



BUILDING BRIDGES FOR AMERICA

Real Talk: Pop the Disinformation Bubble

Virtual Training Session
4th Thursdays 8pm-9pm EST

BUILDING BRIDGES FOR AMERICA

Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

Our Values

We recognize that the effort adds value, regardless of the result.

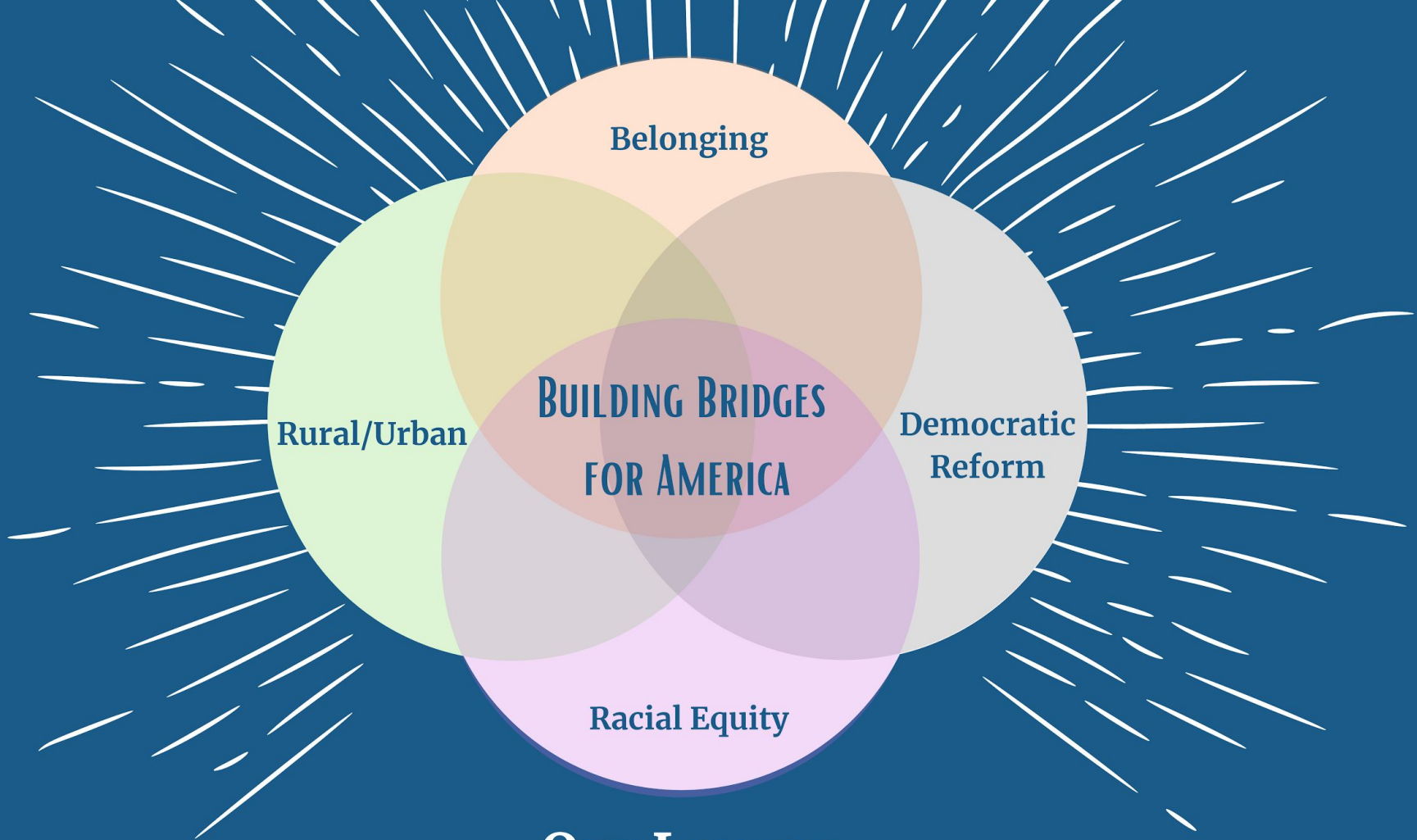
We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.


Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy



Our Lenses

Inform and Engage

BUILDING BRIDGES TO THE LOCAL



**Support
Cammy Watkins**

City Council District 3
Omaha, NE

Equity. Community.
Sustainability.

BUILDING BRIDGES FOR AMERICA
presents

cammy4council.com



SCATTERGORIES FOR CHARITY

APRIL is Volunteer Month and we are fundraising for World Central Kitchen in place of our usual postcarding



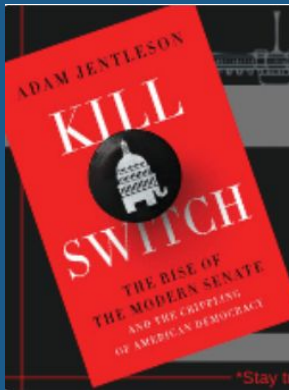
Sunday 25th 1-3pm EST
Donate \$5 for 3 cards
\$10 for 6 cards
\$20 12 cards

<https://donate.wck.org/give/236738/#1/donation/checkout>

BUILDING BRIDGES FOR AMERICA

Beginning Monday, April 26th!

BOOK CLUB



READING SCHEDULE

- April 26 - Intro - Chapter 2
- May 3 - Chapters 3 & 4
- May 10 - Chapters 5 & 6
- May 17 - Chapters 7 & 8
- May 24 - Chapter 9 & Conclusion

Monday Nights at 8:30 ET via Zoom

"Stay tuned for our special guest appearance announcements!"



