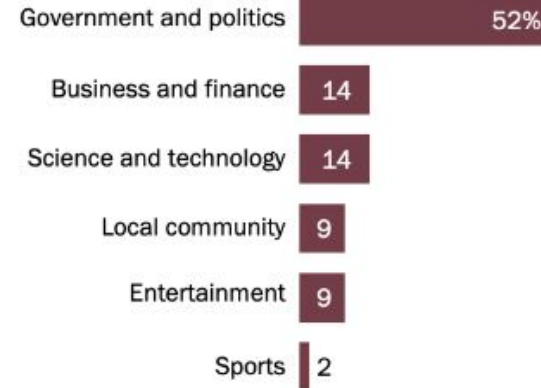
Majority of alternative social media news consumers say they have found a community there ...

% of alternative social media news consumers who say they ___ of people who share their views there



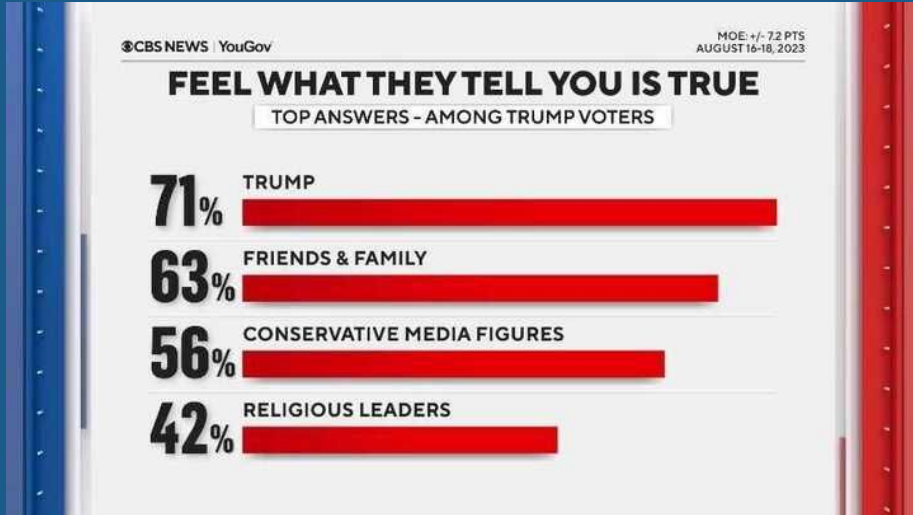
About half of alternative social media news consumers report seeing political news the most

% of alternative social media news consumers who say they see ___ news most on these sites



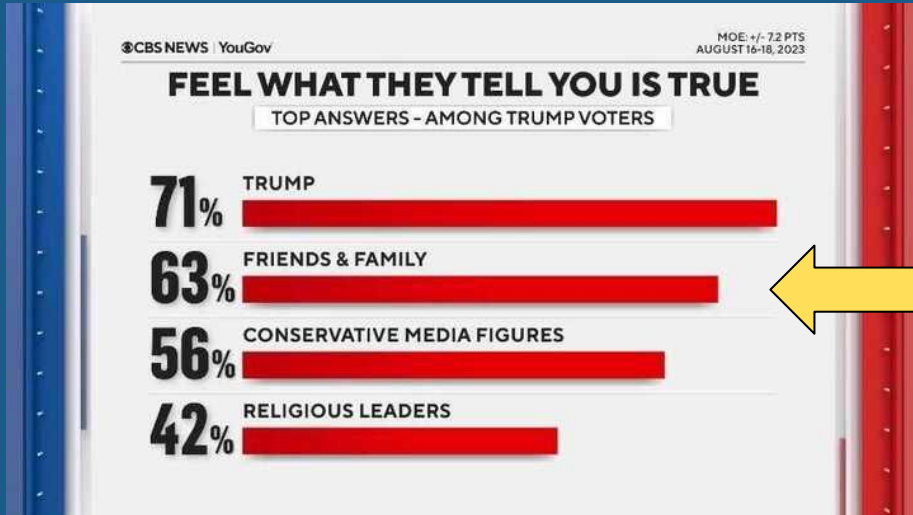
Alternative Social Media

Political news coming from a community of alternative social media *works*.



