



# BIRDS

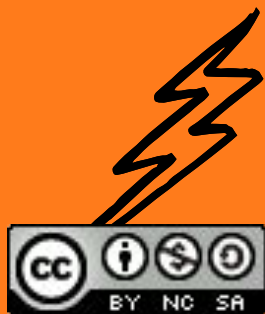


# AREN'T REAL

## HELPING PATRONS DISTINGUISH

## MISINFORMATION

## DIS



Robbie Barber  
© 2024

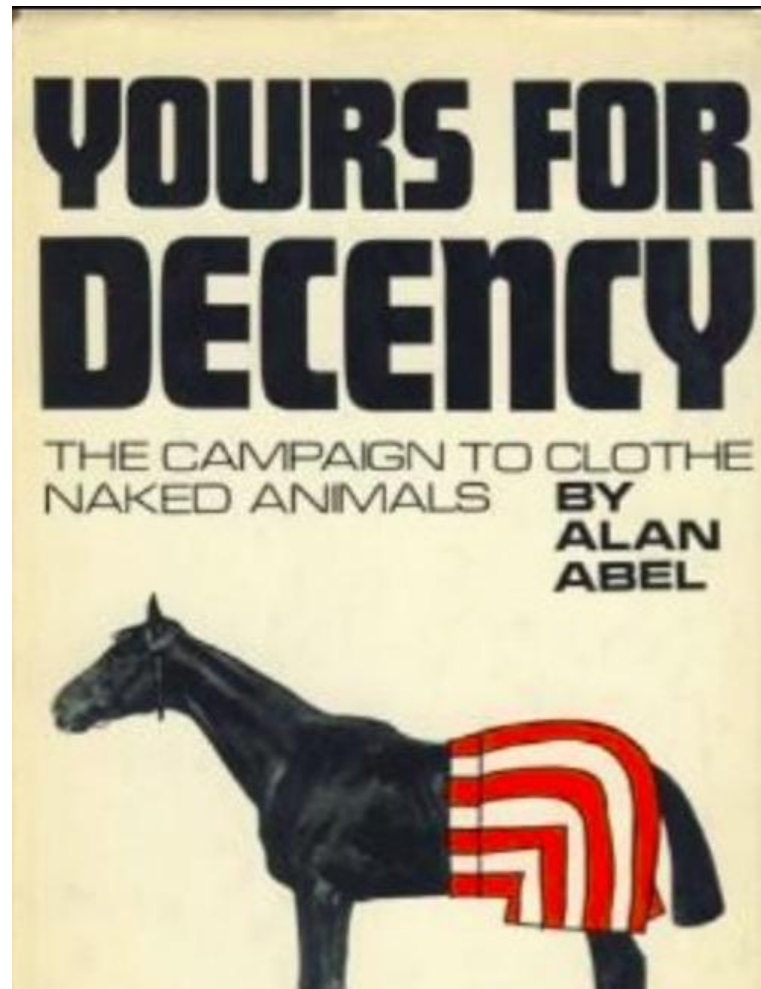
Georgia's Virtual Library  
**GALILEO**  
An Initiative of the University System of Georgia

**GAC 2024**

# Today's Journey

- ❑ How They Manipulate Us
- ❑ Bird's Aren't Real, are they?
- ❑ Group Dynamics
- ❑ Game Time!

*like*



MISinformation

vs.

DISinformation

*What's the Difference?*



**Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement – WTOE 5 News**

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement TOPICS:Pope Francis endorses Donald Trump photo by Jeffrey Bruno /...



Thursday, April 27, 2017

THE  
**SCIENCE POST**  
Science, Health, Satire.

REVIEW YOUR OPEN  
PAYMENTS DATA BY MID-MAY

HOME NEWS VACCINES CONSPIRACY ALT MED FOOD BIG PHARMA  
SUPPORT CONTACT STORE

## Study: 70% of Facebook users only read the headline of science stories before commenting

By *SP Team* on June 4, 2016 ·



Thursday, April 27, 2017

# THE SCIENCE POST

Science, Health, Satire.