**FRIDAY APRIL 23RD 8PM ET
THE RESISTANCE COMPANY
JOINS
BUILDING BRIDGES FOR AMERICA
FOR A LIVE-ZOOM CONCERT**



BUILDING BRIDGES FOR AMERICA
presents

Real Talk Series: Say This, Not That

Virtual Training Session
3rd Thursdays 8pm-9pm EST



BUILDING BRIDGES FOR AMERICA
presents

Real Talk: Unlock Your Political Power

Virtual Training Session
Every 2nd Thursday 8pm-9pm EST

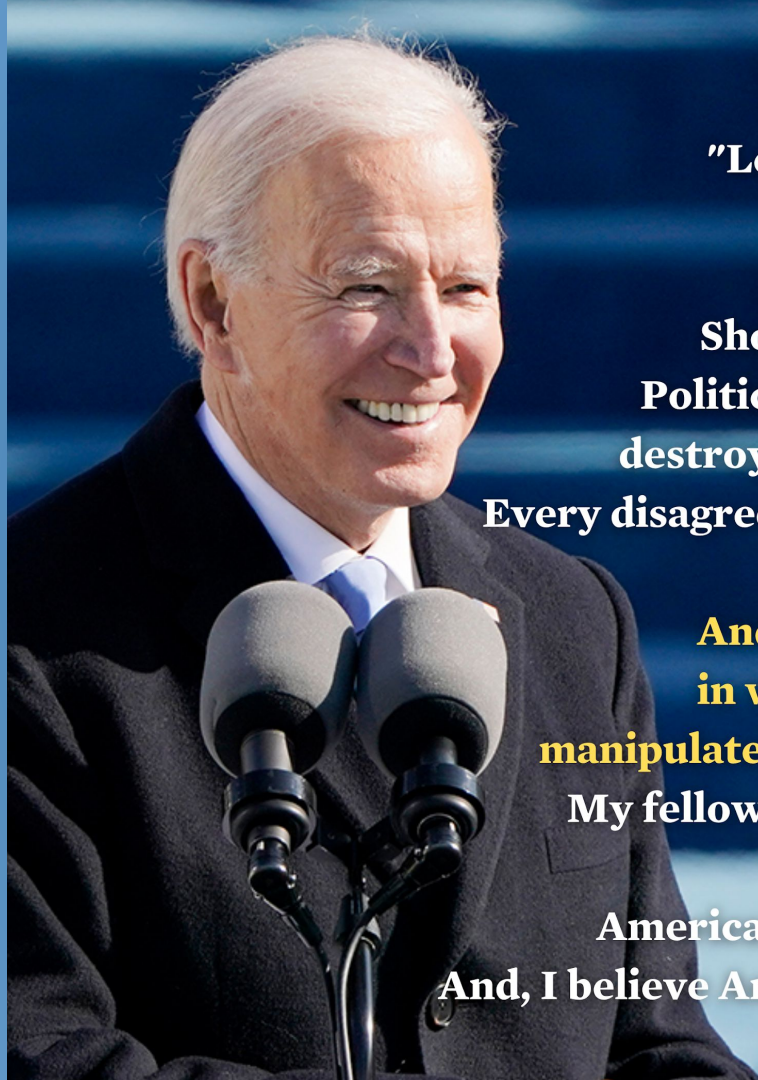


BUILDING BRIDGES FOR AMERICA
presents

Real Talk: Grassroot Organizing for Change

Virtual Training Session
Every 1st Thursday 8pm-9pm EST

www.buildingbridgesforamerica.com

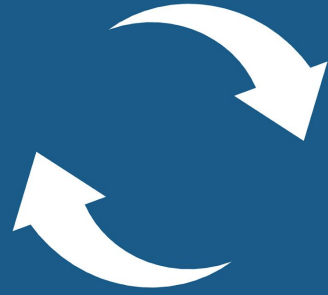


**"Let us listen to one another.
Hear one another.
See one another.
Show respect to one another.
Politics need not be a raging fire
destroying everything in its path.
Every disagreement doesn't have to be a
cause for total war.
And, we must reject a culture
in which facts themselves are
manipulated and even manufactured.
My fellow Americans, we have to be
different than this.
America has to be better than this.
And, I believe America is better than this."**

