



WABMA is a professional media training institute and a finishing school for aspiring and current media practitioners offering Short and Long-term Certificate courses at the basic, intermediate, and advanced levels.

West Africa Broadcast & Media Academy [WABMA]

www.wabma.org

WABMA offers both Online & In-Campus trainings with campuses in Enugu, Lagos & Abuja Nigeria, West Africa.



FACT CHECKING & DETECTING MISINFORMATION MASTERCLASS

SUMMARY COURSE NOTES

WABMA



WEST AFRICA BROADCAST & MEDIA ACADEMY

www.wabma.org. www.projectfactchecknigeria.org

INSTRUCTOR

B.A. Media & Theatre Arts
M.A. Communication (TSU)
Ph.D. Candidate Mass Communication

BACKGROUND:

Producer/Presenter PRTV Jos
Correspondent: *Houston Chronicle/This Week*, USA
Editor: *African News Digest*, Houston TX, USA
Director, Corporate Dev. & Comm., FRCN
Director, Federal Radio Corp. of Nigeria (FRCN) Lagos
Zonal Director, RadioNigeria Southeast
Director, National Broadcast Academy

Member: Nigeria Guild of Editors

Editor: WABMA FakeNews Debunker

Co-Founder/Founder:

Eko Literary Society®
Enugu Literary Society®
Abuja Literary Society®
Media Health Foundation



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**RECTOR: West Africa Broadcast
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- **WABMA®**



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West Africa Broadcast & Media Academy (WABMA) offers short & long term media and communications professional courses at the Basic, Intermediate and Advanced certificate levels.

These courses include:

Presentation, Production, Journalism, Marketing, ICT, Graphics, Broadcast Engineering, Publishing, Online Radio, Producing Podcasts & Documentaries, Elocution & Public Speaking,

- Audio & Video Editing
- Making money from Social Media
- Media Law, Ethics and Professionalism,

UNETHICAL

PHOTO & VIDEO MANIPULATION

Session 1: Unethical PHOTO & VIDEO MANIPULATION

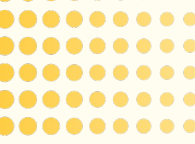


Photo and video manipulation is nearly as old as photography itself, but modern technology has made it common and easy to do. Using photo-editing software, almost anyone can make big changes to an image, from adjusting colors and lighting, to adding and removing content.

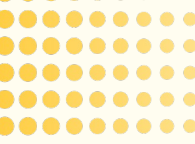
That's why you should always keep a critical eye on images in the media.

It's common for news media to make minor changes like cropping or lighting adjustments, it's unethical for journalists to edit a photo in a way that changes its meaning or misleads viewers.

While this practice does not happen often in legitimate news media, there are plenty of less reputable news sources that are happy to edit photos to get your attention.



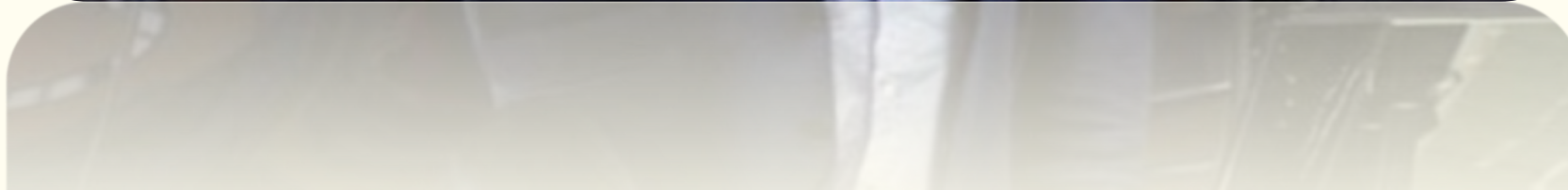
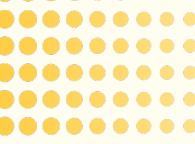
Session 1: Unethical PHOTO & VIDEO MANIPULATION

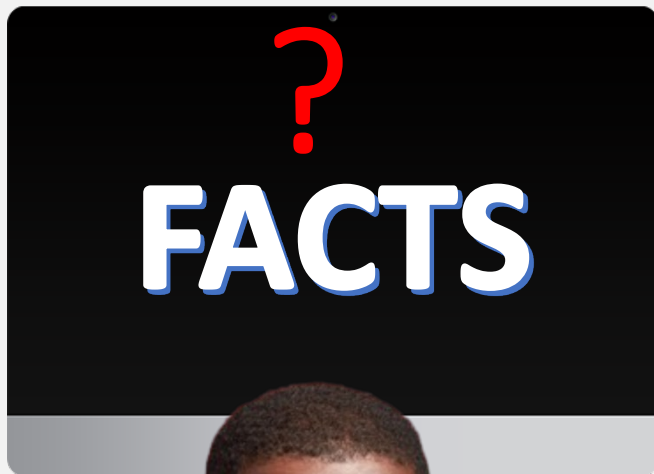


- **PRACTICALS:**
- What do you think of this?



Session 1: Unethical PHOTO & VIDEO MANIPULATION



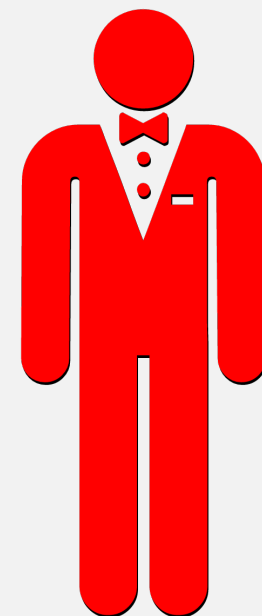


- *fact is something that has actually taken place or known to have existed, which can be validated with pieces of evidence*
- *A fact can be an event or information, based on real occurrences which can be tested through verifiability, i.e. they are supported by proofs, statistics, documentation, etc. Therefore, a fact is nothing but a verifiable truth or reality which is agreed upon by consensus of people...*
- It is said to be a fact if it is strictly defined, and can be measured, observed, and proven. It refers to something that makes statements true and is used in connection with research and study.

