

FAKT ODER FAKE

WIRST DU VON ECHSENMENSCHEN REGIERT?

FAKT ODER FAKE

Wirst Du von Echsenmenschen regiert?

Psychologie - Warum funktionieren Fake-News?

Erkennung - Wie sollten gute Informationen sein?

Verbreitung - Wie gehe ich mit Fake News um?

Warum funktionieren Fake-News?

WELTBILD

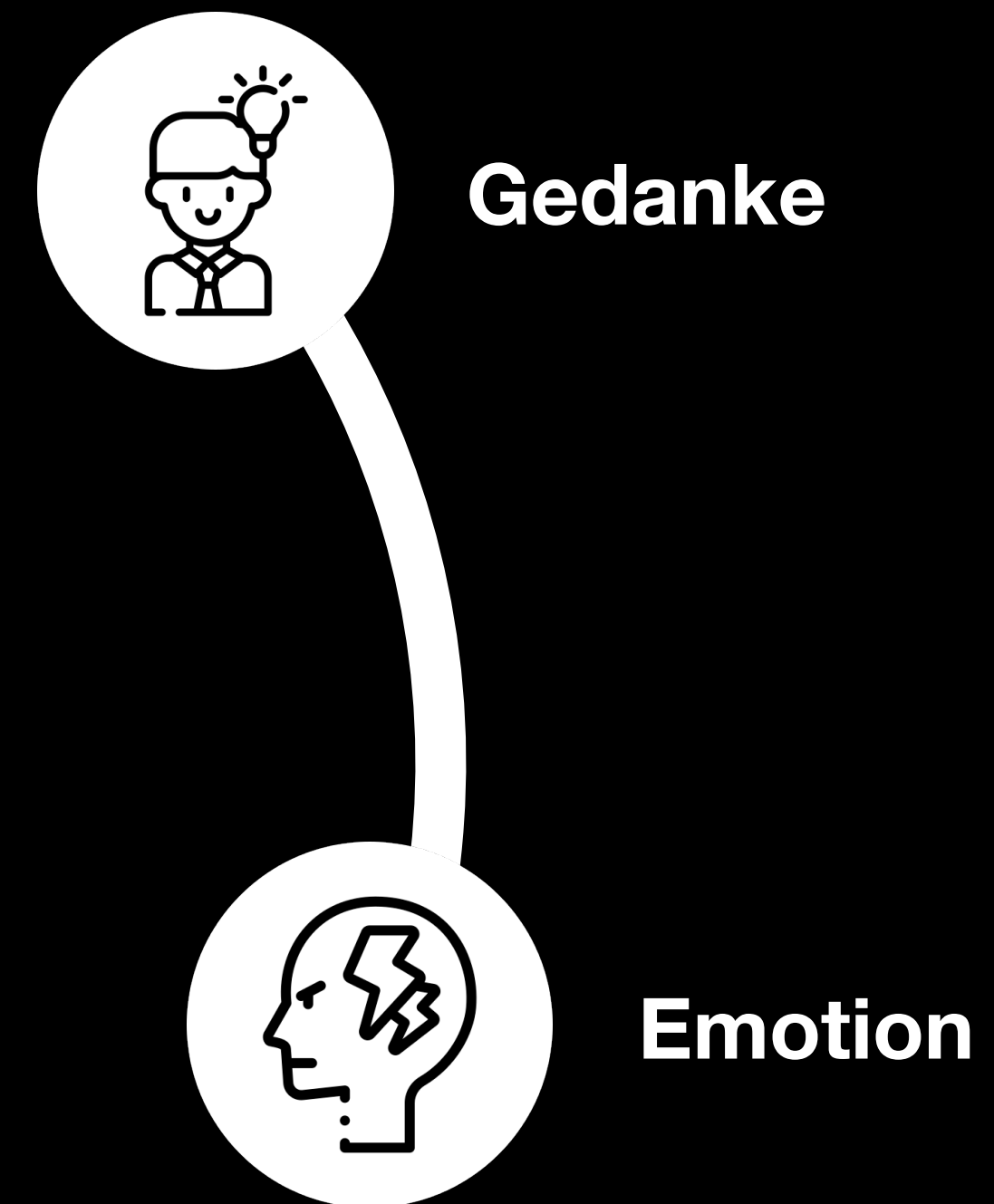
i.A.a. D. Hamilton



Gedanke

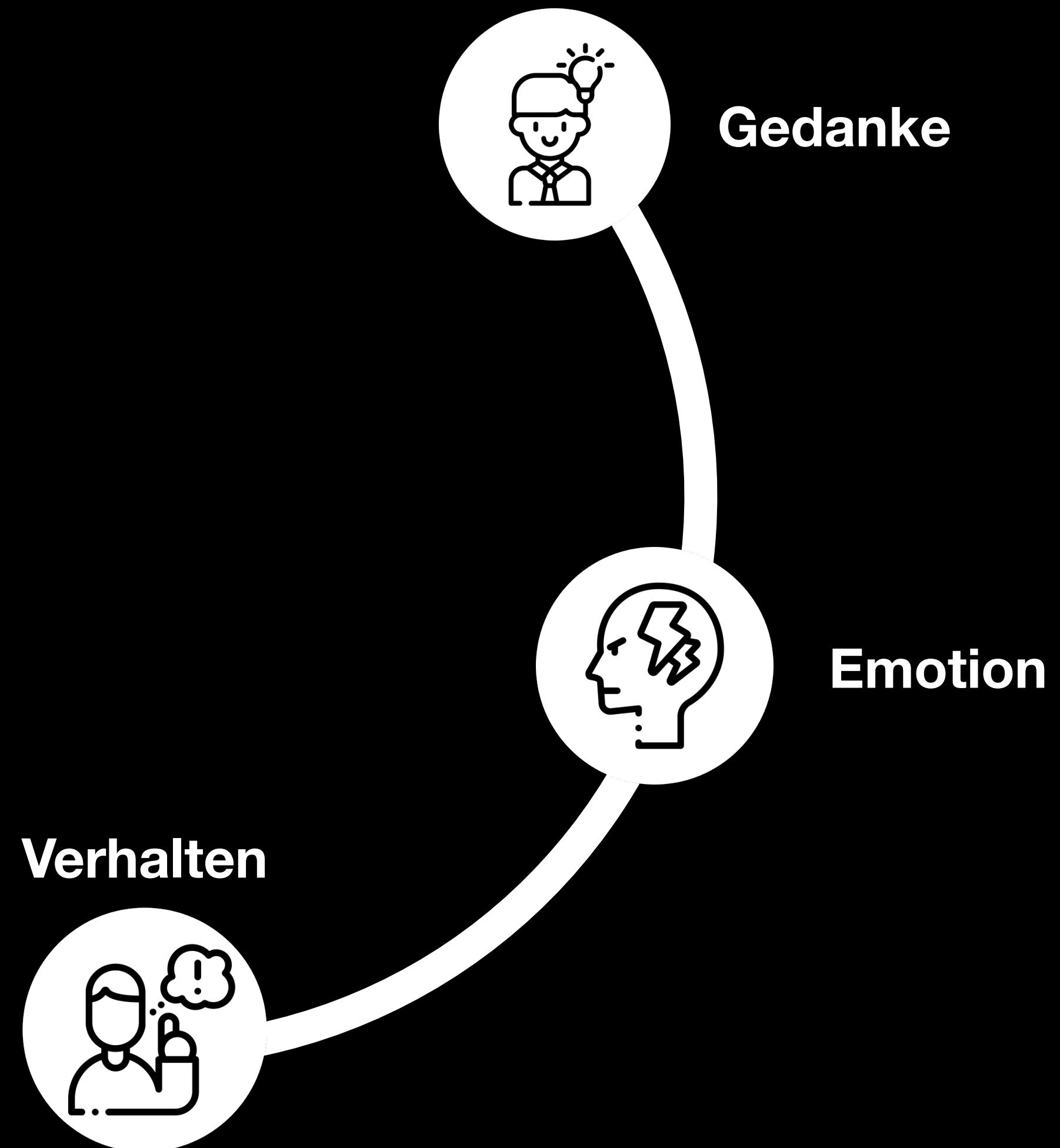
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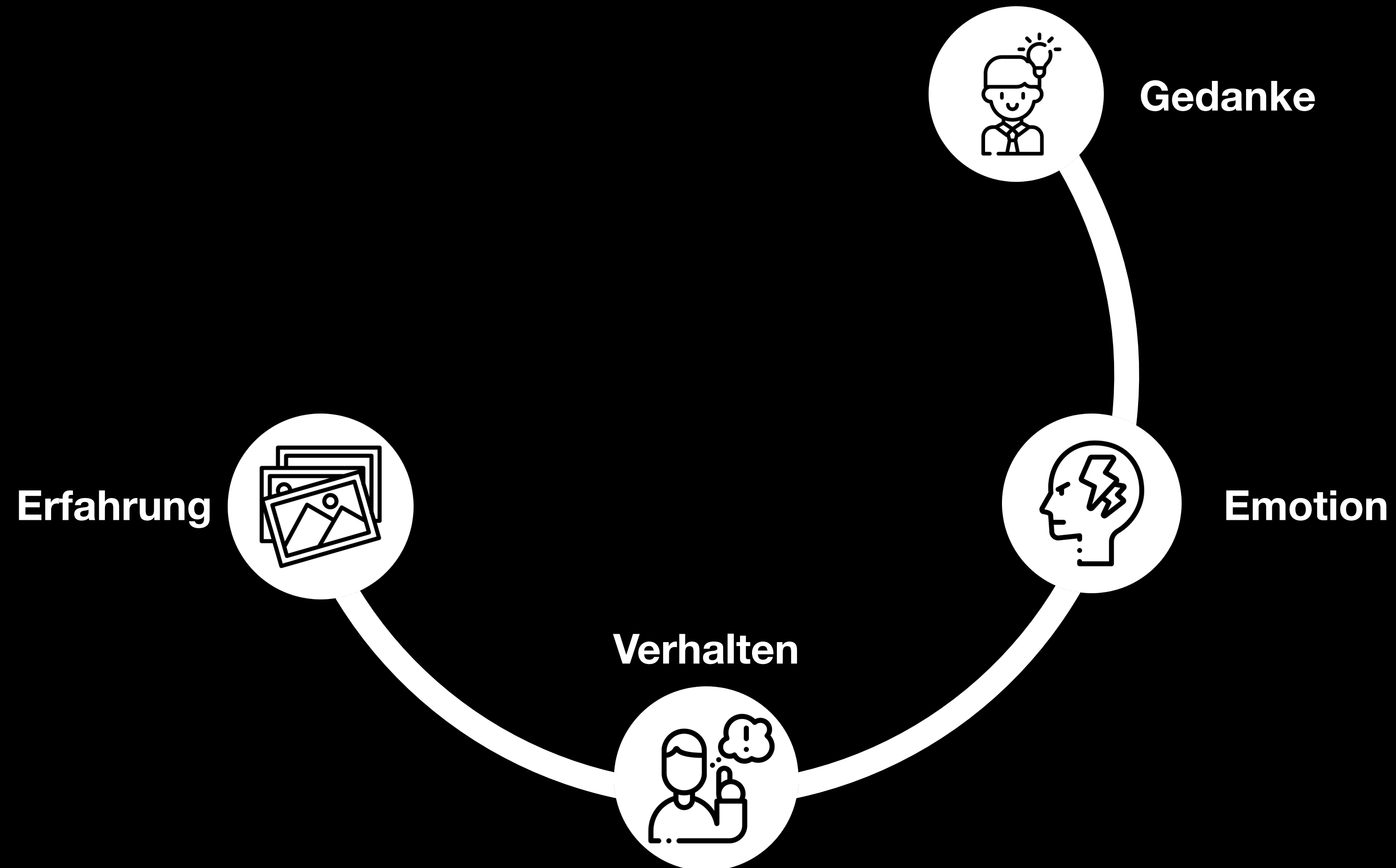
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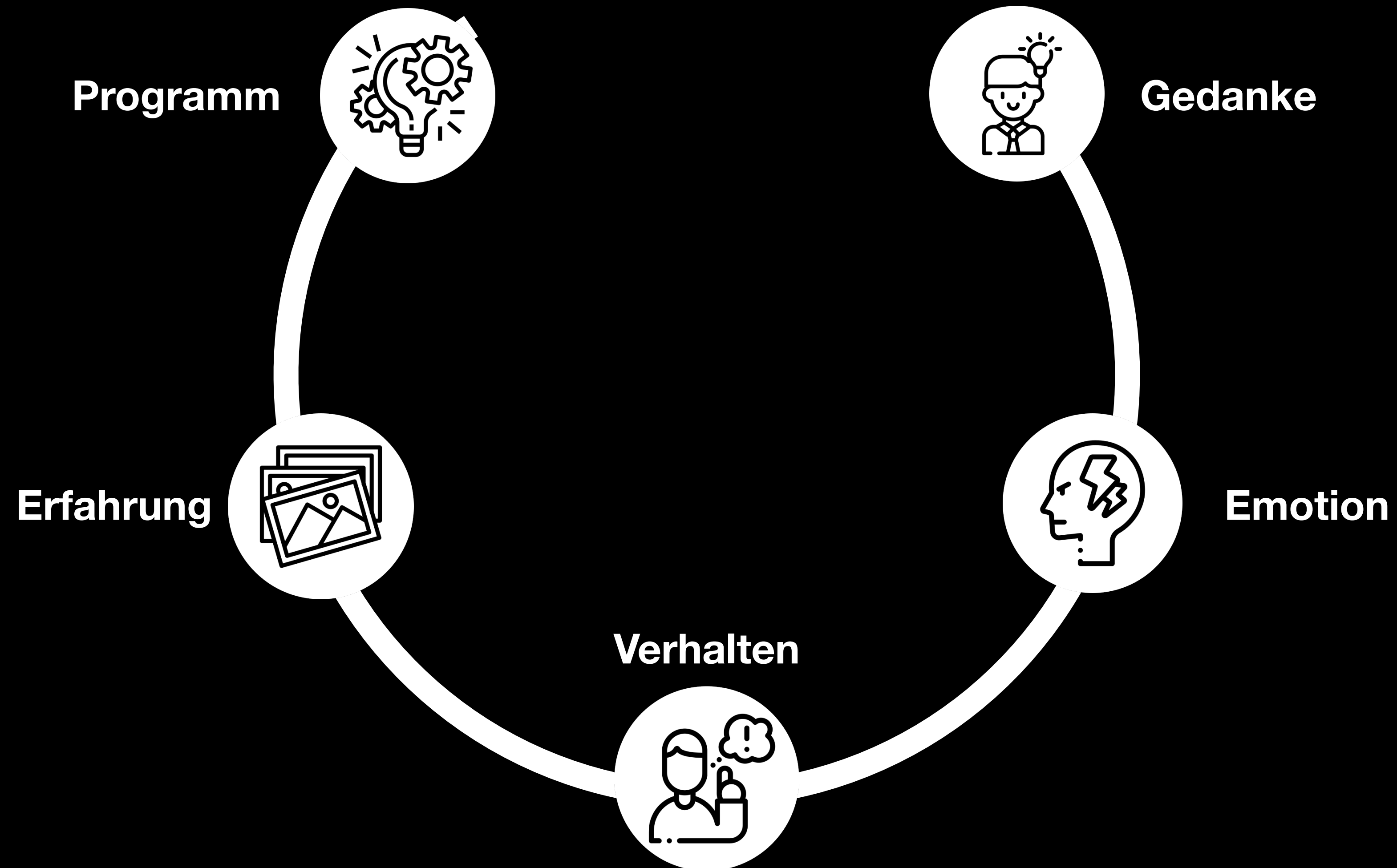
