

# Everything but the truth




- Misinformation
- Disinformation
- Lies
- Rumors
- Propaganda
- Infotainment
- Satire
- Alternative Facts
- Folklore
- Myths
- Urban Legends
- Hoaxes
- Conspiracy Theories
- Junk News
- Fake News

# Clickbait


- Enticing, but marginal, content to attract clicks
- Every click means money for an online advertiser and the host site
- Even legitimate websites have “sponsored” clickbait
- Just like the carnival barker looking for suckers

report this ad  
Sponsored Links by Taboola


**We Recommend**




25+ Perfectly Timed Photos That Almost Broke The Internet  
Auto Overload




Teen Goes Missing In Aruba: But 10 Years Later, Police Uncover Truth  
LifeDaily.com




The Root Of All Stomach Problems - Avoid These 3 Foods (Video)  
BIOX4 Supplement



Man Trapped In His Own Body For 12 Years Wakes Up: Beware Heartbreaking



His Neighbors Were Outraged at First. Now They Think He's a Genius



Photos From These American Airlines Will Blow You Away

# Satire

- A dash of truth + exaggeration + sarcasm to make a point
- Some people cannot distinguish between fact and satire
- They share it as factual without the satire disclaimer



'Just Be Honest If This Looks Good,'  
Girlfriend Wearing New Big Bird  
Outfit Asks Panicking Boyfriend



Johnson & Johnson CEO Idly Wonders  
How Much Money He'd Make Off  
National Tylenol Epidemic



## Financial Experts Recommend Americans Set Aside Giant Mesmerizing Pearl To Rub Obsessively In Retirement

NEW YORK—Citing historically low levels of savings across all demographics, leading financial experts are recommending Americans prepare for their futures by setting aside a giant mesmerizing pearl to rub obsessively upon reaching retirement age. “When you’re young, the natural tendency is to procrastinate, so we’re reminding people that it’s never too early to...

# Folklore, myths, and legends



- “ . . . there is no causal relationship between lunar phenomena and human behavior. . . . A lack of understanding of physics, psychological biases, and slanted media reporting . . .” [created the myth]
- *Skeptical Inquirer*, Winter 1985-86

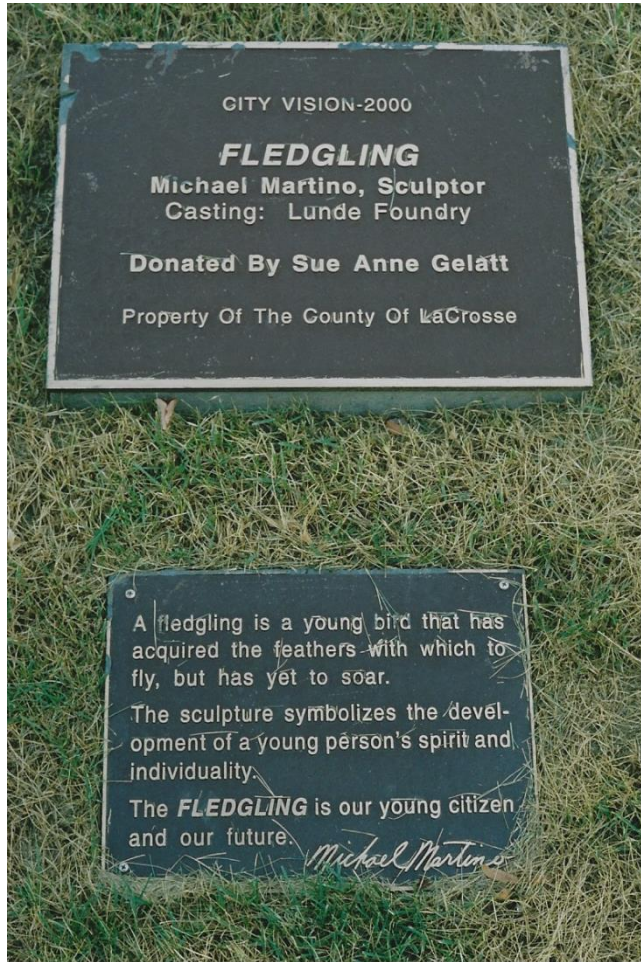
# Urban legends



- Urban legends are stories without a definite, authoritative source
- According some teens, the skateboarder statue outside the Human Services building in La Crosse WI is a memorial to a local skateboarder who met a tragic end