- President Biden



Be Informed

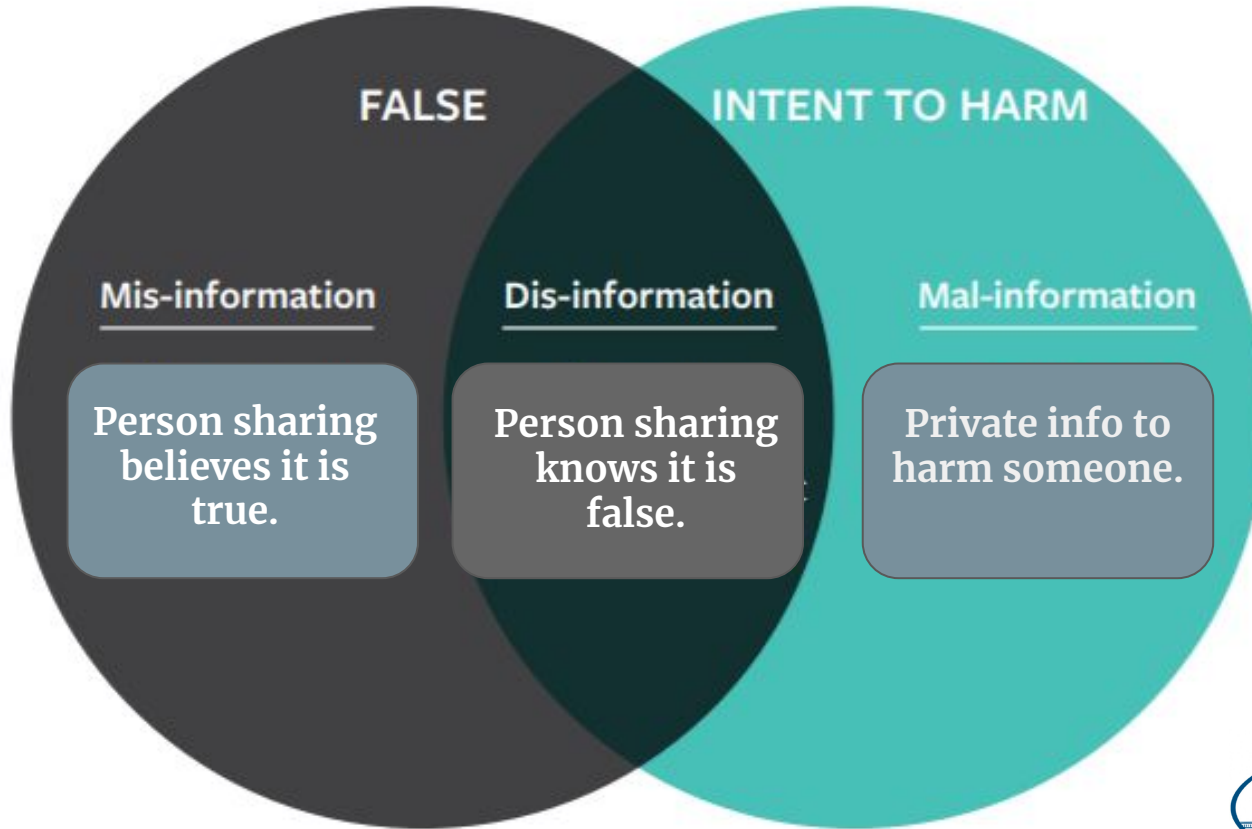


**Inform with
Empathy**

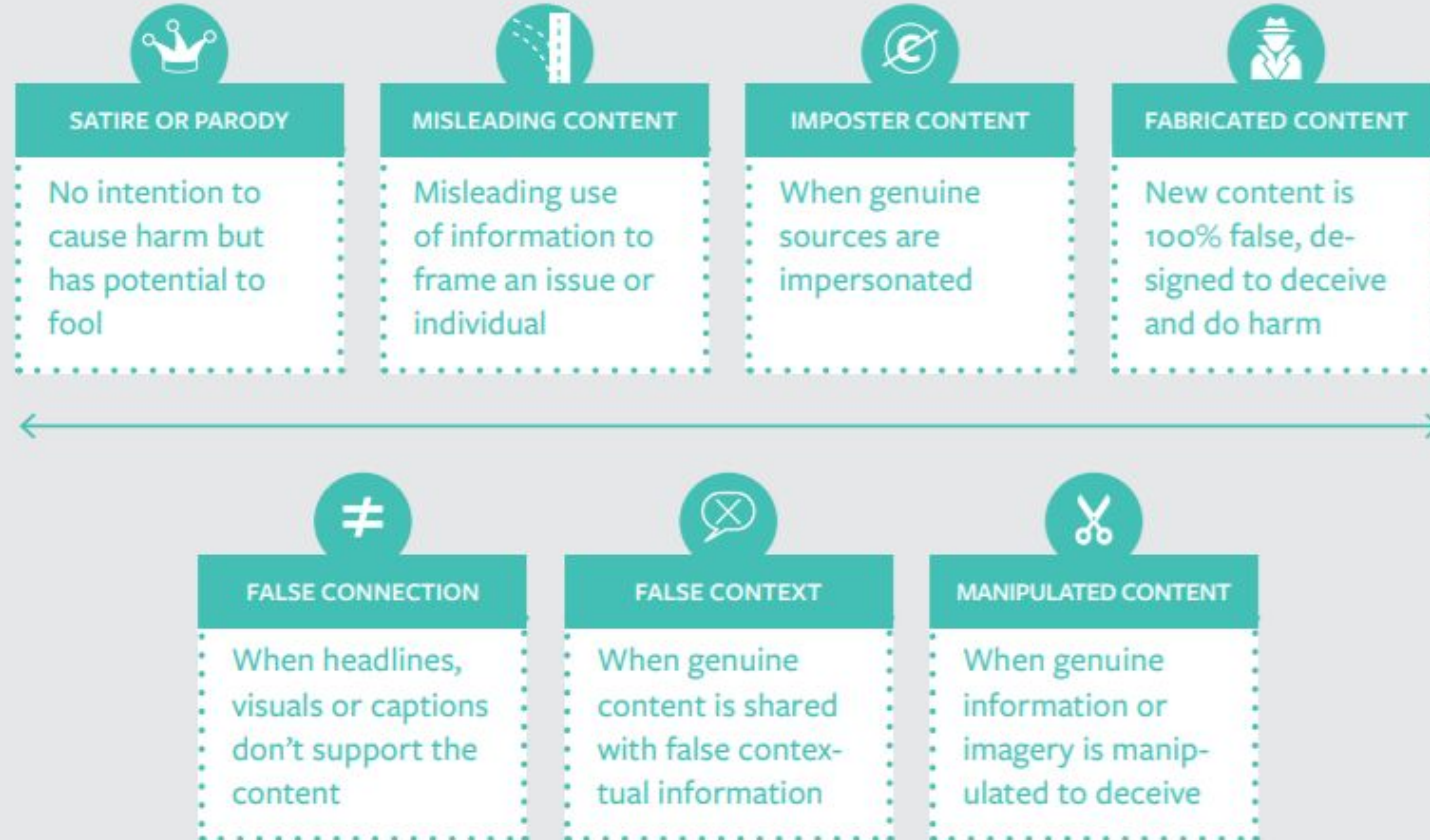
Today's real talk:

- Know when you're being tricked
- Understand how people can believe this stuff
- How to break through with empathy
- Tech corner– Learn how YouTube and Nextdoor spread misinformation
- Radicalization– bringing them back

What is disinformation?



What is disinformation?



Is this legit?



Tim Xeriland @Xeriland · Apr 1

Pete Buttigieg's dog and pony show.

Use an armored Suburban to bring a bike within a short distance of the destination. Unload it and ride in with a security detail in tow, pretending to save energy. 🙄



4.5K

30K

67K



Check the original
source

Check where it is
posted

Smell
Test



Know you're being tricked



Tim Xeriland

Tim Xeriland · Apr 1

Pete Buttigieg dog and pony show.

Use an armored Suburban to bring a bike within a short distance of the destination. Unload it and ride in with a security detail in tow, pretending to save energy. 🤔



4.5K

30K

67K



DJ Judd

@DJJudd · Apr 1

Transportation Secretary Pete Buttigieg biked to the White House for today's Cabinet Meeting, it would appear.



1.5K

3.8K

24.4K



FALSE CONTEXT

When genuine content is shared with false contextual information

BUILDING BRIDGES FOR AMERICA



Trick- repeated lies feel true

AMERICAN NEWS Apr 2, 2021 7:05 AM EST

WATCH: 'Environmentalist' Buttigieg unloads bike from SUV before riding the short distance to his destination

Pete Buttigieg was caught on video Thursday unloading a bike from an SUV just moments before riding the bike a short distance to his destination, to make it look like the 'environmentalist' was saving energy, in an epic virtue signal fail.



Pete Buttigieg fakes riding a bike to work.

421,206 views • Apr 2, 2021

11K

184



Pinned by The News Junkie's Archives

The News Junkie's Archives 5 days ago

Pete Buttigieg used an armored Suburban to bring a bike to his destination. Unload it and ride in with a security detail in tow.

2.5K



REP...

#CharlieKirk

CAUGHT ON CAMERA: Buttigieg Stages Fake Bike Ride To Work

78,574 views • Apr 2, 2021

3.1K

26



SAVE

FACEBOOK INTERACTIONS

Download



29,803



20,381



4,046



5,376



Tim Xeriland @Xeriland · Apr 1

Pete Buttigieg's dog and pony show.

Use an armored Suburban to bring a bike within a short distance of the destination. Unload it and ride in with a security detail in tow, pretending to save energy. 🙄