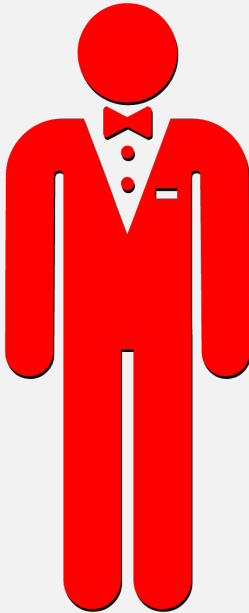
OPINION

- **Opinion** on the other hand is highly influenced by a person's feelings, thoughts, perspective, desires, attitude, experiences, understanding, beliefs, values, etc., which cannot be tested by concrete evidence. Therefore, due to individual differences, every person's opinion on a particular matter is also different subject matter.

Example: *Why I prefer Nigerian Jollof rice to Ghanaian or any other African Jollof rice ...*
this is influenced by my personal biases, perhaps loyalty and love for fellow countrymen while yours may be because someone close to you makes it during all the special occasions.



- The fact is described as a statement that can be verified or proved to be true. The opinion is an expression of judgment or belief about something.
- Fact relies on observation or research while opinion is based on assumption.
- The fact is an objective reality whereas opinion is a subjective statement.
- Facts can be verified with the help of evidence or statistics. On the contrary, an opinion may not be supported by any evidence.



Fake News



MISINFORMATION

... mistakenly shared

MAL – INFORMATION

... maliciously shared

DISINFORMATION

... deliberately shared



Session 3: HOW TO FACT-CHECK A STORY

STEP 1: Read Past The Headline:

One way that falsehood gets amplified is that busy readers like you and I may not look past the headline or opening paragraph before they decide to share an article.

STEP 2: Check What News Outlet Published It:

Browsing / researching a site's name and checking out other articles it posts should also help you determine whether it's trustworthy

STEP 3: Check The Publish Date And Time:

Checking the publish time stamp is something readers can quickly do to prevent being misled.

Session 3: HOW TO FACT-CHECK A STORY

STEP 4: Who Is The Author?

Looking at who wrote the article can reveal a lot of information about the news source.



STEP 5: Look At what Links and Sources used:

A lack of links or sources for claims in an article is an obvious warning sign that the post is likely false. Check to see that claims supported by links come from reliable sources.

Session 3: HOW TO FACT-CHECK A STORY

In Summary- This is **HOW TO SPOT 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.

Session 4: FACT-CHECKING TOOLS

Company information extractor

This tool processes documents to scan for company and director names in its database of several million entities worldwide. You can enter a website URL, upload a file or enter text directly.

<https://en.datocapital.com/CompanyInformationExtractor>

Also: <https://www.cac.gov.ng/> - Corporate Affairs Commission for Nigerian companies.

Session 4: FACT-CHECKING TOOLS

Reverse Image Search:

TinEye

TinEye creates a “unique and compact digital signature” and compares it with its enormous 26 billion image dataset

<https://tineye.com>

Google Reverse Image Search

You can also use this on mobile using the browser menu and selecting “request desktop site.”

<https://images.google.com>

Big Invid Fake News Debunker

Just as its name suggests, this plugin is a go-to for journalists keen to ‘debunk’ if content is not original.

<https://chrome.google.com/webstore/detail/fake-news-debunker-by-inv/mhccpoafgdgbhnjfhkcmgknndkeenfhe?hl=en>

Fact Checking Websites

<https://projectfactchecknigeria.org/>

<https://africacheck.org>

<https://dubawa.org/>

WHY PEOPLE SPREAD FAKE NEWS

- Ignorance/illiteracy.
- Anxiety.
- The excitement to be the first to share News
- Information ambiguity.
- Fame and search for limelight.
- Laziness to check facts.
- Feeling of heroism/invincibility.

EFFECT OF FAKE NEWS ON INDIVIDUALS

- Defamation/ Character assassination.
- Depression/ Suicide.
- Fear and anxiety
- Hate
- Stigmatization/stereotyping
- Loss of self esteem
- Trigger health emergencies (HBP, Hypertension)

EFFECTS OF FAKE NEWS ON SOCIETY.

- Media loses credibility.
- Public trust dwindles.
- Ignorance increases.
- Obstruction of good decision making.
- Incitement to violence.
- Public panic.
- Loss of opportunity to hold leadership to account.

HOW WE CAN FIGHT FAKE NEWS

1. Media Literacy

Helps to:

- Learn to think critically.
- Become a smart consumer of products and information.
- Recognize points of view.
- Create media responsibly.
- Understand the author's goal.

HOW WE CAN FIGHT FAKE NEWS

2. Raise awareness.
3. Ask questions.
4. Verify news sources.
5. Make the right information readily available.
6. More media stations
7. More Press freedom

CONTACT

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Learn More

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KEN IKE OKERE, Ph.D.



WABMA CAMPUSES IN LAGOS- ENUGU-ABUJA & ONLINE

Visit our website for more info:

www.wabma.org



QUESTIONS? TRAININGS? CONTACT US!



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