Alternative Social Media

Political news coming from a community of alternative social media *works*.



But so do you!

You are a trusted voice.

Let's understand how the heck people believe this stuff.

And then learn how to break through to them.

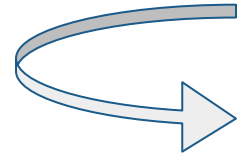
How our brains evaluate information

INFO

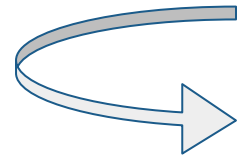


Is it true?

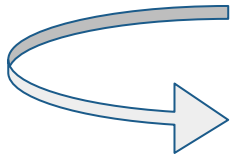
Yes



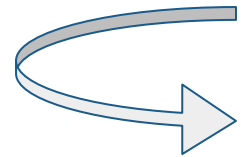
Yes



Yes



Yes



Do others believe it?

No



Can I easily find evidence?

No



Is this compatible with what I believe?

No



Does it tell a good story?

No



Is it from a familiar source?

No



How our brains evaluate information

INFO



People told three times that a statement was false are more likely to believe it is true than if they were told it only once.



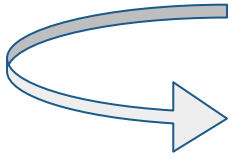
How our brains evaluate information

INFO



Is it true?

Yes

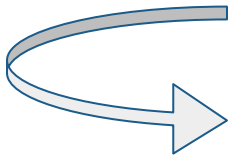


Do others believe it?

No



Yes

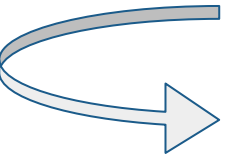


Can I easily find evidence?

No



Yes

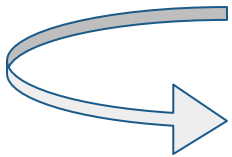


Is this compatible with what I believe?

No



Yes

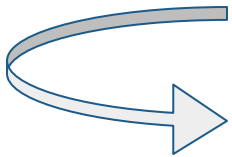


Does it tell a good story?

No



Yes



Is it from a familiar source?

No



Our brains will process familiar information as true.



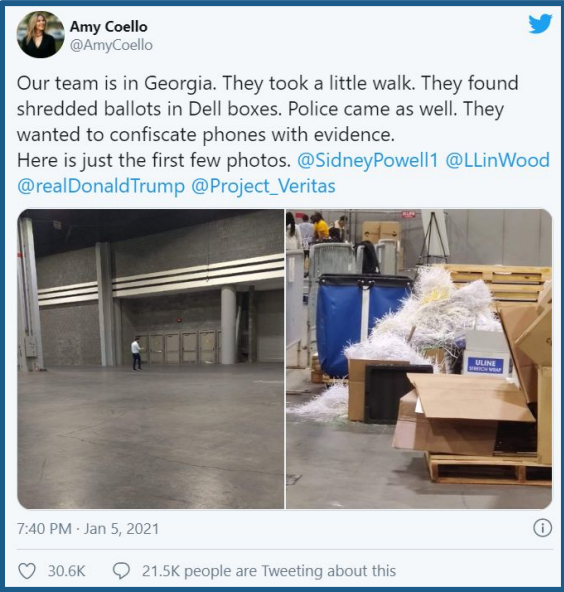
Bad actors know how your brain works. So they repeat lies to make them feel true.



October 8, 2020
Picture of a trailer of print production scraps is used for completely false story of shredding Trump ballots in PA.



November 21, 2020
Same thing, unrelated video used as false story of shredding in GA.



