



Borderlands Brewing Co.

3/13/2023

Bryan Heidorn

Center for Digital Society and Data Studies

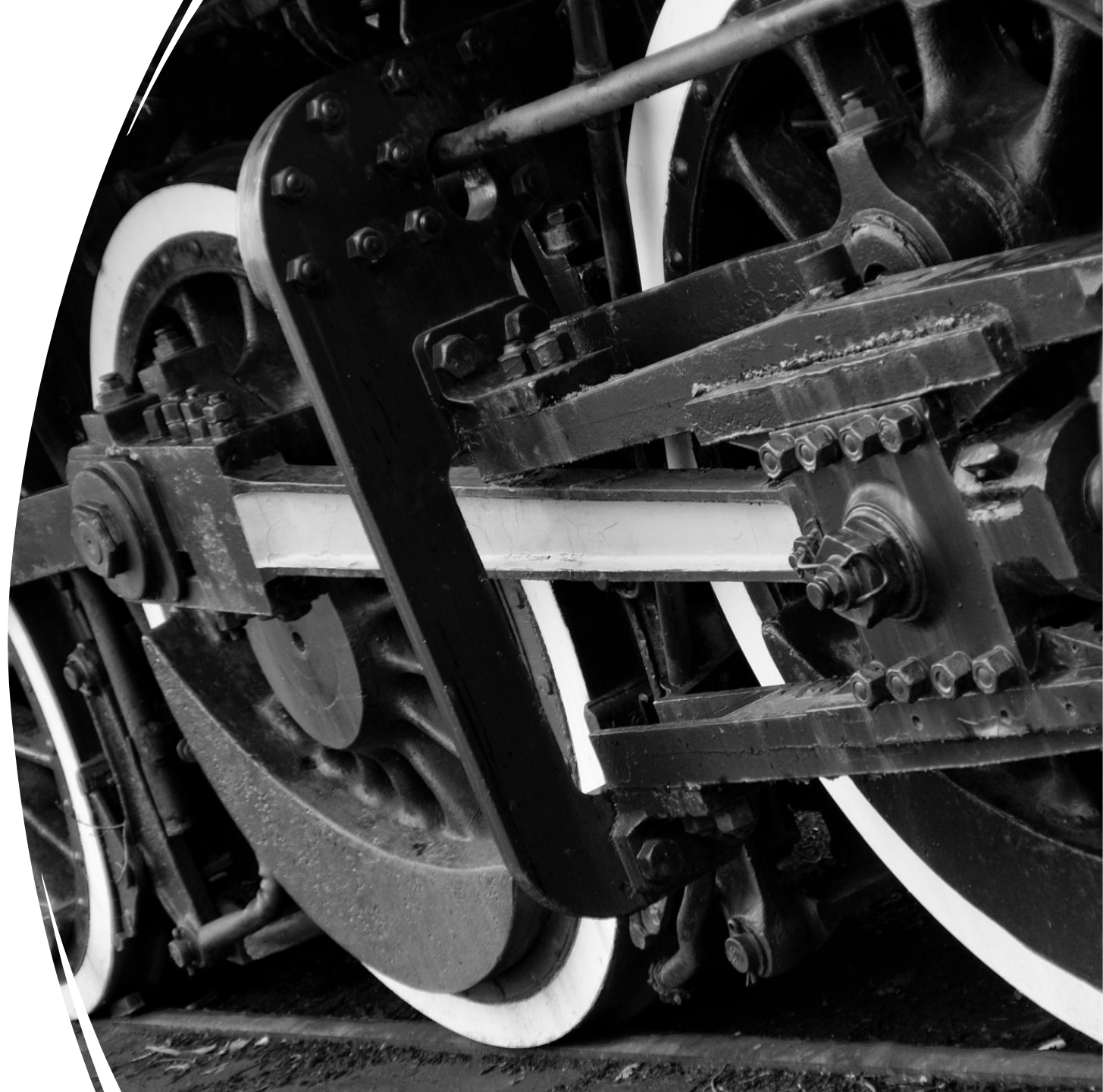


Speakers

7:00 PM	Bryan Heidorn	<i>Welcome / Introduction: Channeling Carl Sagan: the Baloney Detection Kit for 2023</i>
		Channeling Carl Sagan: the Baloney Detection Kit for 2023
7:20 PM	Chris Impey	Science and Pseudoscience: According to Google Search
7:40 PM	Tyler Millhouse	Falsifiability As a Way of Life
8:00 PM	Break	
8:10 PM	Diana Daly, Kainan Jarette, Adam Fehse	Buy this idea! and other live prebunking
8:30 PM	Laura Lenhart	The Truth Behind Bullshit (misinformation, malinformation disinformation..) or the two-expert problem
8:50 PM	Paige Carson	"Who are you and what do you want?" "How to deal in a world where information finds you"
9:10 PM		Tally of Misinformation scores and willer of a dream visit from Carl Sagan