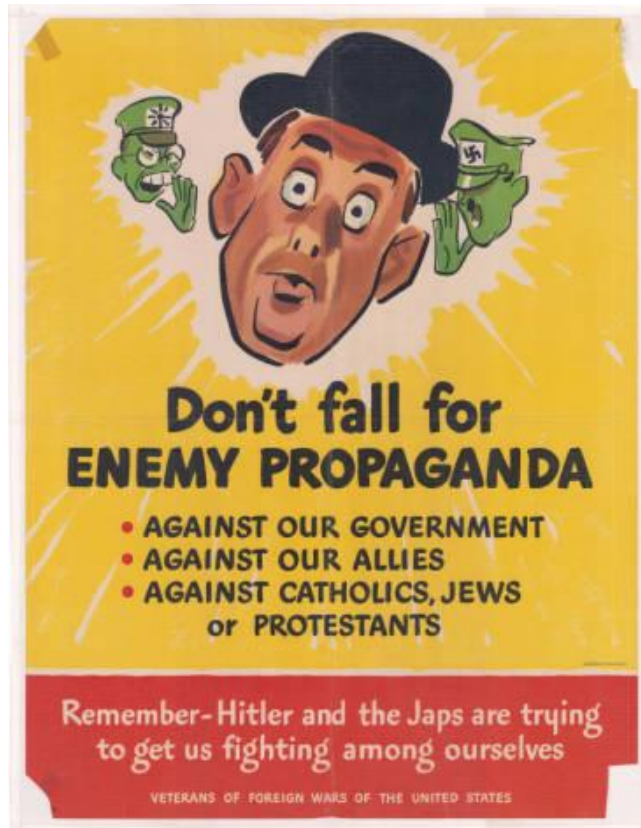
# Its plaque debunks the story:



- Artist Mike Martino said the wings signify “the development of a young person’s spirit and individuality.”
- (No skateboarders died to inspire this statue.)

# Propaganda

## World War II



## Now

- Propaganda always presents a one-sided view
- The Free Telegraph  
<https://freetelegraph.com>  
(Republican Party propaganda)
- The Missouri Download  
<https://missouridownload.com/>  
(Democratic Party propaganda)

# Conspiracy Theories

*POWER OF PROPHECY*

*Exclusive Intelligence Examiner Report*



Texe Marrs

*Zionist Secret Society Conducts Luciferian Rituals Deep in Cave Under City of Jerusalem*

## **MASONIC JEWS PLOT TO CONTROL WORLD**

Now the lid is blown off the forbidden, secret powderkeg of the Masonic Jews who run Israel and, by extension, the United States and the world. Unbeknownst to either the Israeli elite or to America's pro-Israel cabal in Washington, D.C., for over six years I have conducted an intensive investigation of Jewish Masonic influence. Finally, I have released three bombshell videos unmasking my grotesque discoveries in this area, *Masonic Lodge Over Jerusalem* (Available in [VHS](#) or [DVD](#)), *Thunder Over Zion* (Available in [VHS](#) or [DVD](#)), and *Cauldron of Abaddon* (Available in [VHS](#) or [DVD](#)).