January 5, 2021
Same thing, unrelated photos used as false story of shredding in GA.

How our brains evaluate information

INFO



Is it true?

Do others believe it?

Can I easily find evidence?

Is this compatible with what I believe?

Does it tell a good story?

Is it from a familiar source?

Yes

Yes

Yes

Yes

No

No

No

No

No



Spread the truth

Repeat your words.

When introducing something new, tell it as a story. And tie it back to something familiar.

Talk to people who already know you.

How our brains evaluate information

INFO



Is it true?

Do others
believe it?

I'll be the judge.

Can I easily
find evidence?

I'm gonna look that up.

Is this
compatible with
what I believe?

I'm open to new ideas.

Does it tell a
good story?

Just the facts, please.

Is it from a
familiar source?

I like fresh
voices.

Trust Yourself

Challenge yourself to
investigate new information
and to think critically.





Political gaslighting



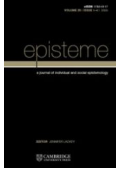
Since the path to truth is to trust yourself to think critically, bad actors also make it hard for you to trust yourself.

- Giving **outlandish counter narratives** to distract you, confused you, and make you feel disoriented and unsure.
- **Denial of plain fact** that makes you question your senses and memory and ability interpret words. When extremists are dismissed as “Oh, he doesn’t really mean that” they do that to make you feel you cannot navigate the political landscape.
- **Discrediting of authorities** to cut you off from the ability to think critically and build self-trust, making you dependent.



When someone whispers “*Trust no one,*” they are inevitably also saying, “*Trust me.*”





Political gaslighting

Build their trust in their senses and in their intuition. Ask them “What’s your gut say?”

Introduce this concept as an abstract idea.

Help remove them from the source.

Since the path to truth is to trust yourself to think critically, bad actors also make it hard for you to trust yourself.

- Giving **outlandish counter narratives** to distract you, confused you, and make you feel disoriented and unsure.
- **Denial of plain fact** that makes you question your senses and memory and ability interpret words. When extremists are dismissed as “Oh, he doesn’t really mean that” they do that to make you feel you cannot navigate the political landscape.
- **Discrediting of authorities** to cut you off from the ability to think critically and build self-trust, making you dependent.



When someone whispers “*Trust no one,*” they are inevitably also saying, “*Trust me.*”



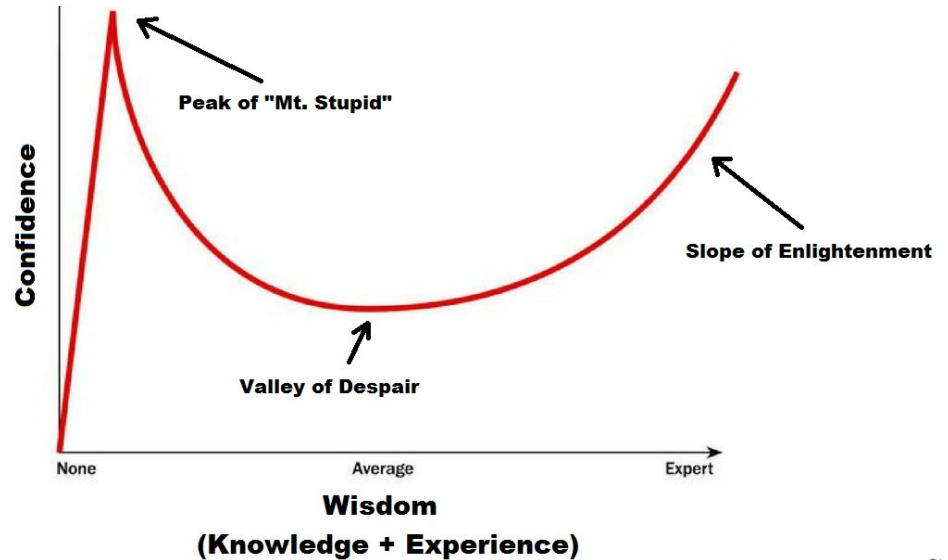
Lies are shouted the loudest

When you lack confidence to critically think, and authorities have been discredited, there is no wisdom to be gained.