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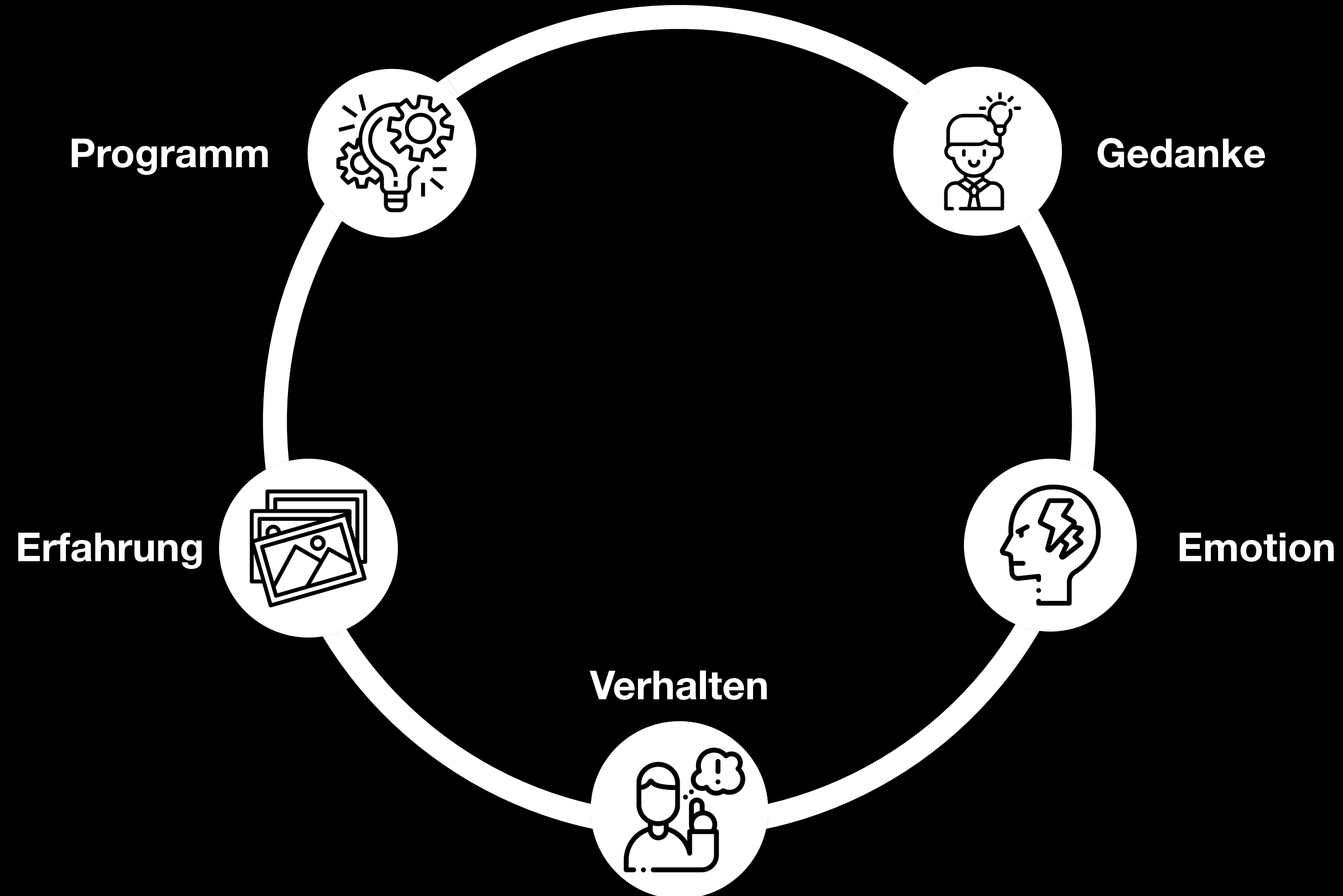
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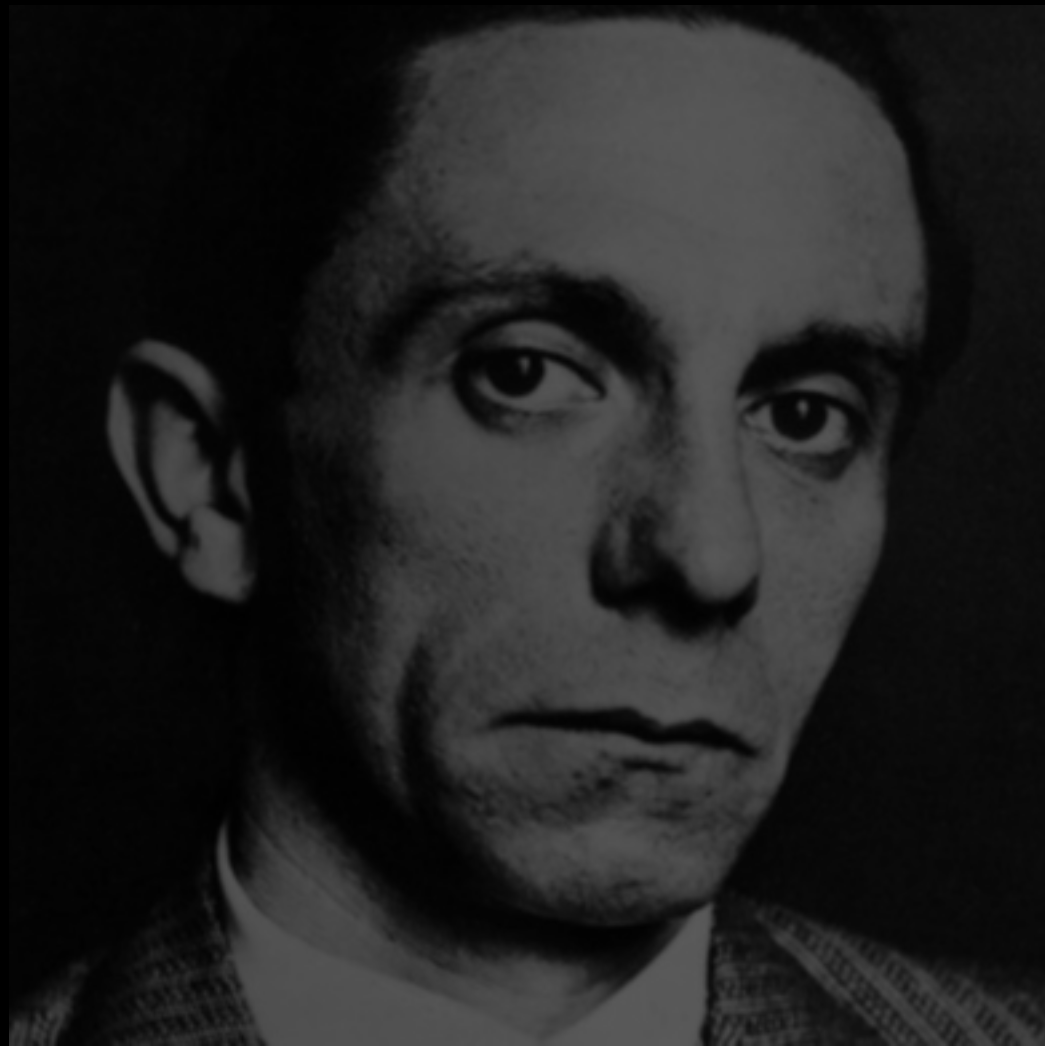
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**„Eine Lüge muss nur oft genug wiederholt werden.
Dann wird sie geglaubt.“**

