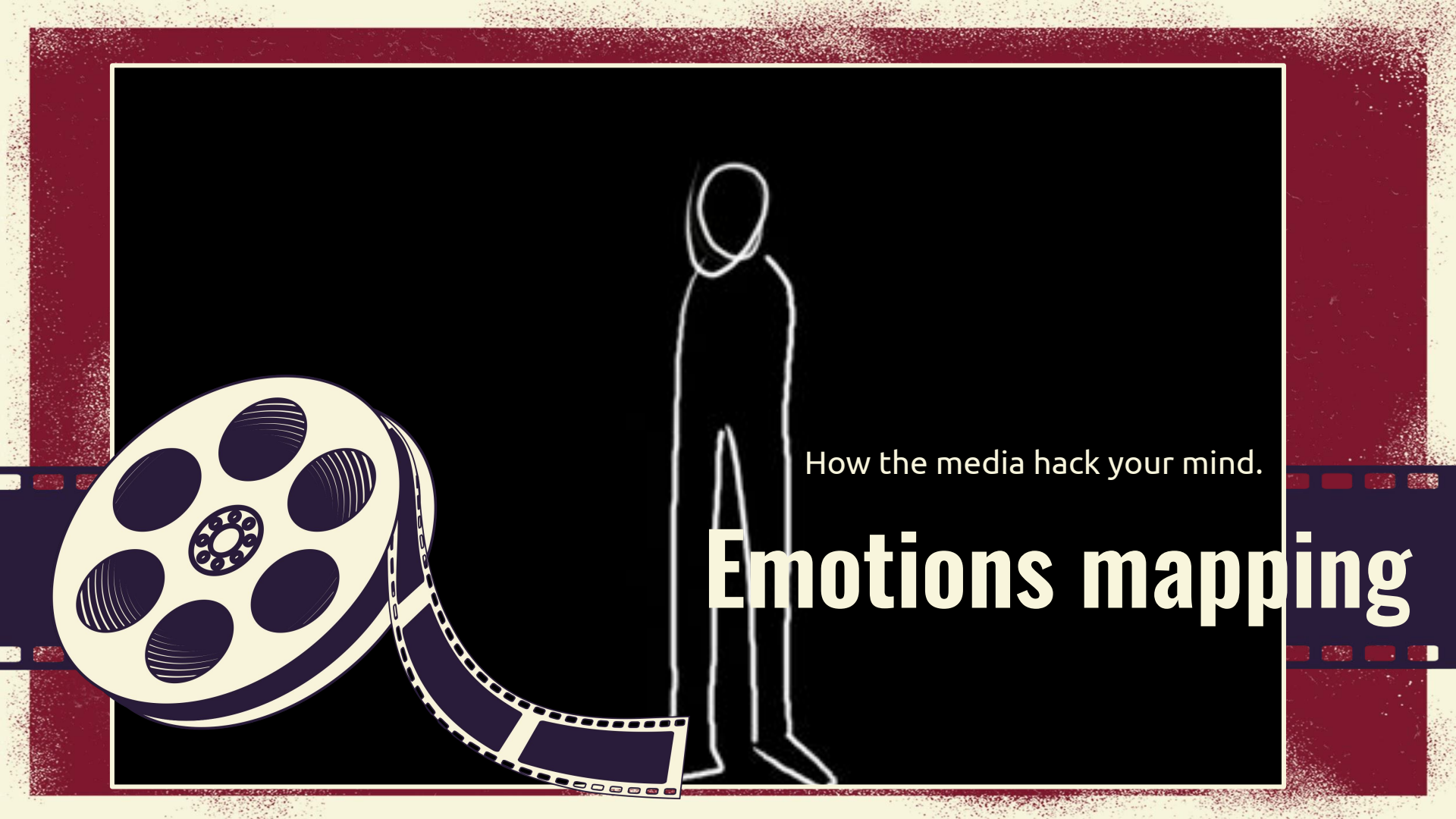




How the media hack your mind.

Emotions mapping

Whoa!

Should you believe
everything you watch?