REVIEW  
PAYMENT

HOME NEWS VACCINES CONSPIRACY

SUPPORT CONTACT STORE

## Study: 70% of Facebook the headline of science s commenting

By SP Team on June 4, 2016



58k  
SHARES

f Share

🐦 Tweet

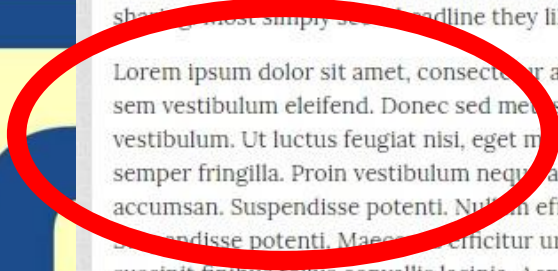
LinkedIn Sales Solutions

The Post Cold Call Era

Download Now

NEW YORK, NY – A recent study showed that 70% of people actually never read more than the headline of a science article before commenting and sharing. Most simply see a headline they like and click share and make a comment. A recent study showed that 70% of people actually never read more than the headline of a science article before commenting and sharing. Most simply see a headline they like and click share and make a comment.

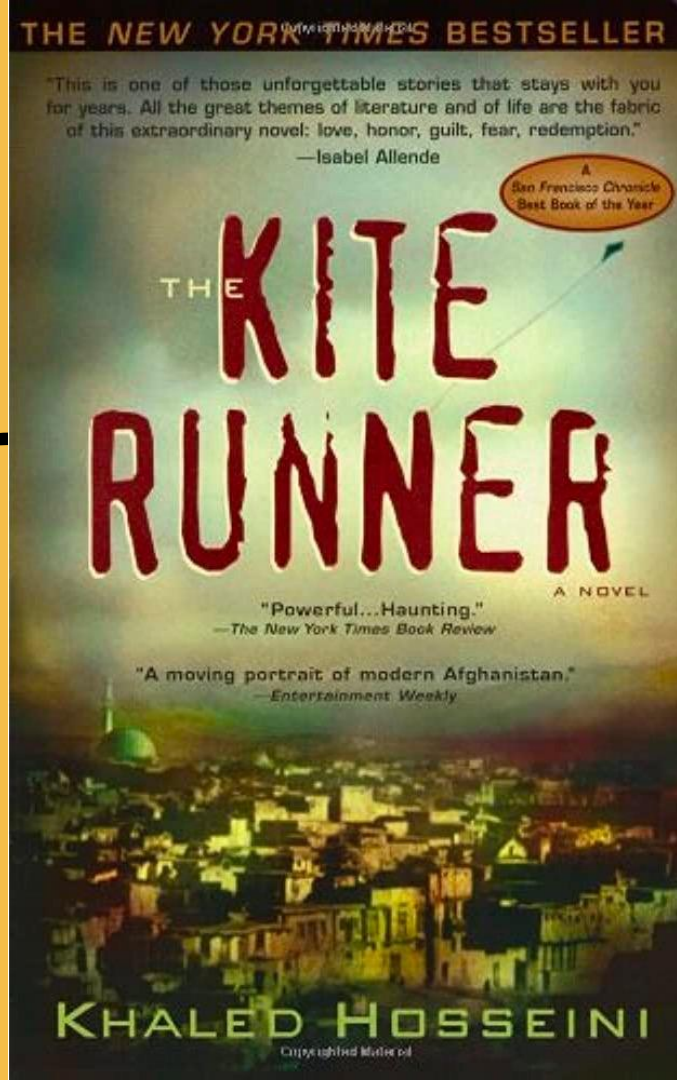
>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam consectetur ipsum sit amet sem vestibulum eleifend. Donec sed metus nisi. Quisque ultricies nulla a risus facilis vestibulum. Ut luctus feugiat nisi, eget molestie magna faucibus vitae. Morbi luctus orci eget semper fringilla. Proin vestibulum neque a ultrices aliquet. Fusce imperdiet purus in euismod accumsan. Suspendisse potenti. Nullam efficitur feugiat nibh, at pellentesque mauris. Suspendisse potenti. Maecenas efficitur urna velit, ut gravida enim vestibulum eu. Nullam suscipit finibus tellus convallis lacinia. Aenean ex nunc, posuere sit amet mauris ac, venenatis



“When you tell a lie, you  
steal someone’s right to the  
truth.”



