**Module 10**

**a.**A key idea I have learned is…**news is not objective**, for many reasons and must be checked constantly. With the reporters own personal biases, goals of the media outlets, political and financial pressures and needing readership, stories tend to be framed to meet the desired outcomes more than to just deliver objective truth.

**b.**In other words…News is not pure information. It goes through many filters before being delivered, even the facts that are included have to be prioritized based on what the reporter and media outlet deems most important.

**c.**An example of this idea manifesting in the real world is…most notable the coverage of the presidential campaigns and debates. Each news outlet knows caters to either conservative or liberal audiences, or those more toward one or the other end of that spectrum. News is presented to favor or put in a positive light, the candidates and viewpoints most appealing to the audience/viewer.

**d.** An analogy or illustration of this idea can be described as follows…A cany maker lives in an area that does not eat chocolate, some because of the way it’s processed, others for flavor or caffeine content, and others because of the negative stigma as viewed by those around them. For this reason, the candy maker does not make anything that contains chocolate and makes comparisons of his candy to chocolate, always as superior and the finer ingredients. The people in the town prefer this candy shop and go there for their sweets, while the small group that opposes the norm and does eat chocolate seek out another candy shop that caters to what they like.

**a.**A key idea I have learned is…even though we guard against skewed data, misinformation, and fake news, **we are still susceptible to it just by exposure**.

**b.**In other words…If we listen to fake news, even though we know the ideas and data presented are not factual, and we may even disagree with it, it still impacts the way we think and our reception to those ideas going forward. The fakeness rubs off on us a bit, tainting our perceptions and what we are open to believing or entertaining as truth.

**c.**An example of this idea manifesting in the real world is…Commercials are great at this. They present products or services in a convoluted positive light, one in which the entire world should be enamored with their brand and choose it above all others.

**d.** An analogy or illustration of this idea can be described as follows…This would be like a brick maker saying his bricks are the best, made out of the most durable material and are the most esthetically pleasing. Everyone should choose their brick to build their house. People have many options of brick producers, but because of the hyperbolic boosts of superiority that are memorable, we tend to choose the bricks in the commercial.

**a.**A key idea I have learned is…**News delivered on social media and in forms of entertainment targets people’s shallow, dopamine influenced thinking**, taking advantage of our suspension of disbelief to enjoy the show or connect to content that makes us feel good. At the same time, the ads that plague these outlets distract us, creating noise that takes our energy and capacity away from thinking deeply and critically about we are consuming.

**b.**In other words…when we mindlessly scroll on social media or view a late night show for entertainment, we are less focused on the content and more prone to passively receiving the information that makes us feel good or seems the most appealing or logical without investing the brain power to think about it. We view it almost in a trans scrolling mindlessly taking in the headlines or stories without exploring source, intent, context, etc.

**c.**An example of this idea manifesting in the real world is…People can spend hours scrolling their social feed, all sourced of course based on algorithms that target their interests. The other day a friend looked up from her phone and asked if one of the singers we like had passed. On social, she was reported as having been in a car accident. It included a picture of the car, sentiments of fans, touted as tragic news, etc. There were then other similar stories that popped up on her phone after she looked at the first one. They were all fake, but it was shocking how convinced she was that this had happened and how many title indicate false happenings or sensationalize political views to the point that the news is divisive and the facts are lost.

**d.** An analogy or illustration of this idea can be described as follows…I imagine this could be illustrated much like the Truman Show, where everything is fake, all catered to Truman, and everyone is in on it. We walk around in this giant bubble, trusting everyone and everything we see, not realizing that it’s all a façade into we do something unexpected (like fact check or look in a more reputable place, or use reasoning to explore what could be fact) and discover that version of the universe is not real.