### ***Illuministic Communism the Goal***

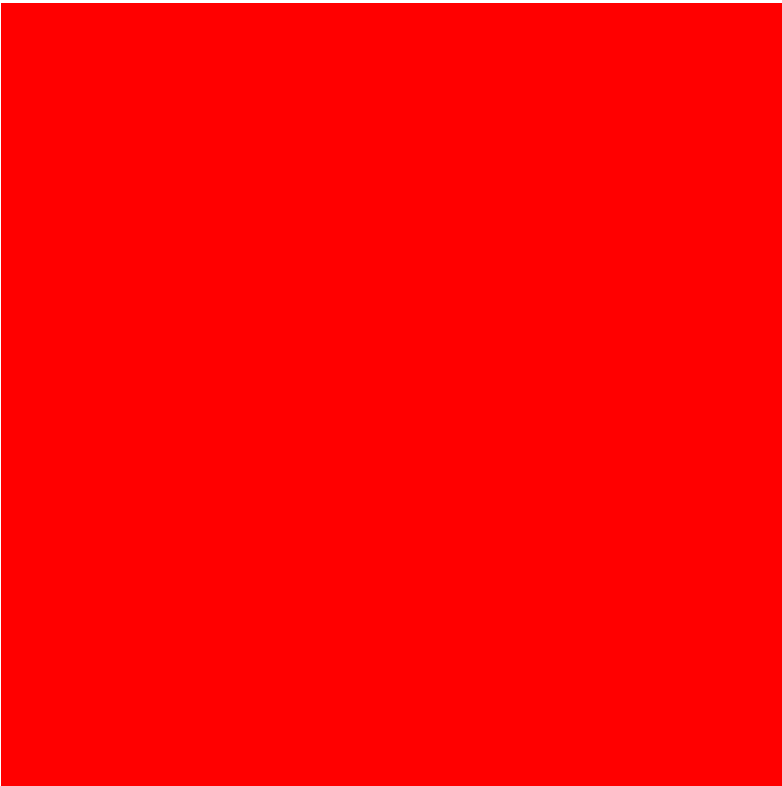
The goal of the Jewish Masonic elite is to establish dictatorial Illuministic Communism and to enslave all of mankind under the thumb of a Jewish master race led by a world messiah who is to rule from Jerusalem.

An essential element in this grandiose plan is the Masonic plot to blow up and destroy Islam's golden-domed monument now sitting on the Temple Mount in Jerusalem, despised by Orthodox Jewish rabbis and the secularist Masonic Illuminists alike.



# Alternative Facts

**This is green**



**This is red**



# Alternative Facts

- I do not like the facts you are presenting, so I will invent some that support my point of view.
- “Every man has the right to an opinion, but no man has a right to be wrong in his facts. Nor, above all, to persist in errors as to facts.”  
(Bernard M. Baruch, October 8, 1946)

# Repetition does not make it true



- Coke is the real thing.
- Coke is the real thing.
- Coke is the real thing.
- Coke is the real thing.
- Coke is the real thing.

# Gaslighting

“ . . . an elaborate and insidious technique of deception and psychological manipulation, . . . Its effect is to gradually undermine the victim’s confidence in his own ability to distinguish truth from falsehood, right from wrong, or reality from appearance, thereby rendering him pathologically dependent on the gaslighter in his thinking or feelings. . . . form of narcissistic abuse whereby the extreme narcissist attempts to satisfy his pathological need for constant affirmation and esteem . . . by converting vulnerable people into intellectual and emotional slaves whom he paradoxically despises for their victimhood.”

(Brian Dugan, *Encyclopedia Britannica*)

# “Big Lie” hypothesis

- “ . . . the magnitude of a lie always contains a certain factor of credibility . . . in view of the primitive simplicity of their minds, they **more easily fall a victim to a big lie than to a little one**, since they themselves lie in little things, but would be ashamed of lies that were too big. Such a falsehood will never enter their heads, and **they will not be able to believe in the possibility of such** monstrous effrontery and **infamous misrepresentation in others . . .**”

(Adolf Hitler, *Mein Kampf*, Chapter X, page 231)



# Photographs can be altered

- Adobe Photoshop and similar software can alter photographs to change their appearance and their very meaning



# Videos can be deceiving

- Selective editing can change the overall message
- Snippets can be taken out of context to show exactly the opposite of what really happened
- Software can superimpose other faces over real faces and literally put words in other people's mouths

# Identifying the Stinkers



- Media Bias/Fact Check evaluates & classifies websites.