- Joseph Goebbels -



MERE-EXPOSURE-EFFEKT

nach R. Zajonc & L. Festinger

"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 tobacco 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.

TUNE IN CAMEL QUARTER HOUR featuring Morton Downey and Tony Wong — Camel Orchestra, direction Jacques Renard — Columbia System—every night except Sunday



HUMIDOR PACK

CAMELS

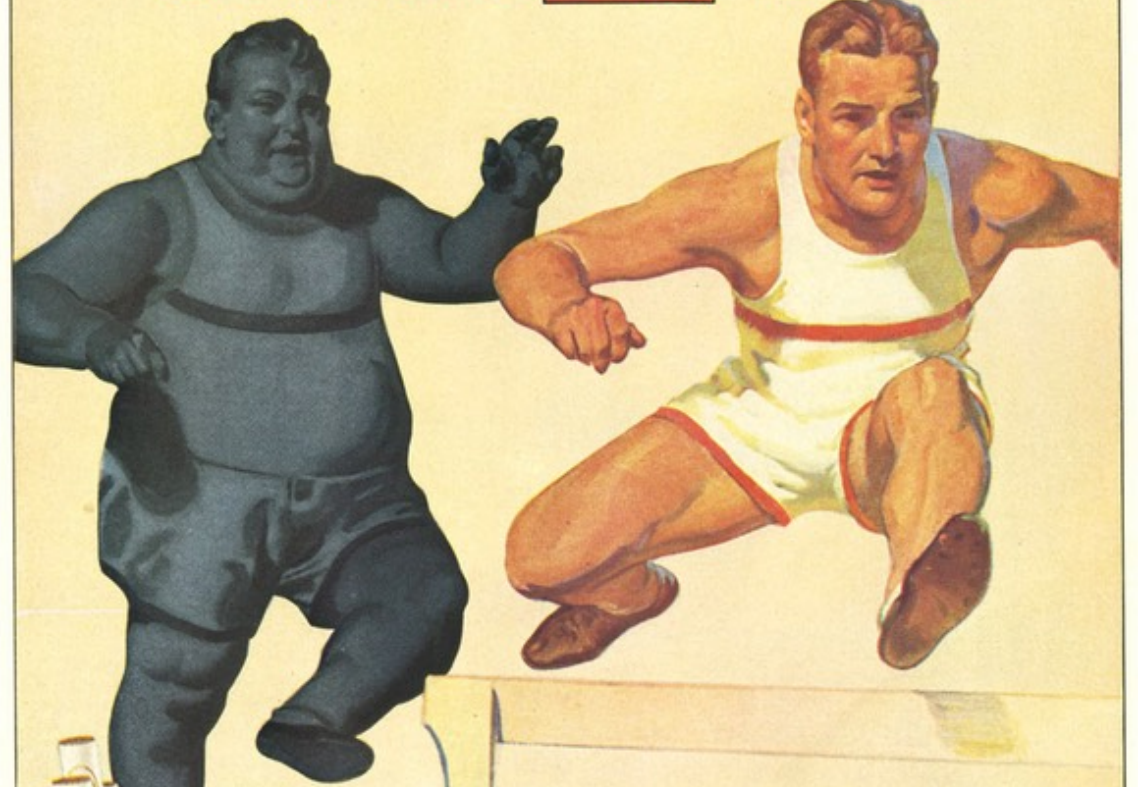
Mild... NO CIGARETTE AFTER-TASTE



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, 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

FACE THE FACTS!

When tempted to over-indulge "Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow * by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."



LUCKY STRIKE CIGARETTES

Your Throat Protection—

*We do not say smoking Luckies reduces flesh.

Foiled by Moderation! THE HEARTLESS SHADOW that threatens the modern figure

AVOID THAT FUTURE SHADOW



When Tempted Reach for a LUCKY instead

"It's toasted"



LUCKY STRIKE CIGARETTES

IS THIS YOU FIVE YEARS FROM NOW?

When tempted to over-indulge "Reach for a Lucky instead"



Lucky Strike, the finest cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret toasting process. Everyone knows that heat purifies and so 26,679 physicians say that Luckies are less irritating to your throat.



