

*Webinar*

# *Framing – Beyond Facts*

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DETECT



Co-funded by the  
Erasmus+ Programme  
of the European Union



„ЦЕНТЪР ЗА ОБУЧЕНИЕ И КВАЛИФИКАЦИЯ  
НА ПЕДАГОГИЧЕСКИ СПЕЦИАЛИСТИ“



## *Digital Detective*

*How to spot fake profiles on social networks  
and fake news as an active digital citizen?*



## *Content - Webinar structure*

- The theoretical base
- The creative level
- The methodological level
- Simulations games
- Comments and advice
- Summary



## *Webinar structure – the theoretical base and the creative level*

- The introduction of basic terms and notions:  
fake profiles, false news, fake news.
- The creative level “DETECT – Cyber Detective”:  
logical and semantic connections and associations.



## *Webinar structure – the theoretical base and the creative level*

The logical way follows the principals:

- from common terms to particular notions
- from theory to practice
- from theoretical background to methodological approach on how to spot fake profiles and false news, and how to find and verify fake news



## *Webinar structure – the methodological level*

- The structure includes a step-by-step description of how to find fake profiles, false news and fake news.
- Participants in the webinar receive instructions on how to use the step-by-step model.



## *Webinar structure – the methodological level*

- Participants receive methodological advice on how to analyse and investigate fake profiles and false news .
- Participants ask questions during the webinar and they get competent answers and advice given by the expert leading the webinar.



## *Webinar structure – the methodological level*

The next activity is devoted to fake news. Webinar participants are given the task of creating fake news.

- The news should be from the field of education.
- Participants need to discover and implement the mechanisms for creating fake news.



## *Webinar structure – the methodological level*

- This experience is important for the implementation of the cyber detective activities.
- Participants can ask questions during the webinar and they have the chance to receive competent answers and advice given by the expert leading the webinar.



## *Digital Detective*

*How to find fake profile on social networks?*

How to save personal information?

How to develop my digital citizenship online?



## *step 1 - Who's behind the real profile?*

- It is possible that the person who has created the profile presents himself or herself as your acquaintance.
- The person could imitate goodwill and pretend to show sympathy.
- This kind of digital behaviour is not sincere and is the beginning of a dangerous game.



## *step 1 - Who's behind the real profile?*

- The suspicion is that another person is behind the profile or the avatar.
- You need to find information about him or her.
- The next step is to report, block or mute the fake profile or avatar.



## *step 2 - How to protect yourself?*

You can follow these advices:

1. Protect yourself: Do not communicate with strangers online.
2. Avoid giving strangers facts and personal information.
3. Make sure it is a familiar person, and that she has sincere and friendly intentions.



*Step 2 - It is very important to avoid communication with strangers online*

Control Points:

- Why does he or she want to be my friend online?
- How did you find out about me?
- Who are our common friends or acquaintances, classmates?



*Step 2 - It is very important to avoid communication with strangers online*

Answers:

- If his or her account shows you your common friends, he or she may be the person he or she is claiming to be.
- If he or she avoids answering or giving real facts, it is an indication of untrue behaviour.

## *step 3 - Cyber detective and step by step model*

- Based on your digital literacy, the cyber detective and the step by step model provide the next steps for the detection of the fake account and the person behind it.
- The good cyber detective is a few steps ahead.
- He or she predicts what the other person will do and is ready to react preventively.



### *Step 3 - The manners and behaviour of cyber detective*

- The effective cyber detective thinks logically.
- The effective cyber detective acts without unnecessary emotions.
- The effective cyber detective has critical approach to information.
- The effective cyber detective applies the inductive approach.

## *Step 4 - Visual arguments, counterarguments and proofs*

- Save the photo and perform a recheck on Google.
- You should be sure that the criminal has not returned to the crime scene.

## *Step 4 - Visual arguments, counterarguments and proofs*

- You should discover digital traces.
- You can keep the photo or photos in a folder.
- You can check if the creator of the profile uses Photoshop.
- If the photo in the profile is a celebrity such as an actor/actress, it is an indicator that the avatar hides a real personality.

## *Step 4 - Visual arguments, counterarguments and proofs*

- Google uses a Face Detection System on sites and social networks, their names are outlined, and the global network has its own recognition algorithms.
- You can open previous photos and profiles, and when they were used on social networks by authentic people.



