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Name: _____	How to spread fake news	Class: _____
		Date: _____

Go to <http://www.getbadnews.com> and play the fake news game. If you are asked if you want to participate in a survey, decline the offer. Read everything thoroughly and consider your decisions. I encourage you to play the game with a partner and talk about it while you are playing it. As you make progress in the game, you will earn six badges for getting better at spreading fake news. The game takes about 20 minutes.

- 1) When you win badges, draw them into the left column of the table below and write down their title.
- 2) Look up the title of the badge online (for example *Impersonation*). Write down a definition of the term in your own words in the column on the right.
- 3) Elaborate on the aspect of the of fake news that you received the badge for (also in the column on the right). In other words, write down what you need to consider if you want to spread fake news successfully. If you do not understand what the badge has to do with fake news, do some additional research on the internet and write down your key findings.



Enjoy the game; it is a lot of fun being “the bad guy” for a change!

Badge	Details on the aspect
 Impersonation	<ul style="list-style-type: none"> - Impersonation is an act of pretending to be somebody in order to trick people or to entertain them (OALD) - Having a professional look (of a website) or a strong-sounding name helps spread fake news. - Mimicking the appearance of a real person or organization (for example by using a slightly different username) or posing as a legitimate news website or blog helps spread fake news.
 Emotion	<ul style="list-style-type: none"> - Emotion: strong feeling such as love, fear or anger; the part of a person’s character that consists of feelings (OALD) - Emotional content is content that is not necessarily ‘fake’ or ‘real’ but deliberately plays into people’s basic emotions such as fear, anger or empathy. - Emotional <u>content</u> riles up readers/followers. - Emotional <u>language</u> like “innocent” helps spread fake news.
 Polarization	<ul style="list-style-type: none"> - Polarization: the act of separating or making people separate into two groups with completely opposite opinions (OALD) ---> Often: deliberate attempts to expand the gap between the <u>political left</u> and the <u>political right</u> / ... drive left and right apart - You don’t have to tell a completely fake story ---> Getting caught in an obvious lie hurts one’s credibility. ---> An existing complaint or isolated tweet can be blown out of proportion (made seem more important than it actually is); being creative with the facts may help - It’s very effective to post something that is in line with people’s filter bubbles.



 <p>Conspiracy</p>	<ul style="list-style-type: none"> - Conspiracy: the belief that (unexplained) events are orchestrated by a covert group or organization. - A good conspiracy theory is based on a real event/fact. If it is too crazy, people won't believe it. ---> A good way to do this is to cast doubt on official statements and ask questions that <u>point people in the direction of conspiratorial thinking</u>, thus manipulating them - Well-crafted lies published at the right time can make people lose trust in institutions.
 <p>Discredit</p>	<ul style="list-style-type: none"> - Discredit: to make people stop respecting somebody/something (OALD) - When a disinformative news site is accused of lying, it can deflect attention away from the accusation by <u>attacking</u> the source of the criticism or by <u>denying</u> that the problem exists.
 <p>Trolling</p>	<ul style="list-style-type: none"> - Trolling: to write false or insulting messages in Internet chat rooms, blogs, etc. in order to make other people angry (OALD). - Trolling: deliberately evoking an emotional response by using bait - If a person succeeds at triggering an emotional response from the reader, he/she can then attack/discredit that person once again. - Using/purchasing twitter bots helps spreading fake news and attacking people/organizations. - Besides impersonating a person or organization, photoshopping evidence also helps to prompt responses

Sources:

OALD:

<https://www.oxfordlearnersdictionaries.com>

Bad News Information Sheet for Educators:

<http://getbadnews.com/wp-content/uploads/2019/03/Bad-News-Game-info-sheet-for-educators-English.pdf>