Module 10 – Fact Over Fake

There are so many influences and competing news sources, it is very difficult to accurately discern a good new source or sources.

In other words, you don’t know what you don’t actually know, when reading or listening to a news story. A fraction of the information that exists is actually reported, due to many things. Those things include limited time, space, finances, and the biases of those reporting.

An example could be looking at news networks, Fox and CNN. They clearly come from different ideologies representing different political positions. Regardless of that, they both have to deal with limited time, space, and financial aspects of news reporting.

Many questions can arise from looking at targeting advertising at individuals that will impact on their perception and interpretation of news articles.

In other words, advertising that is targeted at us as individuals impacts how we react, respond to that advertising. Often it can divert an individual to not even focusing on what they were initially focused on, the news.

It may be seen as being led down a rabbit hole without having any idea that this is occurring. When looking at an article and seeing surrounding ads or those you see after looking at an ad, is clearly the intention to manipulate the consumer, reader. The consumer might pursue accessing information about a company that was in one of the ads that they saw, even if it was just the name of a company, that they later focused on.

What do we need from the news media to do for us?

Do we even think about or know what the news media should be doing for us? I think not from what I have observed and what I am thinking.

It seems like as humans we are drifting in thought, not seriously expecting the media to focus on or address the most important issues prevalent in our society. This leaves us in a precarious position, left at the mercy of those who want to control us through propaganda and diversion from the real issues confronting us as a society.

An example could be the violence on college campuses. The issues are real but the violence needs to be addressed and often is not. This lack of stopping dangerous behavior is not helping to address the issues behind the violence. The “story” gets the attention but solutions tend to go unaddressed.