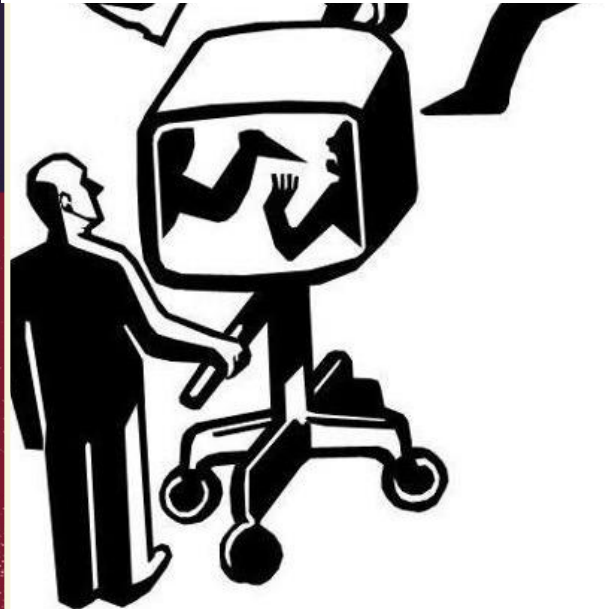


Table of contents



01

Reasons to believe

02

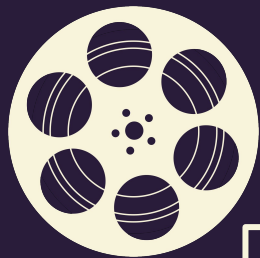
**Manipulating
Audiovisual resources**

03

**Randoming fake
news**

04

**Mobile fake news
creation**



01

Reasons to believe





Reasons to believe

Ideology affinity

"Information that coincides with your ideology (economic, social, politic, religious...) is easy to be accepted as true.



Social reinforcement

Despite being red,
Mars is actually cold



I knew it!!!

Everybody think they
know more than they
really do

halo effect

If it is said by a celeb
must be true



Which type government allows this to happen to its citizens?



Communist

Capitalist

Reasons to believe

Ideology bias

Information that coincides with your ideology (economic, social, politic, religious...) is easy to be accepted as true.



Social reinforcement

Despite being red, Mars is actually cold



I knew it!!!

Everybody think they know more than they really do.

halo effect

If it is said by a celeb it must be true.

ALIEN SHOCK: 'Real footage of an autopsy on a Roswell alien exists' it has emerged

EXCLUSIVE: A "hoax alien autopsy" film that fooled the world in 1995 was a recreation of genuine footage of a post mortem on an extraterrestrial found at the Roswell UFO crash site, it has sensationally been claimed.

By **JON AUSTIN**

16:35, Thu, Sep 28, 2017 | UPDATED: 17:41, Thu, Sep 28, 2017





Reasons to believe

Ideology bias

Information that coincides with your ideology (economic, social, politic, religious...) is easy to be accepted as true.



Social reinforcement

Trending topics are easy to be believed.



I knew it!!!

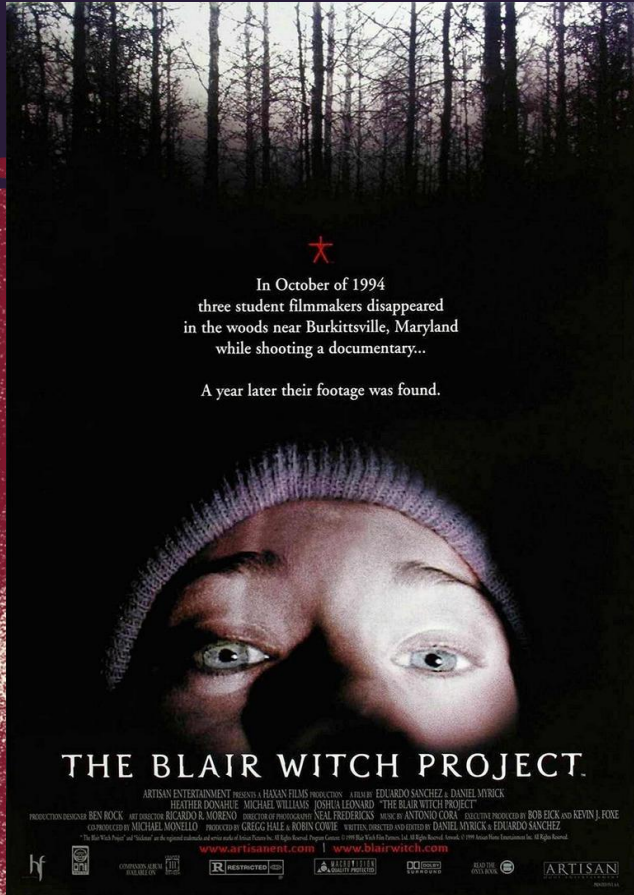
Everybody think they know more than they really do.