Khaled Hosseini in *The Kite Runner*, p.  
17–18.





Understanding How We're Manipulated  
(Start with Vocabulary!)





# Satire

LOVE!

Successful satire comes from being realistic enough that it **initially tricks readers** into believing one thing, only to make them "laugh at their own gullibility when they realize that they've fallen victim to **one of the oldest tricks in the history of rhetoric.**"

Reference:

<https://www.npr.org/2022/10/04/1126773469/onion-supreme-court-brief-author-interview>



Sarcasm

**"a sharp and often satirical or ironic utterance designed to cut or give pain"**

(Definition of *sarcasm* from the Merriam-Webster Dictionary) Accessed 10-5-2022.





Post-Truth

**“relating to a situation in which people are more likely to accept an argument based on their emotions and beliefs, rather than one based on facts”**

*(Definition of **post-truth** from the Cambridge Advanced Learner's Dictionary & Thesaurus © Cambridge University Press) Accessed 10-2-2022.*

Conspiracy  
Theory

**“a belief that an event or situation is the result of a secret plan made by powerful people”**

*(Definition of **conspiracy theory** from the Cambridge Advanced Learner's Dictionary & Thesaurus © Cambridge University Press) Accessed 10-2-2022.*

Image Bias

**“The choice of what images to use or not use to represent a news story is an important decision made by all media sources. For example, accompanying a war article with a picture of dead bodies as opposed to a picture of patriotic soldiers is a conscious decision made by a new source”**

*([https://websites.umich.edu/~newsbias/img\\_sec.html](https://websites.umich.edu/~newsbias/img_sec.html)) Accessed 10-6-2022.*

Vocabulary

How do  
they  
create  
image  
bias?



\* Titles & captions

\* Camera Angles

\* Backgrounds

\* Statistics





Reference:

<http://www.thinkinghumanity.com/2018/11/13-photos-demonstrate-how-media-gives-a-false-idea-of-the-truth.html>



Reference: Calzon, Bernardita. (Jan. 6, 2023) Misleading Statistics Examples – Discover The Potential For Misuse of Statistics & Data In The Digital Age

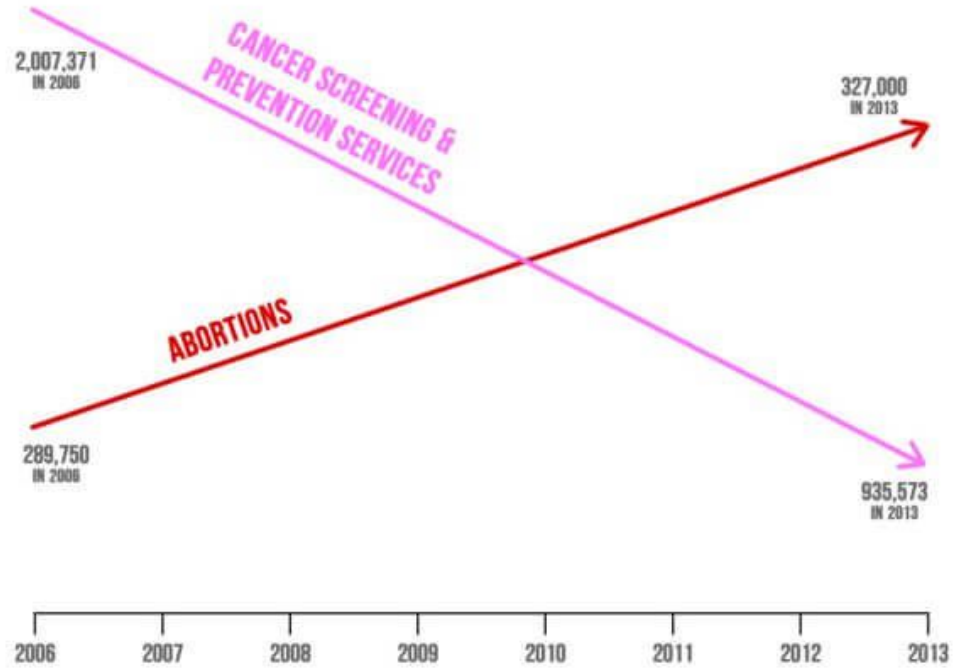
<https://www.datapine.com/blog/misleading-statistics-and-data/>