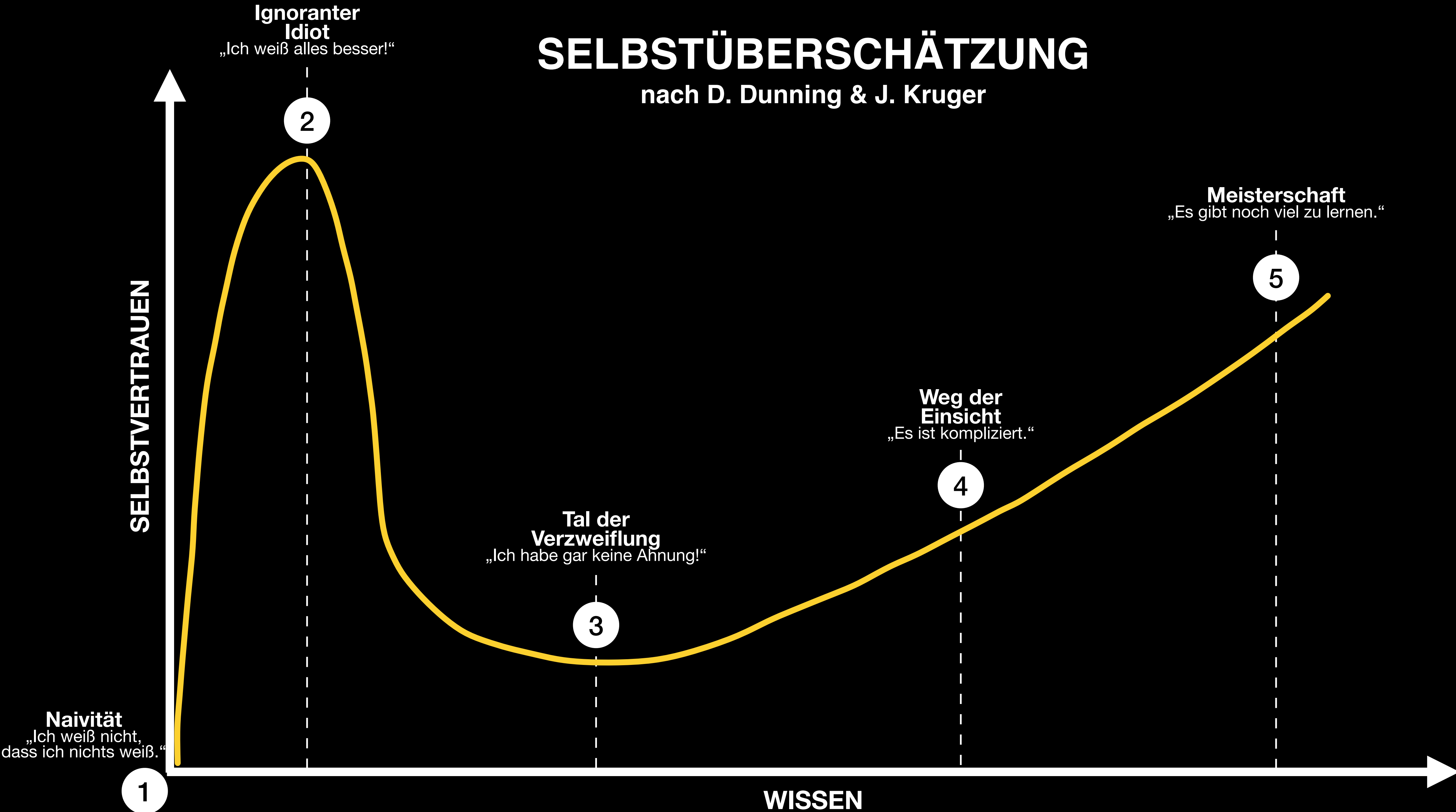
LUCKY STRIKE CIGARETTES

"It's toasted"

Your Throat Protection—against irritation—against cough.

SELBSTÜBERSCHÄTZUNG

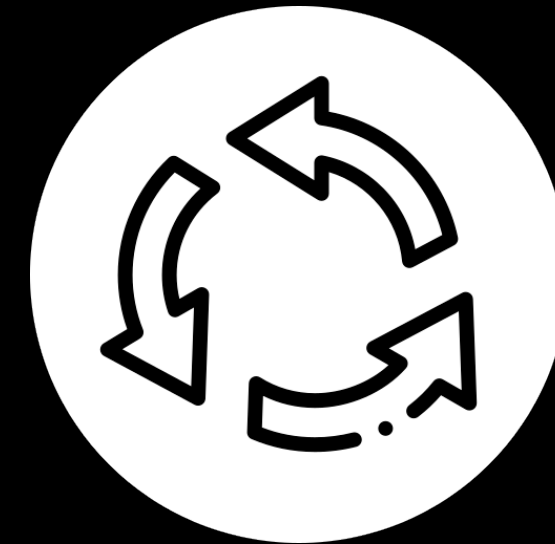
nach D. Dunning & J. Kruger



Warum funktionieren Fake-News?



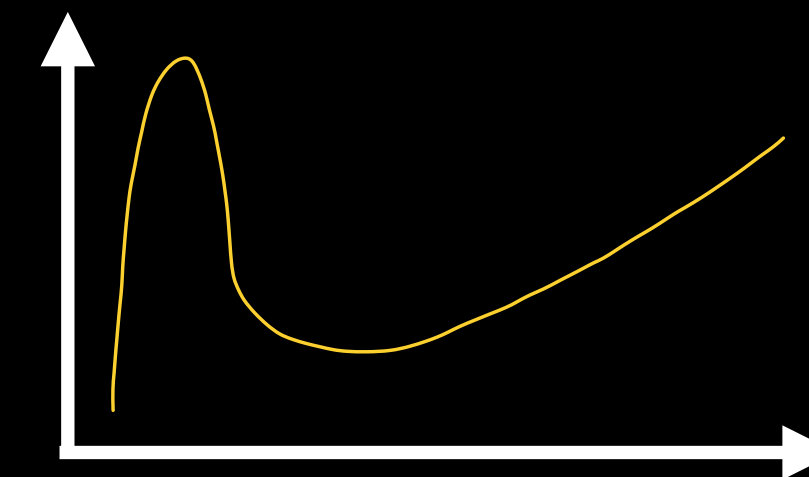
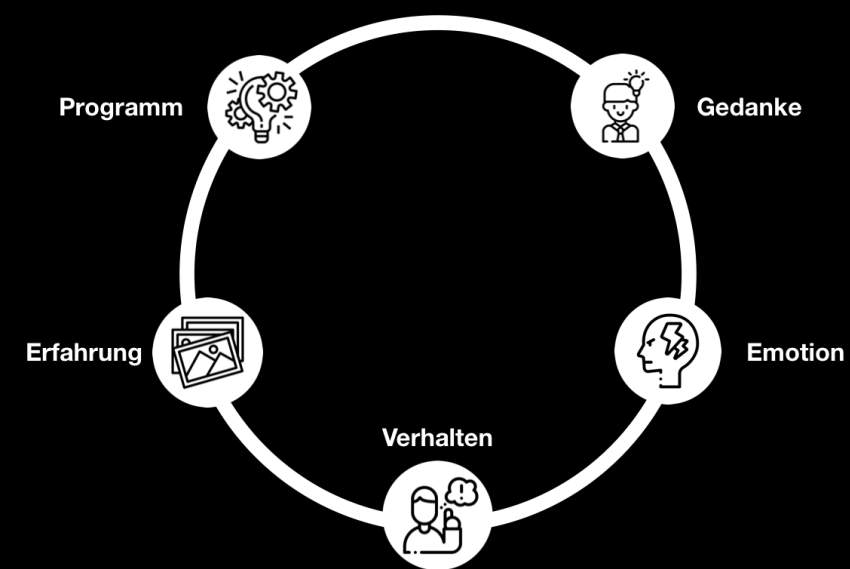
WELTBILD