halo effect

If it is said by a celeb it must be true.



The film cost \$60 000 and
made \$250 000 000



IT BECAME A TREND TO SPEAK ABOUT THIS
MOVIE

(people went to the cinema to watch this
movie believing it was real events)

Reasons to believe

Ideology bias

Information that coincides with your ideology (economic, social, politic, religious...) is easy to be accepted as true.



Social reinforcement

Trending topics are easily believed.



I knew it!!!

Everybody think they know more than they really do.

halo effect

If it is said by a celeb, it must be true.



Tomasso de Benedeti

Tomaso de Benedeti was a journalist from a local newspaper in Roma who made up interviews with famous writers and celebs.

Through fake twitter accounts, he spread hoaxes about the death of famous people such as Fidel Castro...

He didn't published directly himself but he got celebs to spread the fake.



Carla Bruni's famous official account announced to the world that she had just learned of Margaret Thatcher's death.

Cardinal Tarcisio Bertone informed the planet through a tweet of the death of Benedict XVI. "Imagine the 'number two' of the Vatican communicating the death of the Pope through the Internet. It is nonsense, something surreal, Dadaist? Well, the incredible thing is that you can't imagine how many people took the bait: 'The Guardian', the 'Washington Post', France Press...".

Tommaso de Benedetti

"I do what I do because I have fun. For me it's a hobby, a kind of literary game in which I bring characters to life," he says. "But I'm also interested in underlining how in the times of the Internet, when speed is so important, information flies without any control. Nobody verifies information, nobody controls it".



Table of contents



01

Reasons to believe

02

**Manipulating
Audiovisual resources**

03

**Randoming fake
news**

04

**Mobile fake news
creation**

Audiovisual Resources



Video



Photo



Text



Sound



1.

Video

Manipulating visual
resources



Fargo

True story



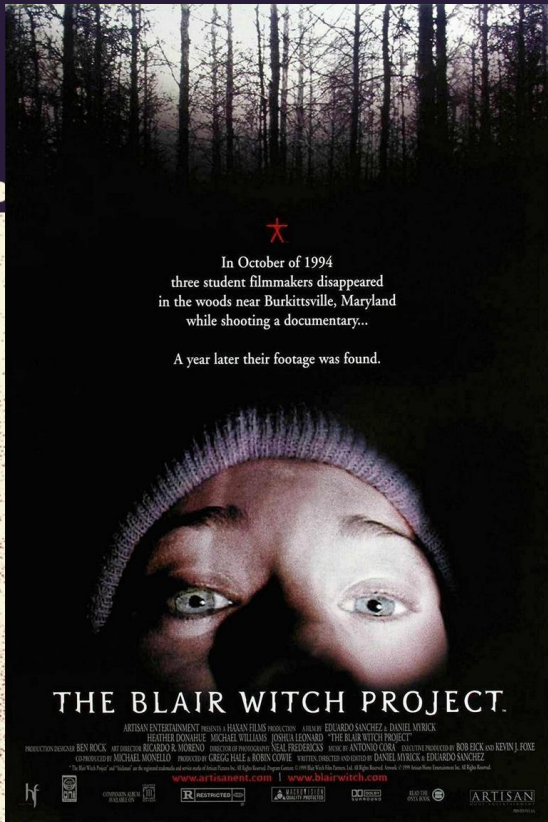
FX
P R E S E N T S

Ethan Coen **told HuffPost** that the disclaimer was added to the film to a specific tone. "We wanted to make a movie just in the genre of **a true story movie**," he said. "You don't have to have a true story to make a true story movie."