House Representative Jason Chaffetz of Utah showed this during a Congressional Hearing on Sept. 29, 2015 on Planned Parenthood..



## PLANNED PARENTHOOD FEDERATION OF AMERICA: ABORTIONS UP — LIFE-SAVING PROCEDURES DOWN



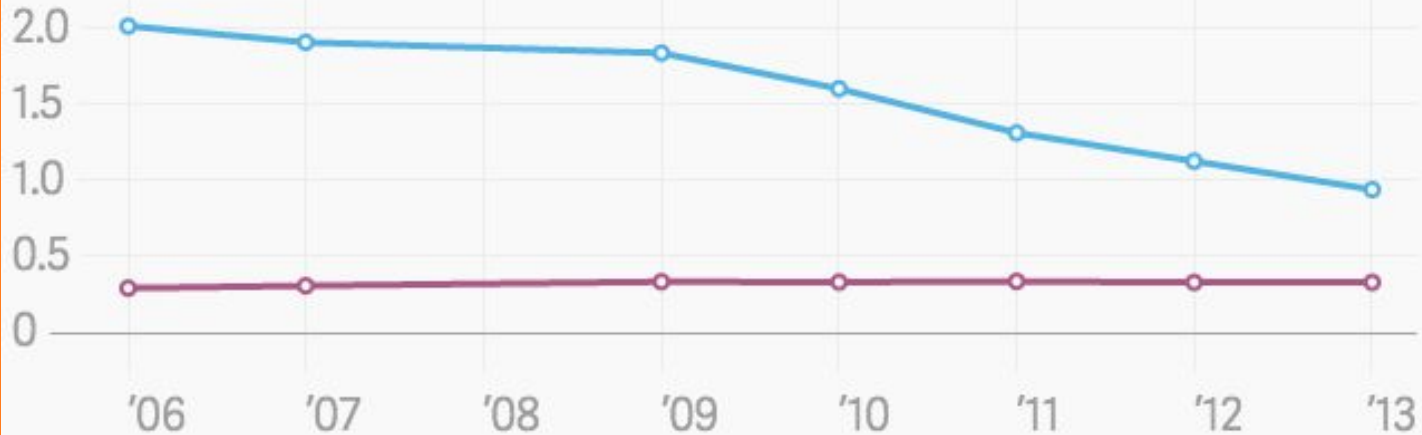
SOURCE: AMERICANS UNITED FOR LIFE

## Planned Parenthood services

- Abortion procedures
- Cancer screening / preventative services

The data on the Planned Parenthood's Annual Report.

2.5 million



ATLAS | Data: Politifact

Reference: Calzon, Bernadita. (Jan. 6, 2023) Misleading Statistics Examples – Discover The Potential For Misuse of Statistics & Data In The Digital Age