## *Step 4 - Visual arguments, counterarguments and proofs*

- See also the popular game on Facebook January 2019 - what you look like 10-20 years ago.
- Also see the game memories, nostalgia and albums from the school years, etc.



## *Step 5 - Return to verbal details*

You can find additional information regarding:

- Place of Birth
- Success
- Other facts
- Friends
- Personal, social and occupational Events.



## *Step 5 - Return to verbal details*

- It is very important to validate the information and compare it with different sources.
- You can go back to the verbal search and become a Cyber Detective.
- The final step: You can check who are your real friends!



*Step 5 - The final steps. Block the fake profile. Delete it.*

We strongly recommended following our advice if you prefer to keep your online personality safe and prevent the fake profile from:

- appearing on social networks
- reading and posting comments onto false walls or false accounts.



*Step 5 - The final steps. Block the fake profile. Delete it.*

- Final conclusions of the detective: This is a fake profile and a fake person.
- Please do not believe in rewards and loyalty for desired things by young people.
- You can read again the parable of the fox and the crow, promises and results.
- Block it. Delete it.



# *Digital Detective*

*How to find fake news,  
fake content and false news?*

Terms and notions



*Cognitive aspects*

*Media, social and  
communicative aspects*

fact based

style based

knowledge based

media policy

scientific based

personal evaluation

real results based

personal stand points

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*Cognitive aspects*

*Media, social and  
communicative aspects*

objectivity

opinions

real sources

prejudices

authentically sources

stereotypes

authoritative sources

personal virtual tribune

scientific methods

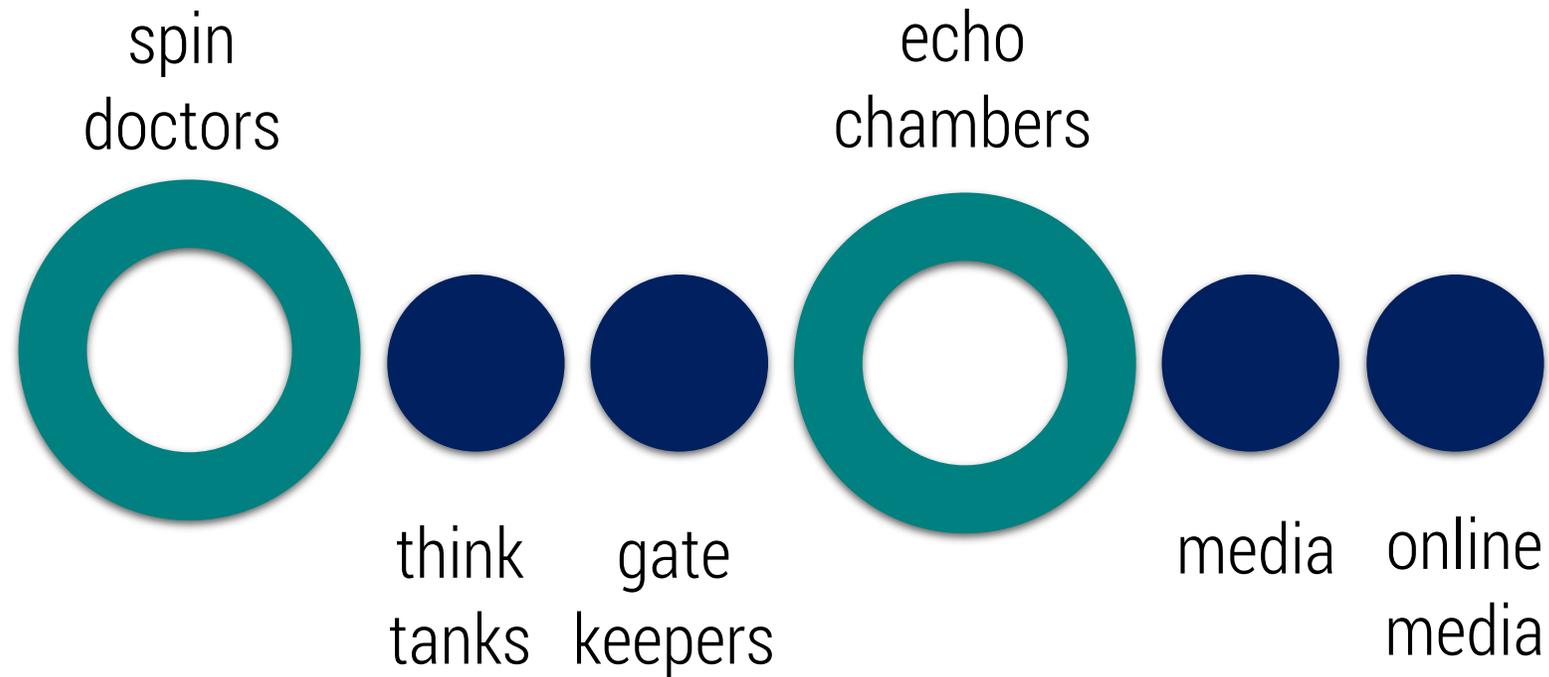
echo chambers



## *False news - rules and functions*

- False news and propaganda
- False and roles in an agitation
- False news and misunderstanding
- False news and manipulation
- False news and untruth
- False news and dishonest
- False news and inaccuracy

# *How to create and broadcasts fake news?*



# 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.

# КАК ДА РАЗПОЗНАЕМ ФАЛШИВАТА НОВИНА



## ВИЖТЕ ИЗТОЧНИКА

Освен статията, прочетете сайта, целите му и информацията за контакт.



## ЧЕТЕТЕ ЦЕЛИЯ ТЕКСТ

Заглавията често са подвеждащи. А как звучи цялата история?



## ПРОУЧЕТЕ АВТОРА

Установете съществува ли такава личност и какви са отзивите?



## ИЗТОЧНИЦИ?

Проверете приложените връзки. Установете дали наистина подкрепят написаното.



## ПРОВЕРЕТЕ ДАТАТА

Повторното публикуване на стари новини не означава, че те съответстват на текущите събития.



## ДАЛИ НЕ Е ШЕГА?

Ако историята е необичайна, може да е сатира. Прочетете автора и сайта, за да сте сигурни.



## ПРЕДРАЗСЪДЪЦИ

Помислете дали преценката ви не е повлияна от пристрастия.