4.5K

30K

67K



Clown Show: Pete Buttigieg 'Bikes' To Work After SUVs Drive Him Part Of The Way

APRIL 2, 2021 By Madeline Osburn

FACEBOOK INTERACTIONS

Download



67,813



39,955



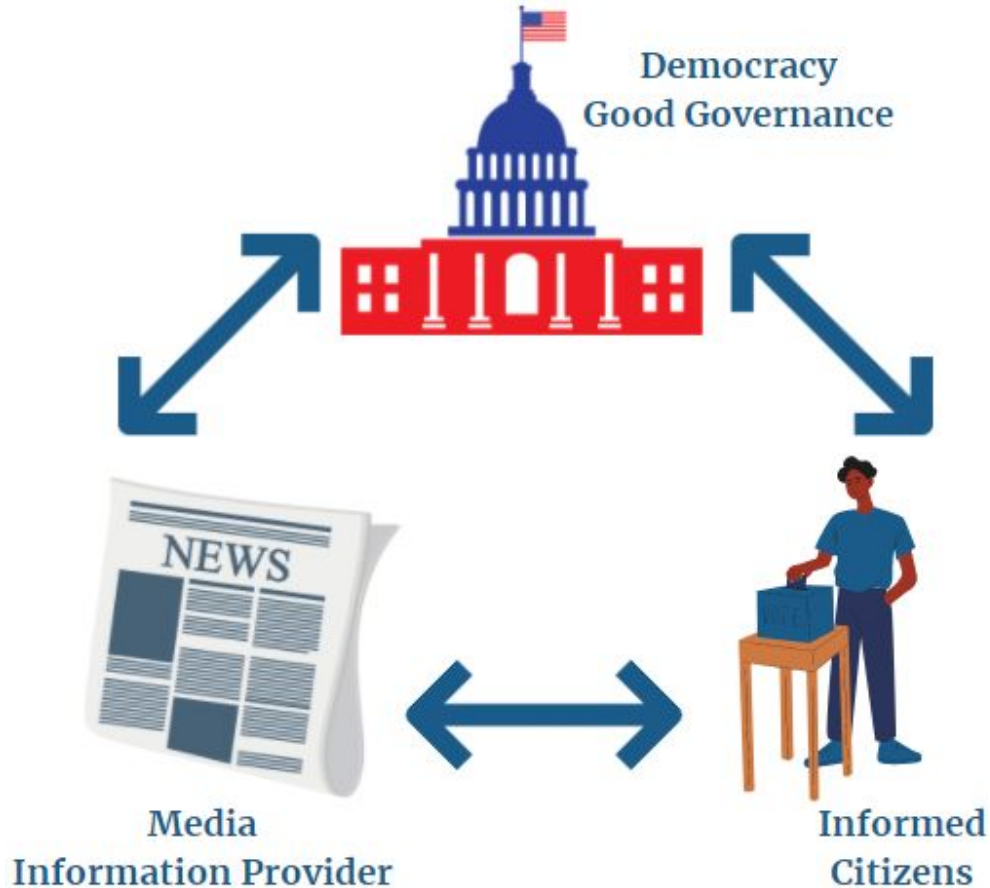
16,160



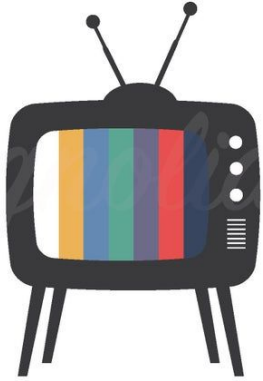
11,698



How did we get here?



How did we get here?



Pre-digital

Gatekeeper model- Journalistic practice
fact checked before publishing.

Shared experience of the news.

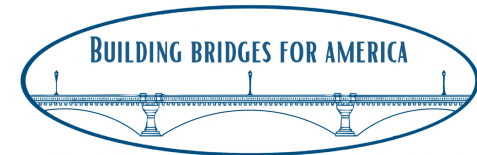


Now

We are our own gatekeepers.

We create our own media bubble, our own reality,
even our own truth.

Intentionally misleading content lowers trust
and lets us slip into our own reality.





Version 6.0

Most Extreme Left	Hyper-Partisan Left	Skews Left	Neutral	Skews Right	Hyper-Partisan Right	Most Extreme Right
1	2	3	4	5	6	7

(minimal, balanced, or centrist)

Original Fact Reporting

Fact Reporting

Complex Analysis
OR Mix of Fact

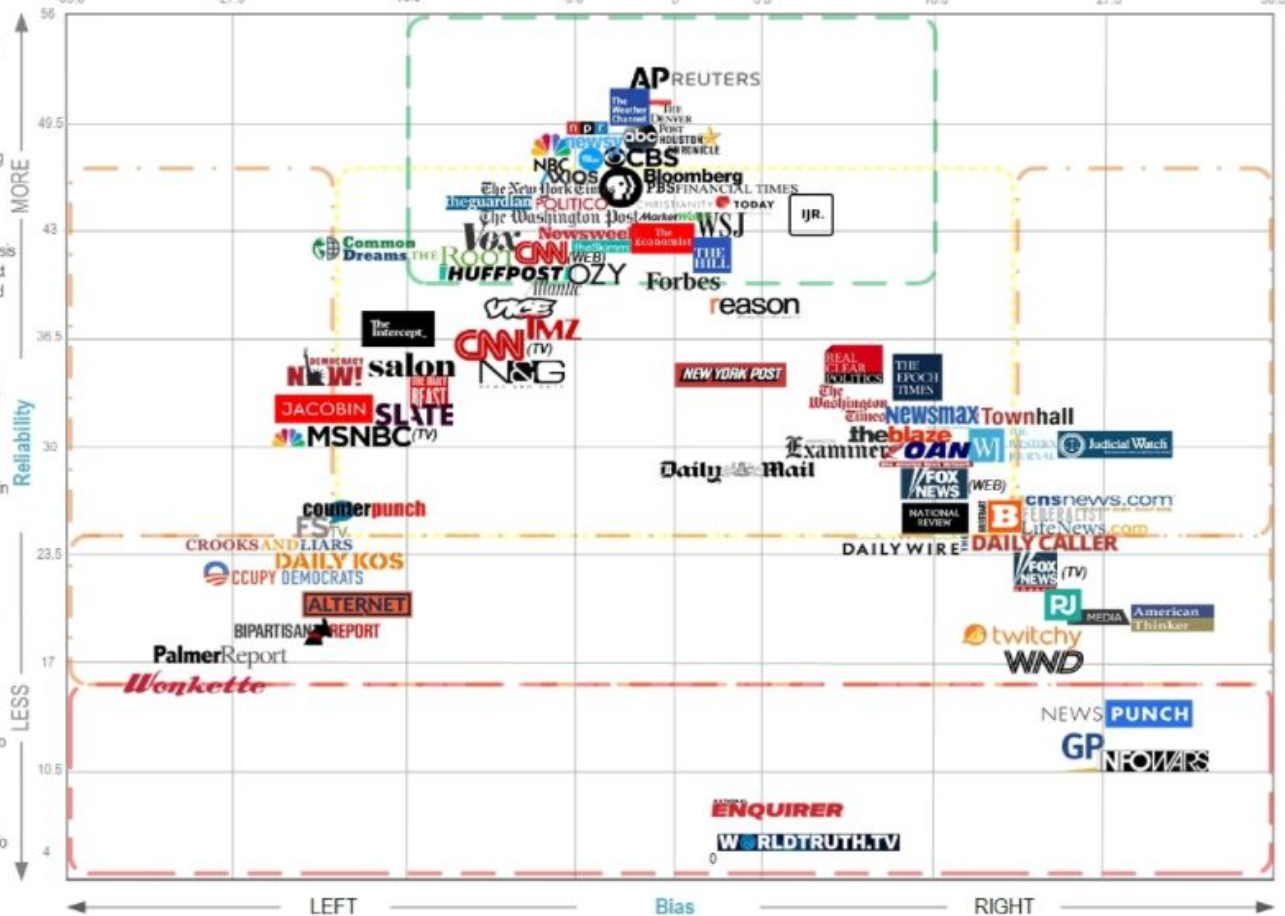
Analysis OR
High Variation
in Reliability