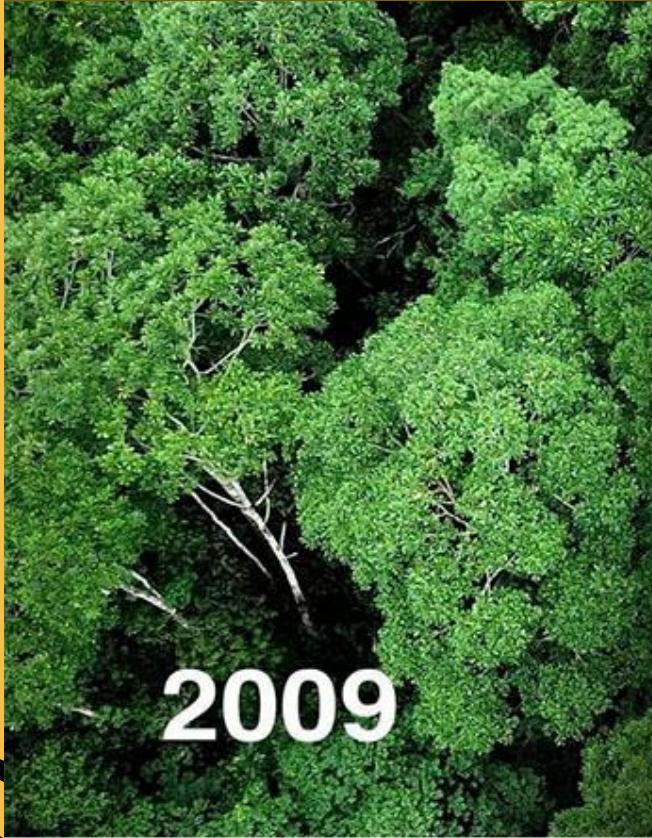
<https://www.datapine.com/blog/misleading-statistics-and-data/>



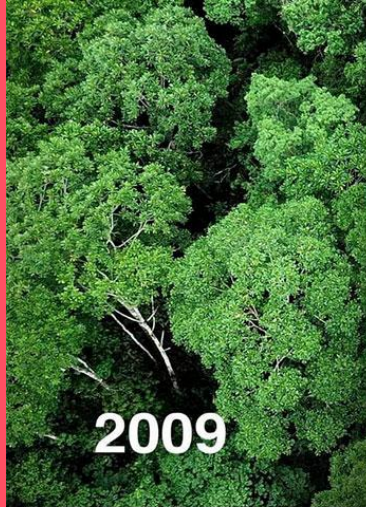
Real or Fake Imagery?



# Deforestation of the Rain Forest









# Introducing Bird's Aren't Real





# Peter McIndoe

-----  
Founder of Bird's Aren't Real  
Movement



Video: 60  
Minutes from  
May 3, 2022  
<https://www.youtube.com/watch?v=lsgrYog6WO>



# History of Birds Aren't Real



it was just the most absurd thing i could think of i'm angry and i'm here to protest sign in hand

# Using Absurdities to Make Your Point



Reductio ad Absurdum  
Latin for “Reduction to  
Absurdity”

Characterizing an  
argument to its  
absurdities.



Presenting an argument in a  
way that it appears to go  
against all tenets of logic



The counterargument might  
be so silly that no  
reasonable person would  
take that position.



## Example of Reductio ad absurdum

You are in trouble for skipping school, but you tell your father, "All of my friends were going!"

He says, "Well, if all of your friends were going to jump off of a bridge, would you do that, too?"



Reference:

[https://www.softschools.com/examples/literary\\_terms/reductio\\_ad\\_absurdum\\_examples/337/](https://www.softschools.com/examples/literary_terms/reductio_ad_absurdum_examples/337/)



Image Reference:

Encyclopædia Britannica, Inc./Patrick O'Neill Riley



*like*

# Appeal to Extremes

If someone says "X", then you respond with the ultimate extreme opposite

**Example:**

X=Girl Scouts sold \$500 worth of cookies in an hour

Y=They couldn't have sold \$500 in a hour, because in an 8 hr day that's the equivalent of over \$1 million in a year





60  
MINUTES

# Engaging Patrons: Using Lessons from BAR



- ★ Humor matters
- ★ Be careful with your vocabulary
- ★ “A picture is worth a thousand words”
- ★ Stay on the side of not hurting others.
- ★ Share with friends.
- ★ Try to stay away from Controversy\*

\* May not be possible.

*like*

# Group Dynamics

“[In identifying misleading information]... **social dynamics** affected group performance stronger than equal access to online sources.”

