

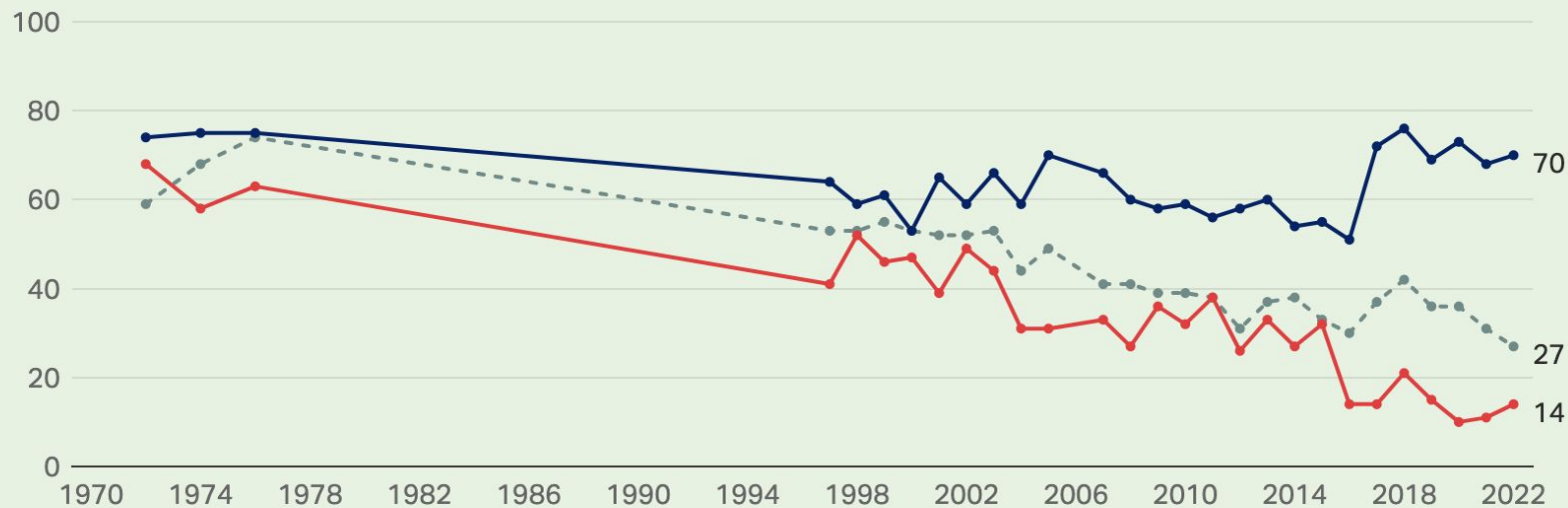
# Media and Misinformation

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## Partisans' Trust in Mass Media, 1972-2022

% Great deal/Fair amount of trust and confidence in the mass media to report the news fully, accurately and fairly

— Republican    - - Independent    — Democrat



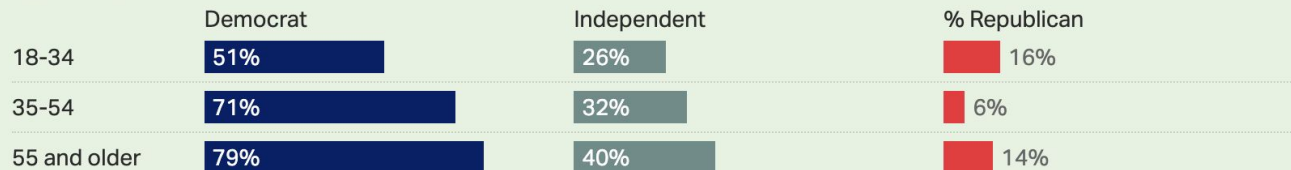
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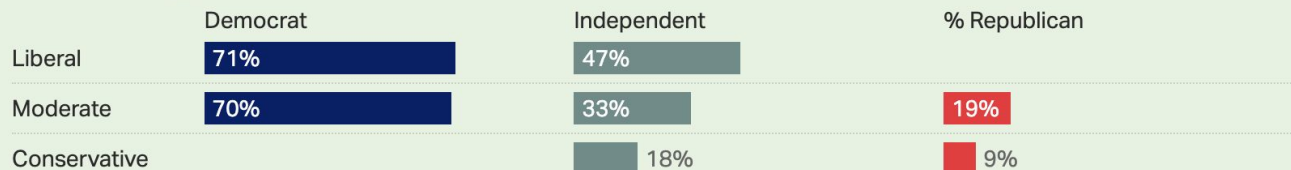
## Partisans' Trust in Mass Media, by Subgroup

Figures represent percentages of each group with a great deal or fair amount of trust and confidence in the mass media to report the news fully, accurately and fairly

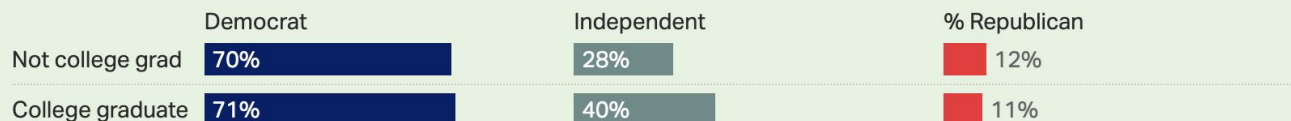
### Age Group



### Political Ideology



### Education



Based on aggregated 2020-2022 data

NOTE: Sample sizes for liberal Republicans and conservative Democrats are insufficient to show results.

# Some Definitions...

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**"Misinformation** is false or inaccurate information—getting the facts wrong.

**Disinformation** is false information which is deliberately intended to mislead—intentionally misstating the facts."

**Media Bias** is the perception that the media is reporting the news in a *partial* or *prejudiced* manner

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What was the argument of the Vox article vs the documentary? How did their conflicts of interest ultimately clash in the arguments they were trying to present?

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Who do you feel has a more compelling argument  
and why?

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Think back to the idea of framing presented in Lakoff's article when he talks about the ratio of logic to emotion; **"Real reason is: mostly unconscious (98%); requires emotion; uses the 'logic' of frames, metaphors, and narratives; is physical (in brain circuitry); and varies considerably, as frames vary"**. How do the Vox article and the documentary frame their issues? How much emotion is being evoked over logic and vice versa?

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What, if any, impact are you left with after watching the documentary and reading the Vox article? Do you feel like your opinions or knowledge on this topic has been changed at all?



# Activity

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# Example

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## Climate Misinformation on Social Media

- Fossil fuel companies, other major polluters and allies
- Money
- Fabrication and Marketing Strategies

<https://www.nrdc.org/stories/climate-misinformation-social-media-undermining-climate-action>

# Activity

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[https://w3.newsmax.com/News-Financial/Global-Warming?gad\\_source=1&gclid=CjwKCAjw8diwBhAbEiwA7i\\_sJZsUKDxWTc7eaJZ5zgEJrheD612e1bL6Z1Fe4QWC4NFqv1ea4irw9xoCLTUQAvD\\_BwE](https://w3.newsmax.com/News-Financial/Global-Warming?gad_source=1&gclid=CjwKCAjw8diwBhAbEiwA7i_sJZsUKDxWTc7eaJZ5zgEJrheD612e1bL6Z1Fe4QWC4NFqv1ea4irw9xoCLTUQAvD_BwE)