WIEDERHOLUNG

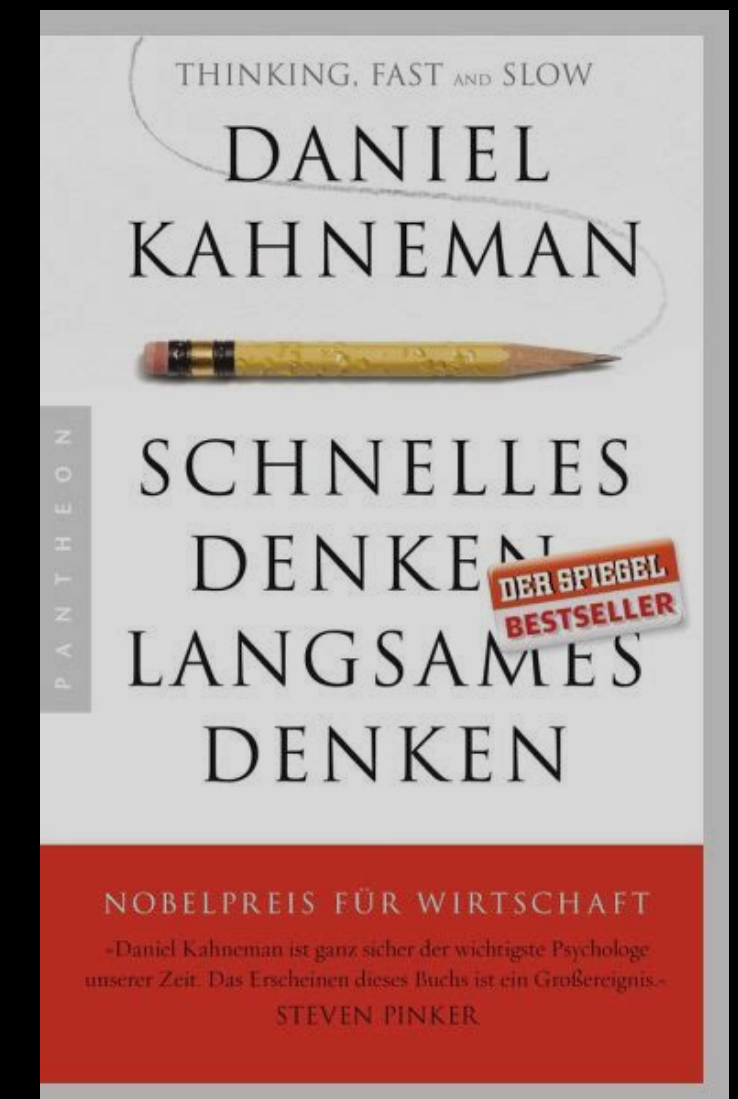


SELBSTÜBERSCHÄTZUNG



„We can be blind to the obvious,
and we are also blind to our blindness.“

- Daniel Kahnemann -



Wie sollten gute Informationen sein?

Wie sollten gute Informationen sein?

Rational

- Stereotype / schuldige Gruppe?
- Emotionalität? (viele Ausrufesätze, überspitzte Schreibweise)
- Reißerische Überschriften?

Echt

- Findet sich Meldung auch bei anderen Seiten?
- Faktenchecker (<https://www.hoaxsearch.com/>)
- Bilder/Video zusammengeschnitten?
- Bildrecherche (<https://images.google.com/>)



Autor

- Impressum
- Ist der Herausgeber bekannt (z.B. eine Zeitung?)
- Welche anderen Artikel schreibt der Autor?

Links

- Quellen vorhanden?
- URL merkwürdig? (Handelblatt statt Handelsblatt)



<https://padlet.com/au7y6yugm2/qablenkpxq2ta3ck>

Wie gehe ich mit Fake News um?