Opinion OR
High Variation in

Selective or
Incomplete
Story; Unfair

Propaganda/
Contains
Misleading Info

Contains
Inaccurate/
Fabricated Info



Type Key

Most
Reliable

Mixed Reliability

Somewhat
Unreliable

Unreliable

Articles rated on a scale of 0-64 for reliability and -42 to +42 for bias

Overall source scores reflect weighted average of article scores and shown on truncated scale.

Some sources moved up to ± 2 units for viewability

For precise scores, article data, and resources, go to adfontermedia.org

Curate your sources

BUILDING BRIDGES FOR AMERICA



How can people believe this stuff?

INFO



Our brains evaluate
information for truth.

People told three times that a
statement was false are more
likely to believe it is true than
if they were told it only once.

Is it true?

Do others
believe it?

Can I easily
find evidence?

Is this
compatible with
what I believe?

Does it tell a
good story?

Is it from a
familiar source?

Familiar
=
Easy to
process as
true.



Repeated lies become familiar and true

AMERICAN NEWS Apr 2, 2021 7:05 AM EST

WATCH: 'Environmentalist' Buttigieg unloads bike from SUV before riding the short distance to his destination

Pete Buttigieg was caught on video Thursday unloading a bike from an SUV just moments before riding the bike a short distance to his destination, to make it look like the 'environmentalist' was saving energy, in an epic virtue signal fail.



Pete Buttigieg fakes riding a bike to work.

421,206 views • Apr 2, 2021

11K 184



Pinned by The News Junkie's Archives

The News Junkie's Archives 5 days ago

Pete Buttigieg used an armored Suburban to bring a bike to his destination. Unload it and ride in with a security detail in tow.

2.5K REP...



#CharlieKirk

CAUGHT ON CAMERA: Buttigieg Stages Fake Bike Ride To Work

78,574 views • Apr 2, 2021

3.1K 26 SHARE SAVE

FACEBOOK INTERACTIONS

Download



29,803



20,381



4,046



5,376



Tim Xeriland @Xeriland · Apr 1

Pete Buttigieg's dog and pony show.

Use an armored Suburban to bring a bike within a short distance of the destination. Unload it and ride in with a security detail in tow, pretending to save energy. 🙄



4.5K

30K

67K



Clown Show: Pete Buttigieg 'Bikes' To Work After SUVs Drive Him Part Of The Way

APRIL 2, 2021 By Madeline Osburn

FACEBOOK INTERACTIONS

Download



67,813



39,955



16,160



11,698



How can people believe this stuff?

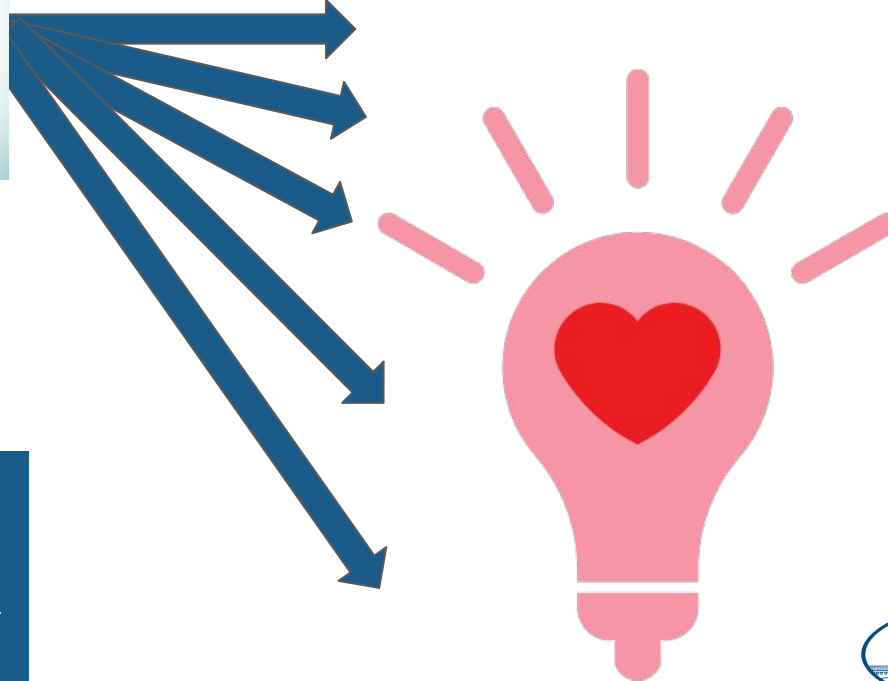
INFO



Do I want it to be true?

Our brains evaluate
information for truth.

People told three times that a
statement was false are more
likely to believe it is true than
if they were told it only once.



How can people believe this stuff?