The trains

- We have ordered trains to drive by periodically
- This will give you time to work on the misinformation game



Misinformation Analysis Teams

- One or two stories, interviews, book introductions or other documents will be distributed before each talk. Some will be misinformation, some disinformation, and some true.
- Throughout the evening you will be given different lists of misinformation techniques used to deceive. A starting handout is provided.
- Identify as many deception techniques or flawed logic types in each piece of misinformation. A self-scoring sheet is provided.
- We'll collect self-scored sheets and announce winners.
- The teams with the most points at the end of the evening will get valueless trophies.
- The top team will be visited by Carl Sagan in your dreams tonight.

Scoring – the points do not really matter. It is the journey

- I got tired of marking up repeats of fallacies and poor reasoning
- You will find problems that are not marked on the key.
- You get extra credit for those!

The Baloney Detection Tools Kit for 2023: Sagan'

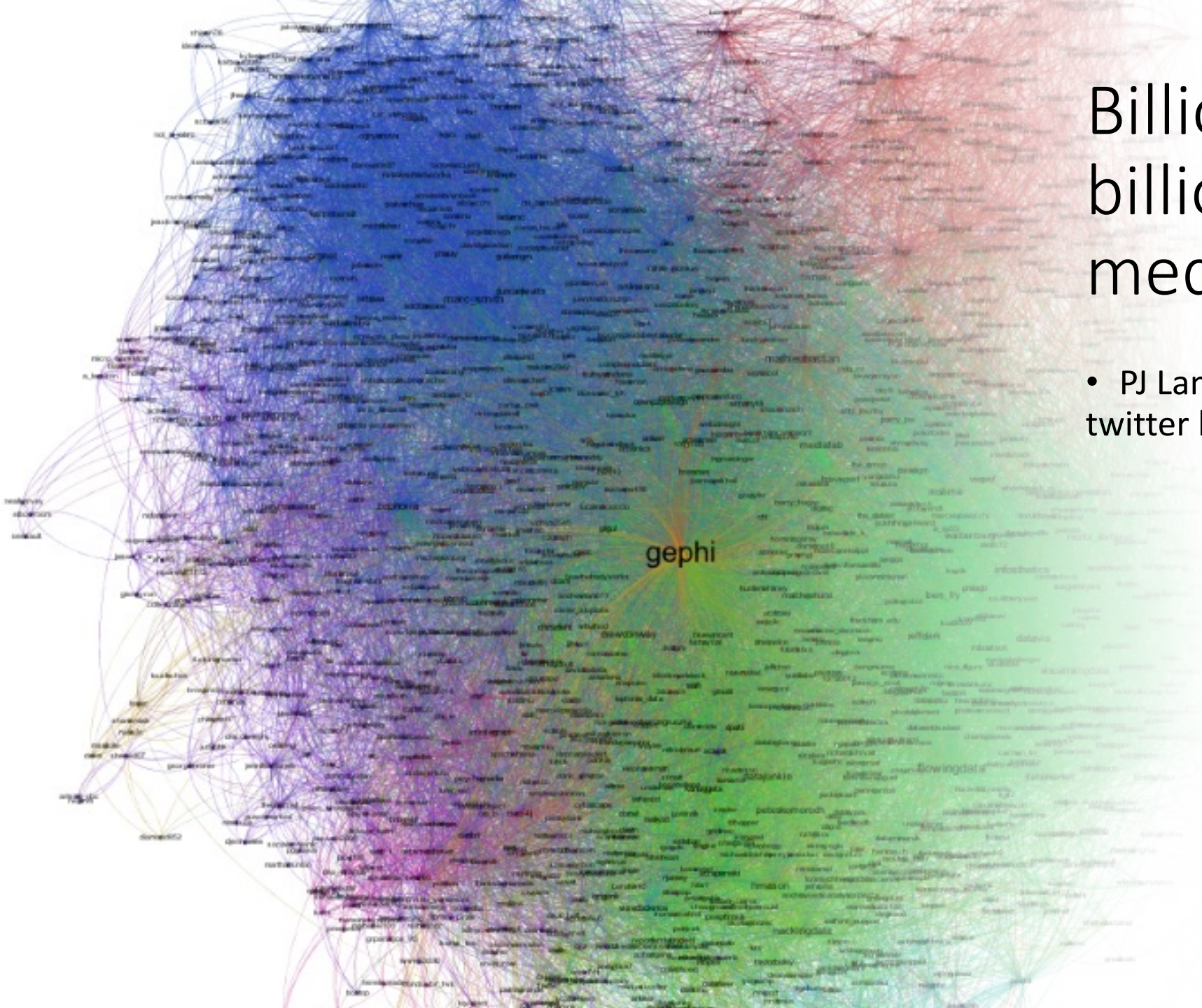
Misinformation on Tap: Borderlands Brewing Co.