People with little expertise assume they have superior expertise or ability.

You don't have enough knowledge to know you don't have enough knowledge.

Dunning-Kruger effect



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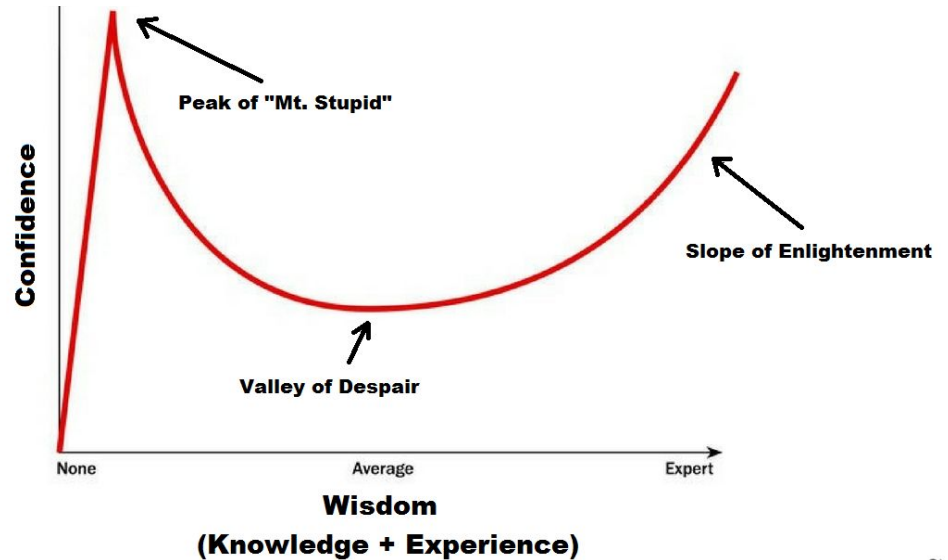
Illusion of Explanatory Depth

We think we understand complex systems better than we do.

“Explain that to me”

Explaining what they think they understand will make them more humble, curious, nuanced, more moderate and less extreme.

Dunning-Kruger effect



Rebuild trust through vulnerability

The foundation of trust is vulnerability.

Trust is reciprocal.

To build trust- Be vulnerable. Create space, be curious, actively listen.

- “It scares me, there is all this information and it is hard to tell what to believe.”
- “I’ve been fooled into believing a lie before and that hurts to realize and admit. But it is also a relief.”
- “How someone voted doesn’t make them a bad or good person.”



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2024 Session IV
Every Thursday
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[How to Be Politically Active](#)

Beginning January 11

[Civics 101 - The Basics They No Longer Teach in School](#)

Beginning January 18

[Pop the Disinformation Bubble](#)

Beginning January 25

[Grassroots Organizing for Change](#)

Beginning February 1

Book Club - Mondays, Beginning February 5

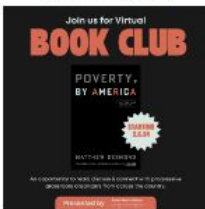
Join us for a virtual book club journey that "gives us new ways of thinking about a morally urgent problem...helps us imagine solutions...calls on us all to become poverty abolitionists, engaged in a politics of collective belonging to usher in a new age of shared prosperity and, at last, true freedom."

We are reading *Poverty, By America* by Matthew Desmond Mondays, beginning February 5 8:00 to 9:30 PM EST

[Sign up on Mobilize Here](#)

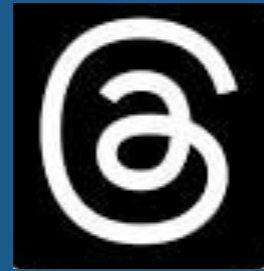
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