**„Hinter jedem Verhalten
steckt eine positive Absicht.“**

**„Hinter JEDEM Verhalten
steckt eine positive Absicht.“**

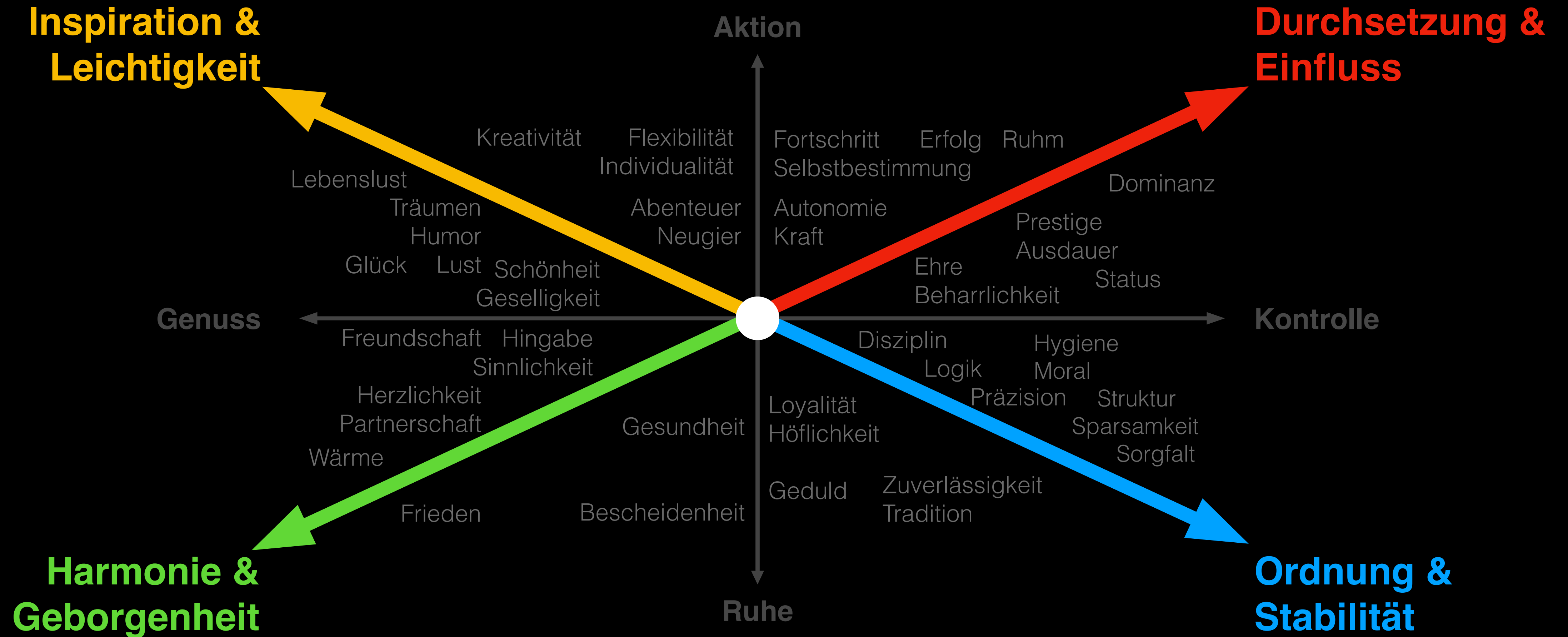
VERHALTEN



ABSICHT

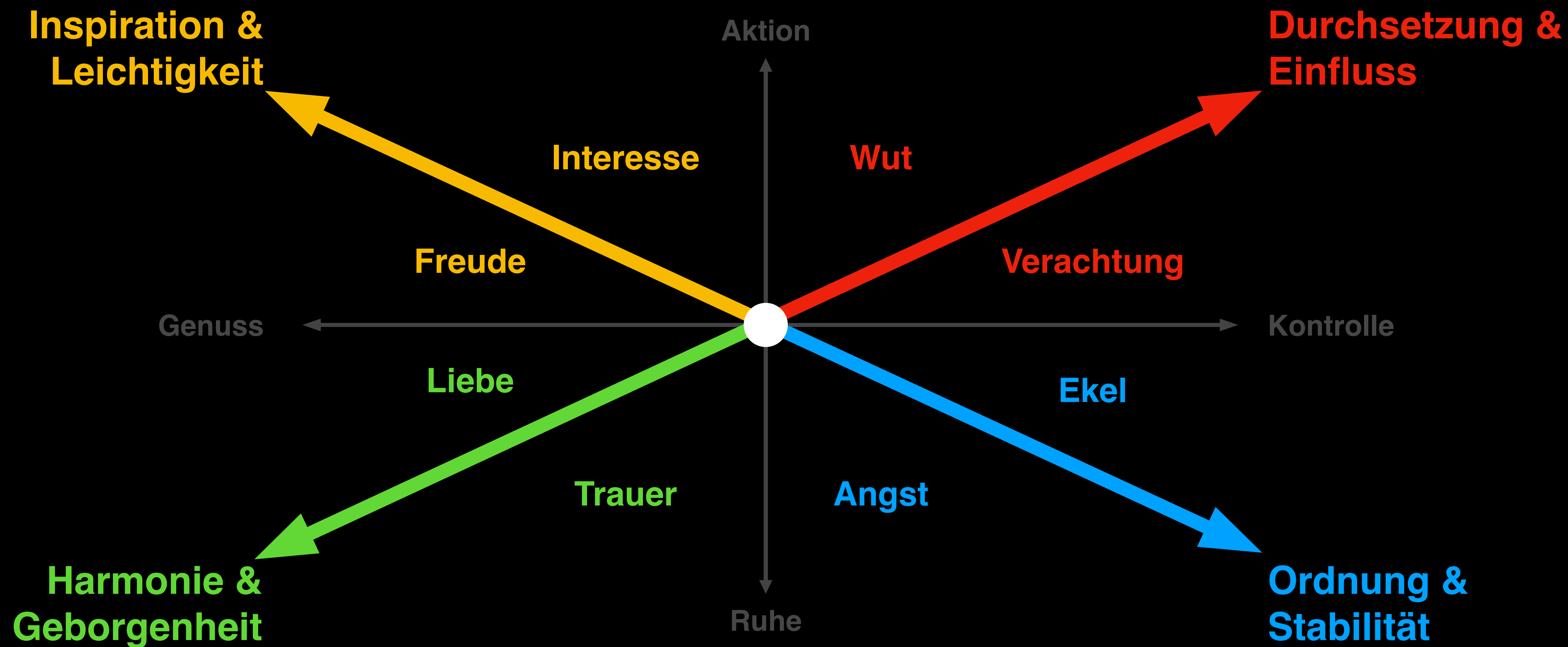
MOTIVKOMPASS

nach D. Eilert



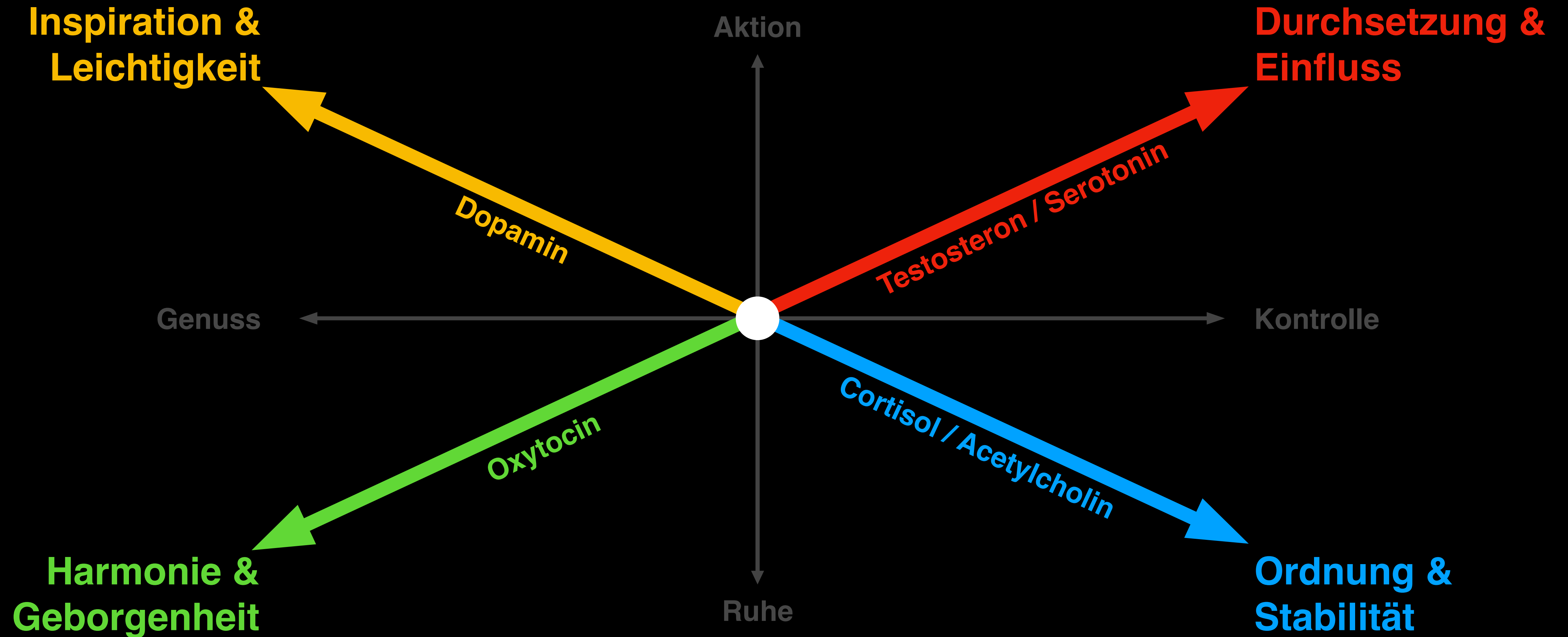
EMOTIONEN

i.A.a. Ekman & Plutchick



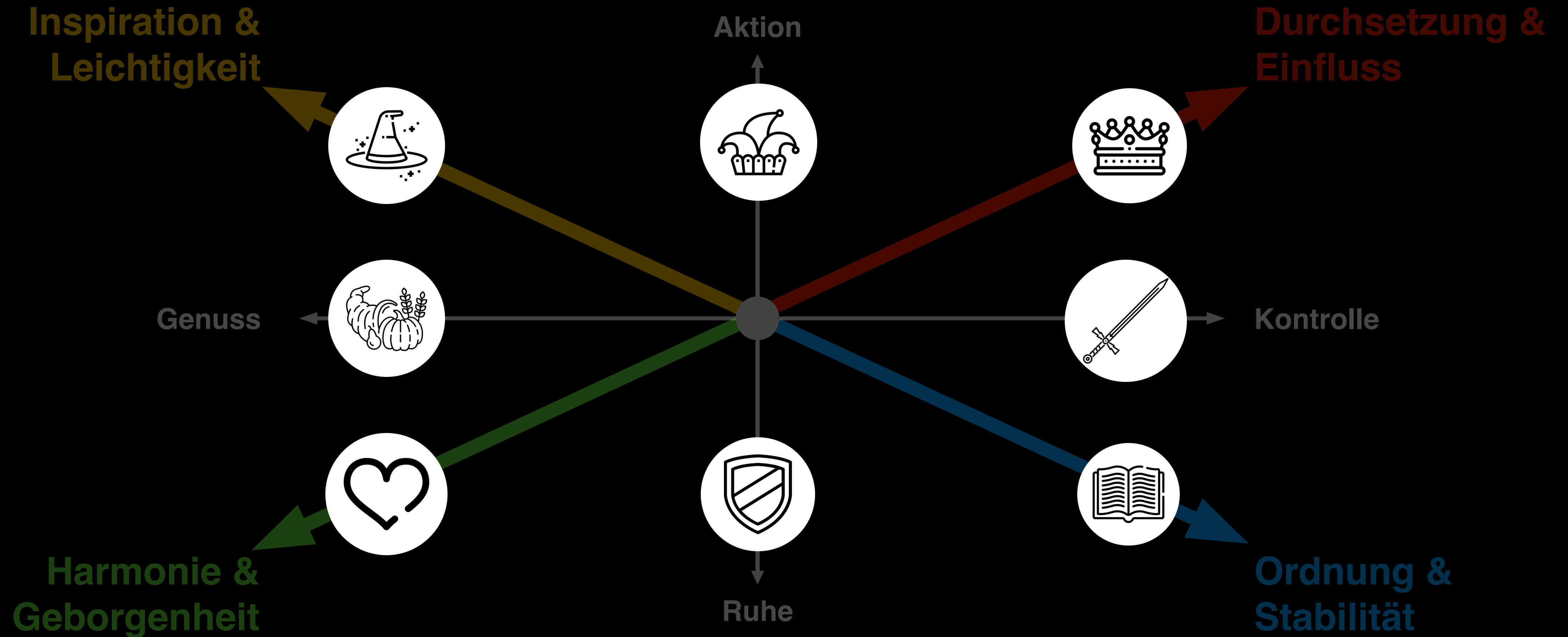