"Don't let reality ruin a good headline"

Documentary genre.

Fake documentaries have revolutionized terror films.



1. Find an Odd Subject:

A witch in a forest

2. Try to Use Only One

Camera or show

somebody filming

3. Handheld or Shaky

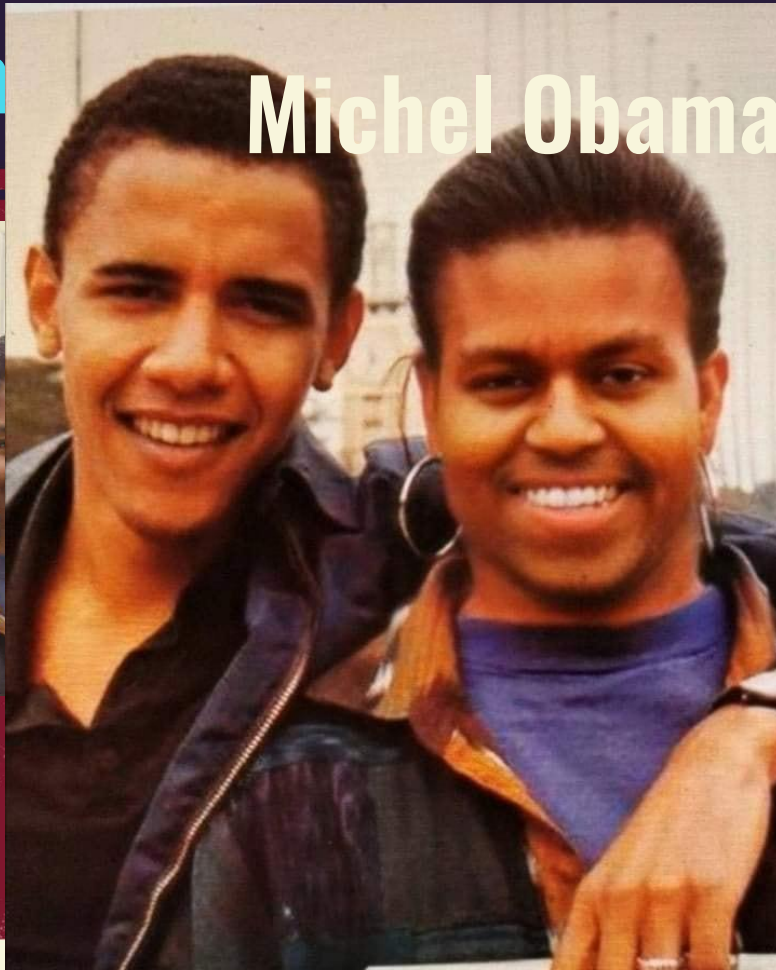
Footage Is OK, If Not the

Standard

4. Use Natural or

Minimal Lighting

2. Photo manipula



Michel Obama is a man

2. Photo manipulation



2. Cutting the frame

There are panels written in English

2. Photo manipulation

Hiding objects