From the Abstract



Reference: Jahnke, Isa, and Kroll, Michele Meike. (2018). Exploring students' use of online sources in small groups with an augmented reality-based activity: Group dynamics negatively affect identification of authentic online information. <https://doi.org/10.1016/j.heliyon.2018.e00653>.



*like*

## Engaging Patrons

How do we engage our patrons with fake news?

History Absurdities!

*Ready?*

Let's take 30 seconds to play a game!

Is it A, B, or C?

*1871 Chicago*

**FIRE**

Did the  
cow do it?



- A. Yes the cow did it.**
- B. No. Mrs. O'Leary did it.**
- C. No. The cow story was totally fake.**



# What Just Happened?

Pressure Points:

- Fake Group Dynamics
- Arbitrary Timer
- Contest / Game
- **No explanation of how to do this**

# Lateral reading.

To get the full picture,  
verify what you're reading  
as you're reading it.



[#NewsLitTip](https://www.news literacyproject.org/news-lit-tip)

**Lateral Reading: Act of verifying what you're reading as  
you're reading it**

what is lateral reading - Goog x | who uses lateral reading - Go x | why bother with lateral readin x | +

← → ↻ https://www.google.com/search?q=what+is+lateral+reading&oq=what+is+lateral+re&gs\_lcrp=EgZjaHJvb\

IU Summer ISTE DCSD GLMA GaETC Fake Copy of Transform... Hidden Classroom...



what is lateral reading - Goog x | who uses lateral reading - Go x | why bother with lateral readin x | +

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← → ↻ https://www.google.com/search?q=why+bother+with+lateral+reading&oq=why+bother+with+lateral+r

IU Summer ISTE DCSD GLMA GaETC Fake Copy of Transform... Hidden Classroom...

All



why bother with lateral reading



All Images Videos Shopping News More Toc

About 9,790,000 results (0.46 seconds)

In lateral reading, readers are truly fact checking the information in the articles and pieces they are reading. Readers are seeking knowledge and looking for credibility and validity, which is why lateral reading is essential in the research process. Oct 30, 2020



teachhub.com  
https://www.teachhub.com › 2020/10 › lateral-reading-v...

### Lateral Reading vs. Vertical Reading: Differences and Benefits

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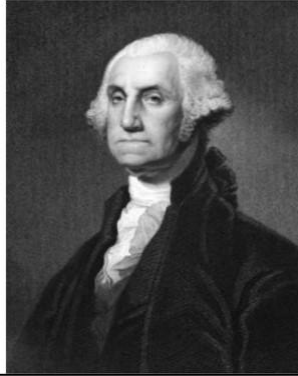
*1871 Chicago*  
**FIRE**

Did the  
cow do it?



- A. Yes the cow did it.
- B. No. Mrs. O'Leary did it.
- C. No. The cow story was totally fake.

Did George  
Washington  
have wooden  
teeth?



- A. Yes, all wooden teeth.
- B. No wooden teeth
- C. He had some wooden teeth.

What do you put in the search?

"George Washington wooden teeth"

"George Washington teeth"

"Replacement teeth in 1700s"

How much  
money was  
donated to  
the  
Society  
for  
Indecency  
to Naked  
Animals?



How much  
money was  
donated to  
the  
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Indecency  
to Naked  
Animals?



# Questions

- Is this a real thing?
- Where do I look?
- What search terms to find the money?



**How much money was donated to the Society for Indecency to Naked Animals?**



society for indecency of naked animals money

Images Perspectives Videos News Shopping Books Maps Flights

Wikipedia  
https://en.wikipedia.org/wiki/Society\_for\_Indecen...

### Society for Indecency to Naked Animals

The **Society for Indecency to Naked Animals**, or SINA [pronounced "sinna"], was a satirical hoax concocted by serial prankster Alan Abel. The group used the ...