3/13/2023

Bryan Heidorn

Billions and billions of social media messages

- PJ Lamberson, UCCLA – [@Graphi](#) twitter link



500+ Social Media Statistics You Must Know in 2023

- **1.98 billion** people, on average, log into Facebook daily
- Over **1 billion** Stories get posted every day across Facebook apps
- **316 million** (16%) of Facebook users are fake or duplicates.
- **1 billion** Instagram accounts
- **40 million** daily users
- Up to **95 million** (9.5%) Instagram platform users may be **bots**
- Twitter has **368 million** monthly active users.
- **500 million** tweets daily

Thinking Critically

- Independent Confirmation
- Encourage debate from by knowledgeable proponents of all points of view.
- Arguments from authority carry little weight
- Spin more than one hypothesis.
- Try not to get overly attached to a hypothesis
- Quantify

Think critically

- Every link in the chain must work (including the premise)
- Occam's Razor
- Can the hypothesis can be, at least in principle, falsified?
- Appeal to emotions
- Appeal to tribalism (us vs them)

Fallacies

Ad hominem - attacking the arguer and not the argument



Fallacies Argument from authority e.g. god, doctors, Q, ...

<https://www.adweek.com/brand-marketing/throwback-thursday-when-doctors-prescribed-healthy-cigarette-brands-165404/>

**"Give your throat a vacation...
Smoke a
FRESH
cigarette"**

If the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobaccos that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

Take in CAMEL QUARTER HOUR featuring Marine Reserve and King Wings in Camel Outfitters, Shermans, Janssens, Howard in Columbia Station—every night except Sunday

CAMELS
Mild... NO CIGARETTE AFTER-TASTE

HUMIDOR PACK

Don't remove the moistureproof wrappings from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. It offers and honors, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

Argument from
adverse
consequences —

e.g. We all need
AR-15s or the
government will
become
tyrannical



Fallacies

Appeal to
ignorance –
if we can't
prove it is false
it must be true



https://commons.wikimedia.org/wiki/File:Russell%27s_Teapot.png

Fallacies

- Special pleading – You just don't understand how the government works. God moves in mysterious ways
- Begging the question, also called assuming the answer - (e.g., We must institute the death penalty to discourage violent crime.)

Fallacies

- Observational selection, also called the enumeration of favorable circumstances, or as the philosopher Francis Bacon described it, counting the hits and forgetting the misses* Everyone I know voted for Trump in 2020 so Trump won.
- Misunderstanding of the nature of statistics – “fully half of all Americans have below average intelligence”
- Inconsistency - (e.g., Prudently plan for the worst of which a potential military adversary is capable, but thriftily ignore scientific projections on environmental dangers because they’re not “proved.”)

Fallacies

non sequitur—Latin for “It doesn’t follow”
e.g. Praying for your sports team to win.

- Exercising regularly improves physical health.
- Alice exercises regularly.
- Therefore, Alice is more physically healthy than Bob.

From Media Literacy – including libraries

- CRAAP test – Currency, Relevancy, Accuracy, Authority, and Purpose
- SIFT method – Stop, Investigate the source, Find better coverage, and Trace claims to original source.
- CCOW method – Credentials, Claims, Objectives, and Worldview

Beliefs are sticky like duct tape – use WD-40

- Empathy: It's important to understand why people hold onto their beliefs in the first place.
- Education
- Debunking often does not work
- Pre-bunking – get ahead of the belief
- Tribe members – e.g. teens revolt against the tribe and can become teachers
- Reframing
- Cognitive dissonance

Other Methods

- CRAAP test – Currency, Relevancy, Accuracy, Authority, and Purpose
- SIFT method – Stop, Investigate the source, Find better coverage, and Trace claims to original source.
- CCOW method – Credentials, Claims, Objectives, and Worldview

Thank you
and
Say "Hello" to Carl
for me!