## ЕКСПЕРТНА ПОМОЩ

При съмнения попитайте библиотекар или проверете в друг сайт.

*Step 1 - It is very important to find the real site - media - online media - social network*

- You should try to gather additional authentic and original information about the person, institution, organisation, NGO, media, corporation etc.
- It is possible the person/media behind the profile has created it to present himself or herself as your acquaintance.



*Step 1 - It is very important to find the real site - media - online media - social network*

- Most likely, he or she as troll or hater imitate goodwill and civil activism.
- He or she also shows sympathy towards different group of society – ethnic minority/minorities, people with disability etc.



## *step 2 - Who is who?*

- It is very important to understand who is who both as an institution or an individual.
- You have to make sure that this is a familiar person – from virtual forum – online or offline.
- You have to ask yourself if the sender of the information or the creator of the content has sincere and friendly intentions.



*step 2 - Who is who? Person. Institution. Media. Blog. SNS*

Control Points:

- How did you find out about the avatar and profile on the social media?
- Do you have common opinions?
- Do you take part in preliminary activities?
- Do you have common hobbies?

## *Step 2 - Who is who? Person. Institution. Media. Blog. SNS*

### Questions:

- Is the activity presented on the site or social network is real?
- Who initiated the event and activities?
- Who supports the event or activity? Real cultural or governmental institutions, non-governmental organisations?

## *Step 2 - Who is who? Person. Institution. Media. Blog. SNS*

Answers:

- If he or she / institution, organisation, media, shows common opinions, hobbies or activities in their own account, the profile may be authentic.
- The fluid answers to your question are indicators that of untrue person/organisational/media behaviour.



*step 2 - Who is who? Person. Institution. Media. Blog. SNS*

Answers:

- If he or she / institution, organisation, media avoids giving answers about the real event or activity, the suspicion is that the account may not be authentic.



### *Step 3 - Become a detective*

- The good cyber detective is a few steps ahead.
- The good cyber detective predicts what the other person will do and is ready to react preventively.
- The good cyber detective thinks logically, without unnecessary emotion.

### *Step 3 - Become a detective*

- The good cyber detective has critical approach to information.
- The good cyber detective applies the inductive approach to find out original information published on authentic and authoritative online sources.

## *Step 4 - Visual arguments and counterarguments*

- Save the photo of the social and political event or activity.
- Check or recheck using Google.
- Google has a Face Detection System on sites and social networks. The names are outlined.
- The global network has its own recognition algorithms.