More likely to
spread misinformation

Hold extreme ideology.

Have low social trust.

In an **echo chamber** where they will not be corrected.

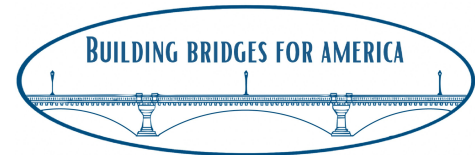
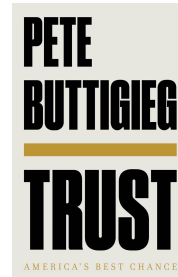


More likely to
believe conspiracy

Feeling isolated.

Seeking a trusted community.

“When someone whispers ‘Trust no one,’ they are inevitably also saying, ‘Trust me.’”



Repetition feeding conspiracy

Stanford Study Results: Facemasks are Ineffective to Block Transmission of COVID-19 and Actually Can Cause Health Deterioration and Death

By Joe Hoft
Published April 12, 2021
4519 Comments

f Share (50k)

Diamond and Silk

stated on April 12, 2021 in a Facebook post:

Says science shows the physiological effects of wearing masks include hypoxemia, hypercapnia, shortness of breath, toxicity and increased muscle tension.

Stanford study quietly published at NIH.gov proves face masks are absolutely worthless against Covid

wearing on our face most of the time apparently have no effect at stopping Covid-19. This

Don't be fooled!

Lies are repeated to trick you into believing them

**ARE 'INEFFECTIVE',
SEQUENCES'**

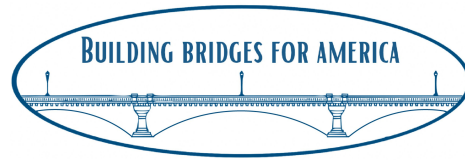
The unmasked buried the masked in the "Spanish Flu."



Dr. Fauci saying masks should be mandated. Even though in 2008 he wrote a paper saying the MAJORITY OF THE PEOPLE THAT DIED IN THE 1918 SPANISH FLU DIED FROM SECONDARY BACTERIAL PNEUMONIA AS A DIRECT RESULT OF THE USE OF FACE MASKS.

What did people in #masks die from?
Bacterial pneumonia.

Who knew this and wrote about it in 2008?
Dr. Anthony Fauci.



Use repetition to break through

making the truth
stick & the myths
fade: lessons from
cognitive psychology

Norbert Schwarz, Eryn Newman, & William Leach

- Start with empathy. “I can feel your yearning for things to be different than what they are.”
- Pick your one battle and repeat the one simplified truth. “That article is not science, it is a theory by a exercise physiologist. Not a study. Not Stanford.”
- Use images and story and rhyme when repeating the truth. “Picture someone searching for an article that confirms what they want to be true, and ignoring the giant pile of results showing that masks work. And picking out one disproven opinion piece by an exercise physiologist. Then they use it to trick you.”
- Talk to people you know. You are familiar and they will listen and trust you.



Tech Corner

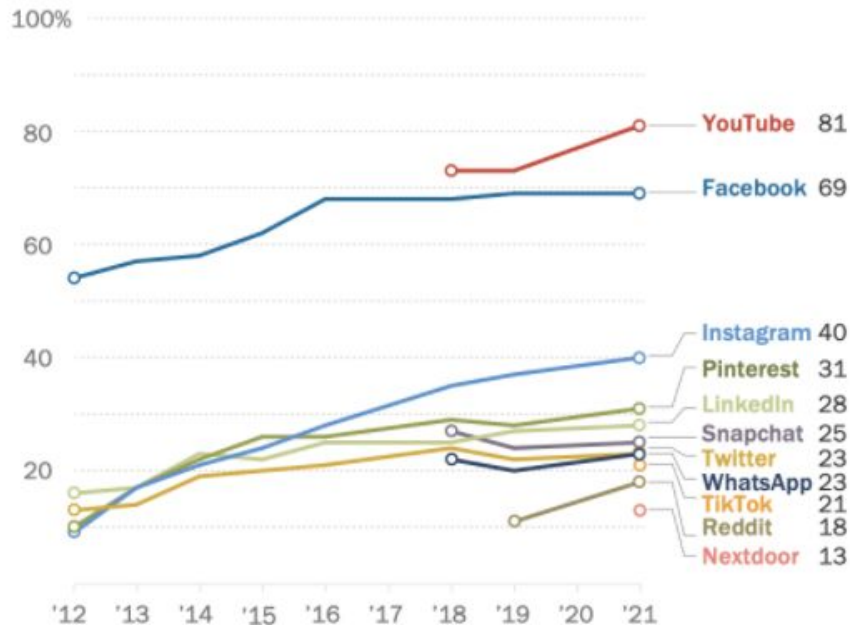
Social media platforms are designed to show you information that:

A. Fits your prior viewing

B. Keeps you on as long as possible

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Nextdoor and paranoia

Misinformation Spread On Nextdoor Means People In This Aurora Neighborhood Could Have Missed A Chance At A COVID Vaccine



By Blake Simony | April 16, 2021



Sounds shady.

16 Mar Like Reply Share

❤️ 9



Someone rang my doorbell 3 hours ago when this was posting same time the post about an alarm going off in neighborhood near [redacted] but I was in the shower. Jumped out to see who it was and they were gone and my screen door was open like they checked my door. Don't need to open screen to ring door bell. Someone shady or shady people are lurking around [redacted] neighborhood. I live near [redacted] All these posts are sketch from same area.