**2. Pixelize to
hide something.**

**Children play with a dead
dog in Romania.**

2. Photo manipulation

Hiding things

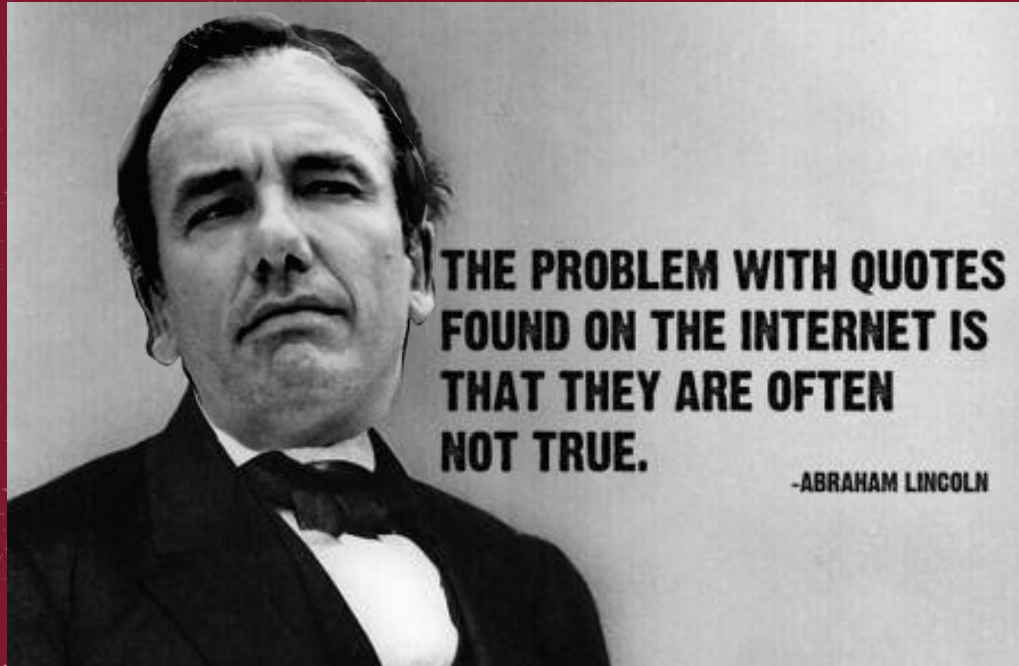


**3. pixelize to
hide
something.**

**Portuguese child moans his cat's death
by Galatasaray FC. radicals after
Champions League semifinals match.**

3. Editing text

Halo effect



3. Editing the text

Halo effect

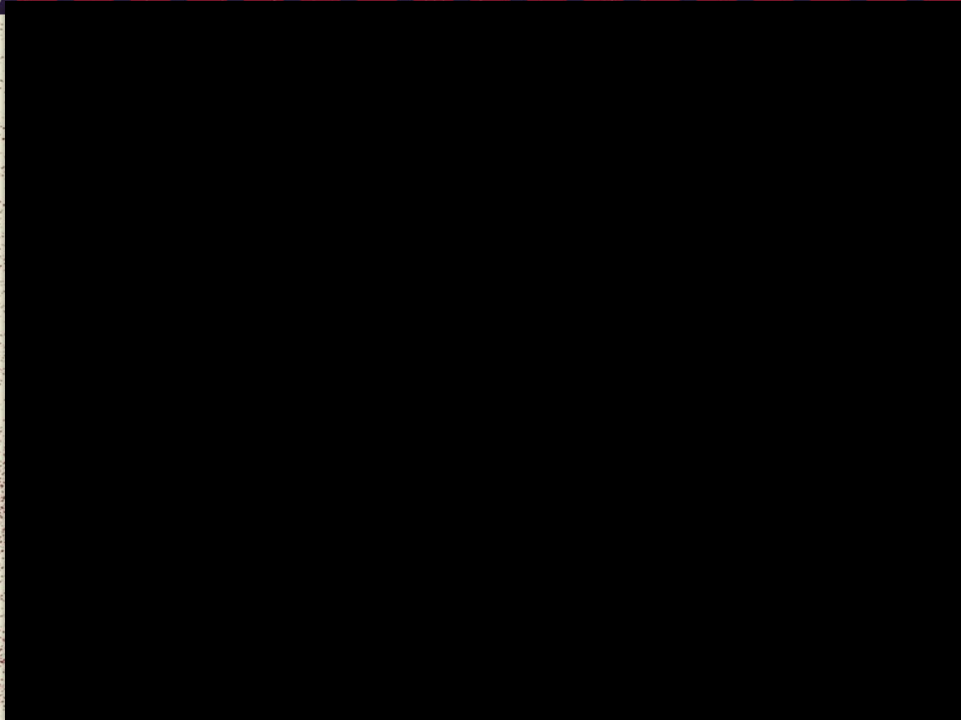
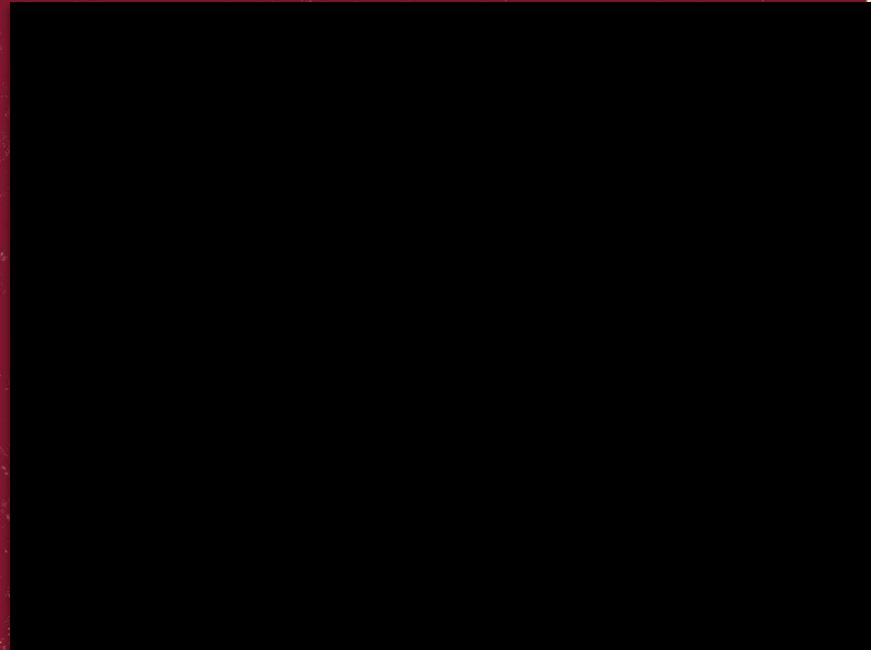
Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump

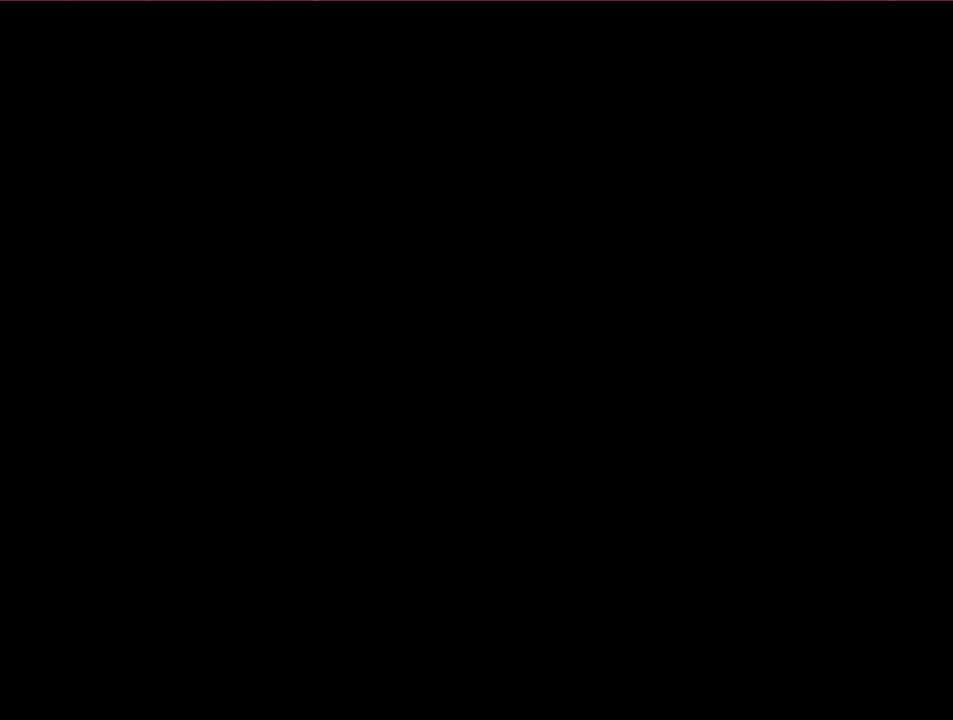


2016 Fake news get in politics

4. Sound effects



4. Sound effects



THE TEST



“Everything you can imagine can become real”