## *Step 4 - Visual arguments and counterarguments*

- Discover digital traces.
- It is very useful to keep a photo or photos from presented events or persons in a folder.
- Check if published photos are improved and changed by Photoshop.
- The next step includes finding and comparing previous photos and profiles.

## *Step 4 - Visual arguments and counterarguments*

- Once you have found other previously used photos and profiles:
- Compare the photos with other photos.
- Compare the photos with video clips published on YouTube.
- Finally you can make a decision if the profile is of an authentic people, organisation or media and if it is a real event.

## *step 5 - How to check the information?*

Go back to the verbal search:

- Find additional Information in regarding the person, organisation, institution, media etc. presented on the site.
- You can find additional information and real facts about the place of birth, books, events, awards, membership in organisations, friends, family, etc.



## *Step 5 - How to check the information?*

Go back to the verbal search - You can find additional information and compare the information on personal level with the information:

- Facebook
- LinkedIn
- Instagram
- YouTube
- Other websites etc.



## *step 5 - How to check the information?*

Go back to the verbal search:

- You can find additional information and compare the information about the events or activities with the information published on official sites of state, cultural and education institutions, international and national institutions, non-governmental organisations.



## *step 6 - Cyber detective and final conclusions*

- Final conclusions of the detective: This is fake news and fake content and unreal source.



## *step 6 – cyber detective and final conclusions*

### Activities:

- You can block the fake site and fake content.
- You can delete the site or social networks from the list of your preferable sites.

## *step 6 - Cyber detective and final conclusions*

- To ensure that you receive information from credible sources, prevent the fake profile from accessing and posting on your account.



## *Digital Detective*

*How to prevent emotional manipulation ?*

*How to develop my digital citizenship position online ?*



## *Theoretical Background*

- The content presented evokes high-arousal emotions such as anger and anxiety.
- The negative emotions have been shown to spread faster in comparison with positive facts or neutral positions.



## *Theoretical Background*

- The content presented online includes negative and positive emotions.
- The assumption is that negative emotions (hate, shame, sadness, fear, disgust etc.) disseminate more rapidly than content related to positive emotions (joy, pride, hope, love, altruism, trust etc.).



## *Theoretical Background*

- Emotionally presented stories published online tend to attract an audience.
- The hypothesis is that the combination of verbal, nonverbal and visual elements accelerate the effect on emotional level including the effect of fake news.
- The assumption is that the emotional content is accepted by online users more 'viral' than neutral content.

# Case study 1 - Charlie Hebdo

How to analyze high-arousal emotions such as anger & anxiety content?

Visual and Verbal elements:



# Case study 1 - Charlie Hebdo

How to analyze high-arousal emotions such as anger & anxiety content?

Visual and Verbal elements:



*Case study 2 - Photos of a dead child of migrants from Syria*



## *Case study 2 - Photos of a dead child of migrants from Syria*

### International Media:

- Migrant crisis: The truth about the boy on the beach Aylan Kurdi:  
<https://www.express.co.uk/comment/expresscomment/604590/Migrant-crisis-the-truth-about-the-boy-the-beach-Aylan-Kurdi>

### Bulgarian Media:

- <https://dnes.dir.bg/svyat/dete-snimka-udaveno-bezhanskiat-natisk-19931486>
- <https://dariknews.bg/novini/sviat/snimki-s-udaveno-bebe-na-bezhanci-raztyrsiha-sveta-1579452>
- <https://www.mignews.info/snimka-na-martvo-dete-na-imigranti-shokira-evropa/>
- <https://offnews.bg/sviat/chovechestvo-izhvarleno-na-brega-554178.html>

## *Deep Fake Video*

- It's Getting Harder to Spot a Deep Fake Video:

<https://www.youtube.com/watch?v=gLoI9hAX9dw>

- Top 10 Deep Fake Videos:

<https://www.youtube.com/watch?v=-QvIX3cY4lc>



*Injury based learning -  
from emotions to evaluation and conclusion*

- Find fake news presented on posts, photos and video clips published online.
- Present spontaneously your emotions after the first reading/viewing.
- Present your evaluations about fake news following neutral position.



*Injury based learning -  
from emotions to evaluation and conclusion*

- Are they impressive or manipulative?
- Describe in details emotions in different photos analyzing verbal, nonverbal and visual elements used by people: facial expressions, body postures, gestures etc.
- Present final conclusion.



*Thanks for your attention!*