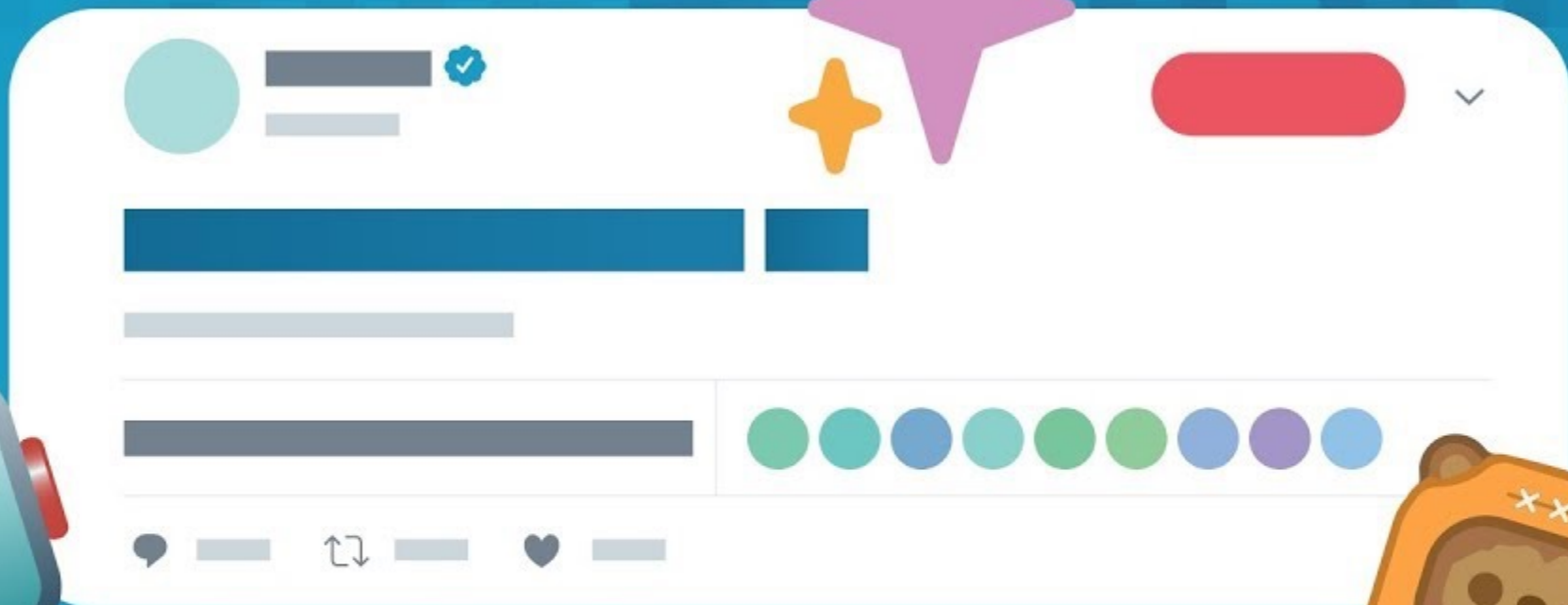


Watch/Discussion Party
Crash Course: Navigating Digital Information

Episode 10: Social Media



10



SOCIAL MEDIA



League of Women Voters Mission

- Established 1902
- Empowering Voters.
Defending Democracy
- LWV of Kittitas County since 1968
- Nonpartisan educational & political
grassroots organization

Katherine Murphy

- League member since 2017
- Trained since high school in research, journalism, debate, technical writing,
- BA: Anthropology
MS: Human-Centered Design & Engineering
- 40+ years of patient advocacy

“The way we interact
in social media
is shaping
all of our offline behaviors.”

“Whether you participate or not,
what’s shared online
has offline consequences.”

“You get to use these platforms for free because they make their money through advertisers who pay them to place ads in your feed.”

Good Stuff

- Share information or thoughts without traditional gatekeepers (more equitable & democratic)
- Previously silenced or marginalized voices can be heard on an equal footing
- Make friends & find community easier

Terrible Stuff

- Cyber bullying
- Scams & spams
- Catfishing
- Massive disinformation campaigns

Social Media Sites

- Use what they know about your habits
- Combine that with knowledge about other people & things you follow
- Funnel info through an algorithm
- Algorithm decides what to show you in your newsfeed

Algorithms

- Ads can load first
- Not objective
- Created by humans
- Affected by human behavior
- Created to maximize the goals of the organization who craft them

“When we’re this reliant on a media ecosystem, full of pollution, we have to take responsibility for what we read, post, and share.”

Limit the Effects


- Follow people & pages who have different perspectives
- Turn off “best” or “top” posts
- Turn off data tracking if you can
- Take a break
- Talk to actual humans

What Will You Practice?

- Lateral reading?
- Challenge the source?
- Challenge your own assumptions?
- Be suspicious of information that confirms your world views?
- Share only confirmed information?

A close-up photograph of a computer keyboard with several social media icons on the keys, including Facebook, YouTube, Twitter, and Google+. A semi-transparent grey box is centered over the keyboard.

SOCIAL MEDIA TAKE-AWAYS

A photograph of a corkboard with six colorful sticky notes pinned to it. Each note contains a different take-away about social media.

What is
shared online
has offline
ramifications

Algorithms
skew
towards
engagement
not truth

68% of US
adults get
news from
social media

Algorithms
decide what
goes in your
news feed

Don't be a
moth!

Follow
different
viewpoint
accounts

Thank You!

- For joining us for this series!
- We will be maintaining & updating the links for each segment at our website (Resources tab): <https://kittitasleague.org>
- Please share the series with others: [LWV Kittitas County YouTube Channel](#)