
Everyone has their own interests and **biases** - this is also true of the content you see online.

- But - **journalistic standards** hold sources like news outlets accountable to publish news that adheres to these standards. Even if different outlets choose to share different stories, or present an issue differently, outlets that are held accountable to journalistic standards are generally held to principles of truth, accuracy, and objectivity.
- Other mediums like TikToks or Instagram Reels don't have to go through the same process for posting, or be held to any principles of truth, accuracy, and objectivity.
- Different from biases, there is also content that simply contains **false information**. Misinformation is false information shared without the intent to cause harm, and disinformation is false information that is intended to manipulate, cause damage and guide people, organizations, and countries in the wrong direction.
- We can look at bit deeper into what bias looks like (media bias, and user bias)
 - a. **Media bias:** different media sources may have varied interests to promote different things
 - b. **User bias:** we are also biased in terms of the types of posts we might choose to share on social media

Example 1: Taylor Swift Eras Tour

- Persona:
 - Meet Emma, a 24-year-old Swiftie with a heart full of love for Taylor Swift. She's the kind of fan who knows every lyric by heart and has been following Taylor's career from *Fearless* to *Midnights*. Her Instagram feed is filled with concert clips, merch hauls, and heartfelt captions about how Taylor's music has been the soundtrack to her life. Just last night, she attended Taylor's concert and couldn't stop raving about the experience. She posted a glowing review with pictures of her new tour hoodie and bracelets, gushing over the magical energy, stunning visuals, and how Taylor's performance left her absolutely speechless. Emma ended her post with "Still on a Taylor high—best night ever!" and a flood of heart emojis.
- Caption of a sponsored Instagram ad:
 - ✨🌟 Calling all Swifties! 🌟🌟

Were you *Enchanted* by Taylor's latest tour? Now you can bring a piece of the magic home! 🎤🌟

🌈 Shop exclusive Taylor Swift merch that'll have you feeling *Fearless* and *Evermore* connected to the music you love. From cozy hoodies and chic tees to bracelets and vinyls, there's something for EVERY era! 🎵💖

✨ Limited edition tour-inspired designs—once they're gone, they're gone!
✨

🎁 Use code SWIFTIE10 for 10% OFF your order! 🎁

🛒 Don't wait—grab your merch now and show off your love for Taylor in style! #TaylorSwift #SwiftieStyle #EraMerch #Sponsored

🎵 Head to [link] to shop the collection! 🎵

(Heart emojis and Taylor lyric-inspired designs are optional but encouraged 😊)

1. **Identify whether this is misinformation, disinformation, or content with bias.**
2. **What are the differences in intention between these two examples?**

Example 2: Drunk Elephant skincare

- Persona:
 - Meet Jenna, your always-glowing, health-conscious classmate who's obsessed with all things skincare and wellness. Lately, she's been raving about *Drunk Elephant*—not just for its skincare magic, but because she swears it healed her stomach pains! 💧✨

After months of dealing with digestive discomfort, Jenna started using the brand's clean, non-toxic products, and she believes it's helped her feel better inside and out. She's constantly telling everyone on her Instagram Live how Drunk Elephant's ingredient philosophy has not only cleared her skin but also seems to have eased her gut issues.

- Caption of a beauty store's Instagram ad:
 - ✨ YOUTH, LISTEN UP! ✨

Ever feel like your skincare routine isn't *really* doing the most? It's time to LEVEL UP with *Drunk Elephant*—the brand that's taking over your feed for a reason. 🌟

Clean ingredients, no BS, and results that'll have you glowing from head to toe. 💧✨ Say goodbye to harsh chemicals and hello to skincare that actually WORKS. Whether you're battling breakouts or just want to keep that skin smooth and fresh, we've got you covered!

Why everyone's obsessed:

- 💖 Balanced, radiant skin without the toxins
- 🍉 Unique blends for all skin types
- 🧴 Minimal steps, maximum results

Join the glow-up squad and see why *Drunk Elephant* is changing the skincare game for young skin everywhere. Your skin (and your selfies) will thank you! 😊

💖✨ Shop now & get that *clean beauty glow* at [link]! #DrunkElephant #GlowUp #CleanBeauty #SkincareEssentials #YouthGlow

1. **Identify whether this is misinformation, disinformation, or content with bias.**
2. **What are the differences in intention between these two examples?**

Example 3: Fortnite

- Persona 1:
 - Meet Alex, a high-energy Twitch streamer with a dedicated fanbase and a passion for all things *Fortnite*. Known for his fast reflexes, epic builds, and upbeat personality, he's always pushing the latest strategies to dominate in-game. Recently, Alex crowned *Fortnite* as his top game of the year, praising its constant updates, wild new skins, and ever-evolving map.

Sponsored by Epic Games, Alex is a big advocate for snagging those in-game goodies. He's often seen rocking the latest skins and pickaxes, hyping up his viewers to get in on the action. "Trust me, you're gonna want to grab some V-Bucks and hit the shop—it's worth it!"

- Persona 2:
 - Meet Ryan, your fun-loving, competitive friend who's *always* talking and posting about Fortnite on TikTok. He's totally hooked and constantly raving about the crazy battles and new skins. Every time you hang out, he's got some new victory story, and now, he's trying to get you in on the action too.

"Dude, you've gotta get on *Fortnite* with me! It's seriously the best game out there. And trust me, grab some V-Bucks so you can upgrade your character and get all the sick gear. It's so much better when you have the cool skins and stuff—it's a game-changer!"

Ryan's always hyping up how much fun it would be to squad up together, and he's convinced that with the right gear, you'll be hooked just like him.

1. **Identify whether this is misinformation, disinformation, or content with bias.**
2. **Is there a difference in intention between these two examples? What are they?**

Class Reflection Example 4: "What you're not hearing from the news"

- Persona:

- ****[Influencer, speaking directly to the camera]****

"Okay, so, this is what you're *not* hearing from the news about microplastic consumption. Sure, they mention it every now and then, but no one's talking about how much we're actually consuming daily. I mean, it's in our water, our food, even the air we breathe.

Studies are showing that the average person eats the equivalent of a credit card's worth of plastic EVERY day! And guess what? It's not just bad for the environment—it's affecting *your* health, too. There's evidence it can mess with your hormones, your digestion, and who knows what else.

But the media? Barely scratching the surface on this. We need to talk about it more. Stay informed, guys, and start making changes now."

- News article on microplastics and human health:

- Zafar, Amina. "What are microplastics doing to human health? Scientists work to connect the dots." *CBC News*. April 26, 2024.

<https://www.cbc.ca/news/health/microplastic-nanoplastic-health-1.7183822>

1. **Is there a difference in intention between these two examples? What are they?**
2. **What might set an influencer's post about microplastic consumption apart from a news article on the same topic? What are some key features you notice immediately?**
3. **Why is the influencer discrediting the media? What could be some consequences of doing so?**

The content above is created with ChatGPT

Answer Key

Example 1:

- Persona: bias
- Caption with a sponsored Instagram ad: bias

Example 2:

- Persona: disinformation
- Caption of a beauty store's Instagram ad: bias

Example 3:

- Persona 1: bias
- Persona 2: bias