MOTIVKOMPASS

nach D. Eilert



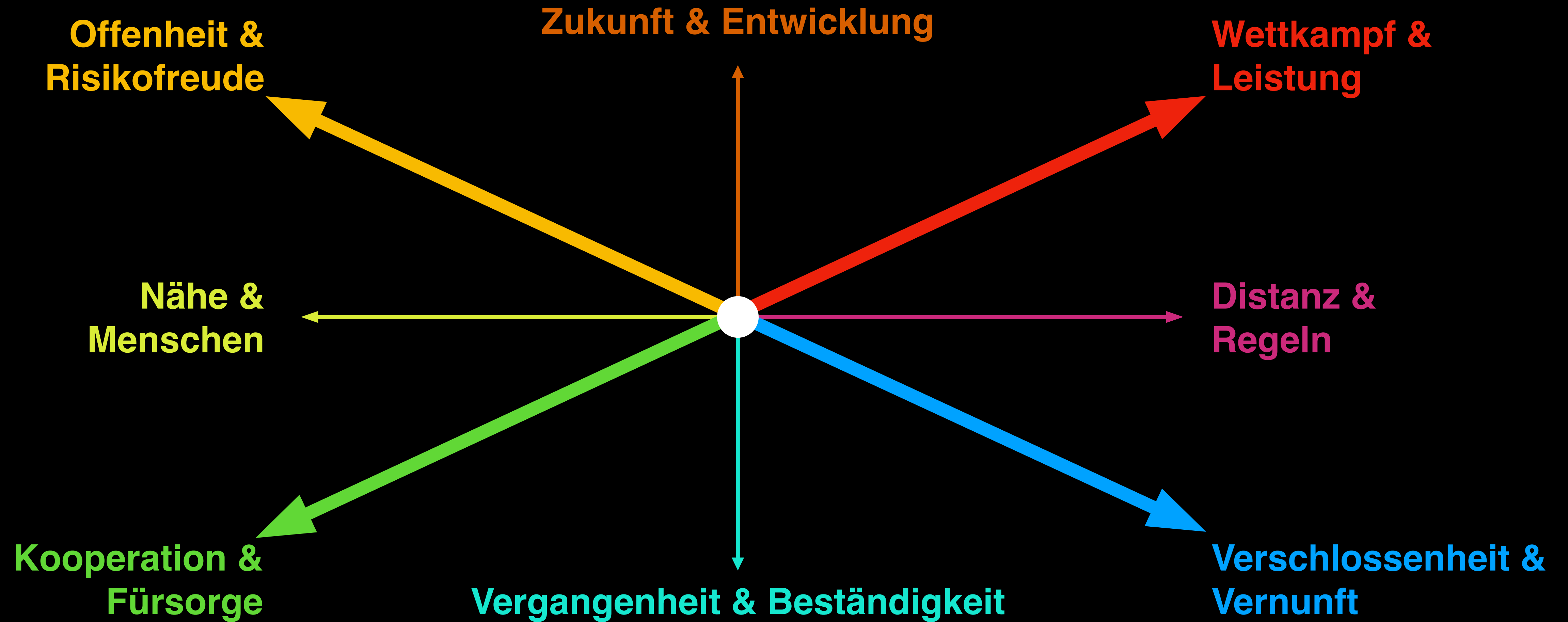
ARCHETYPEN

i.A.a. C.G. Jung



MOTIVKOMPASS

nach D. Eilert



„Hinter jedem Verhalten
steckt ein
BEDÜRFNIS“

Wie gehe ich mit Fake News um?



VERSTÄNDNIS
für das Bedürfnis

TRANSFER

TRANSFER

N - was war heute **N**eu für Dich?

Ü - Was hat dich heute **Ü**berrascht?

M - War heute etwas **M**erk-würdig?