<https://mediabiasfactcheck.com/>

- Wikipedia has a list of fake news websites.

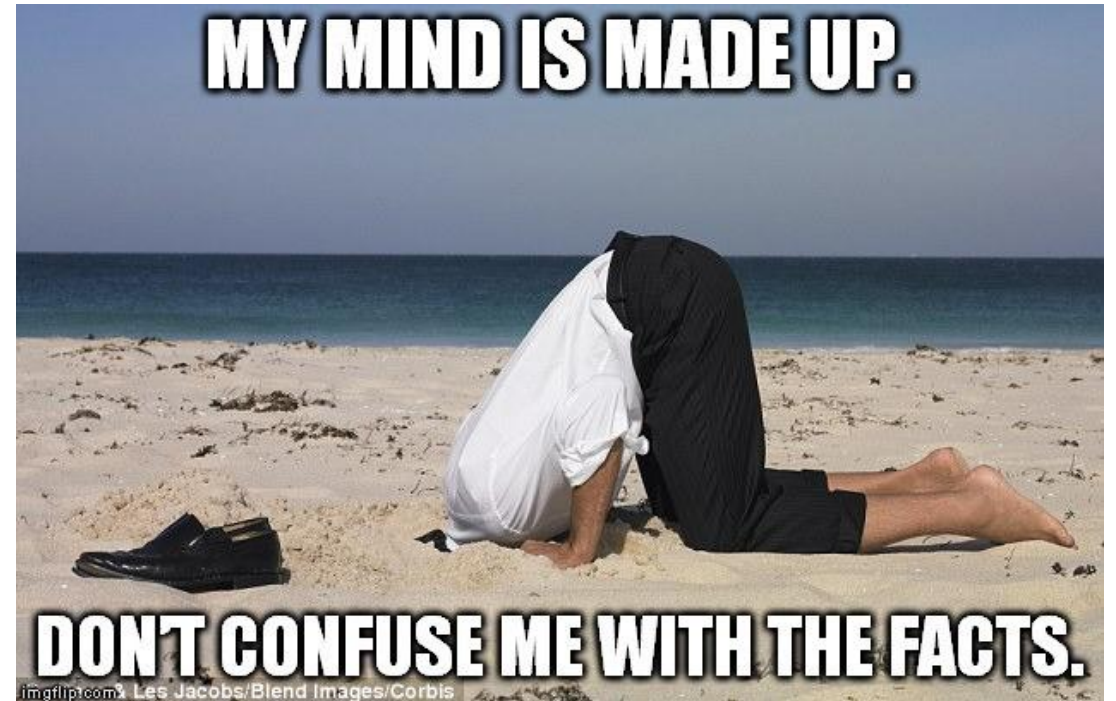
[https://en.wikipedia.org/wiki/List of fake news websites](https://en.wikipedia.org/wiki/List_of_fake_news_websites)

- NewsGuard: download a browser extension that puts rating labels on websites

<https://www.newsguardtech.com/>

# Fact checkers

- [Snopes](#)
- [TruthorFiction](#)
- [Lead Stories](#)
- [Hoax-Slayer](#)
- [FactCheck.org](#)
- [Politifact](#)
- [Politifact Punditfact](#)
- [Washington Post Fact Checker](#)
- [Skeptical Inquirer](#)



# Lies and rumors die hard

“How easy it is to make people believe a lie, and how hard it is to undo that work again!”

(Mark Twain, *Autobiography of Mark Twain*, Vol. 2, page 307)



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Created: 2019 December

Revised: 2021 January