History · Support and anthems · Exposure

Abel noted that people had been either outraged by the idea of SINA, or quite supportive of it. One woman in Santa Barbara reportedly tried to donate \$40,000 to the cause. Abel politely turned down the money, insisting that the bylaws of SINA forbade him from taking any money from strangers. But surprisingly few called the bluff of Abel and Henry. Apparently almost everyone was willing to accept that such a society could be real.

Reference:

[https://hoaxes.org/archive/permalink/the\\_society\\_for\\_indecency\\_to\\_naked\\_animals](https://hoaxes.org/archive/permalink/the_society_for_indecency_to_naked_animals)

# YOURS FOR DECENCY

THE CAMPAIGN TO CLOTHE  
NAKED ANIMALS BY  
ALAN  
ABEL



Alan Abel, in 1959, founded The Society for Indecency to Naked Animals (SINA), a campaign to clothe all naked animals for the sake of decency.

Tagline: *A nude horse is a rude horse.*





LOVE!

"A lie can travel halfway around the world while the  
truth is still putting on its shoes."

Rev. Charles Spurgeon, 1834-1892



“

Comedy is a great tool.  
We are trying to  
find ways to use humor  
to enlighten people  
without preaching  
to them.

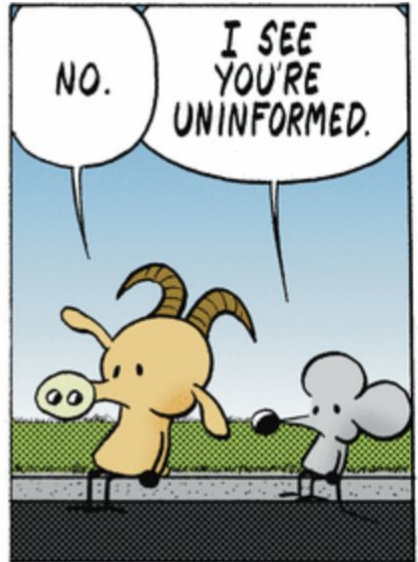
”



Pearls Before Swine by Stephan Pastis for January 30, 2018



©2018 Stephan Pastis/Dist. by Andrews McMeel Syndication  
1/30





like

Photograph: Daniel Gonçalves/the Guardian

# References

'The lunacy is getting more intense': how Birds Aren't Real took on the conspiracy theorists.

<https://www.theguardian.com/us-news/2022/apr/14/the-lunacy-is-getting-more-intense-how-birds-arent-real-took-on-the-conspiracy-theorists>

Birds Aren't Real, or Are They? Inside a Gen Z Conspiracy Theory.

<https://www.nytimes.com/2021/12/09/technology/birds-arent-real-gen-z-misinformation.html>

CIA Agent Confesses to Bird Drone Surveillance (video by Birds Aren't Real). [https://www.youtube.com/watch?v=l30\\_APBNPXg](https://www.youtube.com/watch?v=l30_APBNPXg)

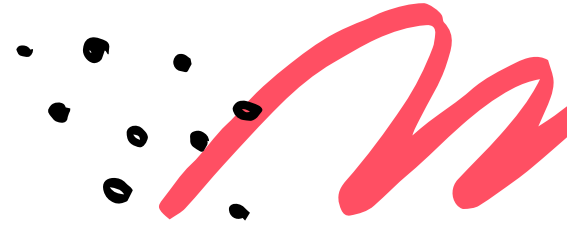
Lesson plan: An experiment in misinformation (PBS).

<https://www.pbs.org/newshour/classroom/2022/04/lesson-plan-an-experiment-in-misinformation/>



# Engaging Patrons: Bookmarks

How do we engage our patrons with absurdities?



Tree Octopus

Children Exploration



Chicago Fire

History Assumption



Walking Trees

Ideas in Science



Society for Indecency to Animals

Hoaxes

LOVE!

Thank you!

<http://tinyurl.com/BirdsG24>

Dr. Robbie Barber  
Tucker High School  
Teacher-Librarian



LinkedIn: [RobbieBarber](#)

Bluesky: [@Media\\_Barber](#)

Website: [TicklingTech.com](http://TicklingTech.com)