(edited)

2w Like Reply Share

❤️ 7



Have you contacted the Police to verify if this person is legitimate?

17 Mar Like Reply Share

❤️ 2

Courtesy Image

Nextdoor is closed, neighborhood based and moderated by neighbors. Prone to bias.

Peeking out of curtains view of the world.

Want to be alerted of what is happening.

Leads to paranoia.

Within just a few days, about 100 people had commented on the post. "He was probably a scammer," one wrote. "Sounds shady," said another. Somebody else described being upset by a person opening their screen door to knock, rather than using the bell. "All these posts are sketch from same area."

Multiple neighbors suggested contacting authorities: "Bet they're casing your house notify the police."

Stopping disinformation on Nextdoor

- Report bad information
- Counter quickly
- Call out our biases
- Be a moderator

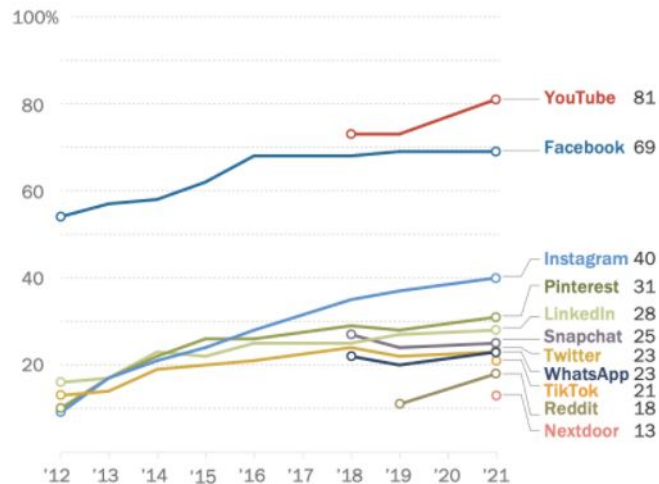


YouTube

The Disinformation Capitol of the World

**Growing share of Americans say they use YouTube;
Facebook remains one of the most widely used online
platforms among U.S. adults**

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

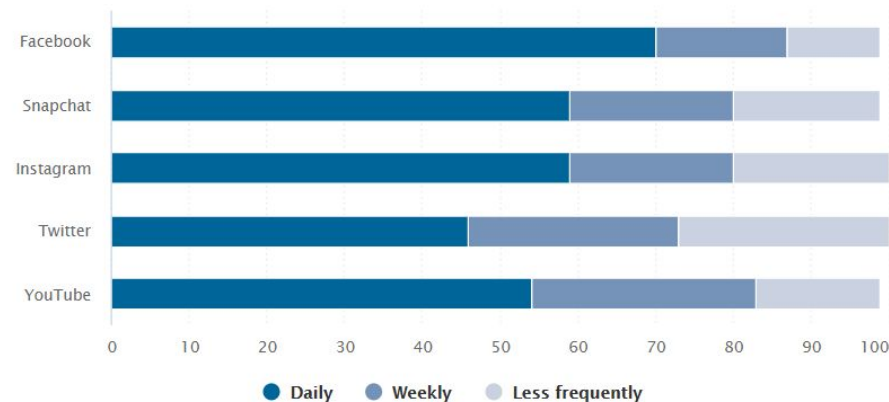
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

81% of Americans use YouTube.
More than 50% use YouTube daily.

Among U.S. adults who say they use ___, the % who use each site ...



Built to spiral you into conspiracy

TECHNOLOGY

Exploring YouTube And The Spread Of Disinformation

April 13, 2021 · 5:06 AM ET

Heard on *Morning Edition*



RACHEL MARTIN



EKWOG: So after 9/11, he got very into the 9/11 truther movement - how, you know, the jet fuel can't melt steel beams, I think, is kind of, like, a meme at this point, right?

MARTIN: And then there were all the wild stories about government plots to poison the population. She engaged him just enough to be polite, and then she'd try to change the subject. It was irritating but manageable.

EKWOG: And then the world started being flat.

(SOUNDBITE OF MUSIC)

EKWOG: And he said, well, it's all just about mind control. And at that point, things started to, you know, happen more frequently.

81% of Americans use YouTube.
More than 50% use YouTube daily.



Seven: 'Where We Go One'

QAnon believers, united in a battle against what they see as dark forces of the world, reveal where the internet is headed.

With Kevin Roose, produced by Andy Mills, Julia Longoria and Sindhu Gnanasambandan, and edited by Larissa Anderson and Wendy Dorr



Transcript

Stopping disinformation on YouTube

- Ignore the recommended videos
- Mix it up, or have a shared account
- Report it, though not as effective

Radicalization in America

What is radicalization?

Radicalization is when someone accepts or believes in ideas that are considered extreme or outside the status quo, Altier said. When someone becomes radicalized, they are so committed to their extreme beliefs that they can't accept the fact that other people believe different things.

What is de-radicalization?

De-radicalization is the process of giving up your belief in an extreme idea. It's also accepting pluralism – allowing for a reality in which we can all hold different beliefs and recognizing that we shouldn't impose our beliefs on others. Extreme ideologies usually maintain that other versions of reality aren't acceptable.

Why someone can't be forced to de-radicalize

Experts say people generally can't be forced to de-radicalize. A person has to want to change.

"It's not something that people can be convinced to do," Horgan said. "I don't know that it's ever necessarily too late ... but be careful about the allure of a quick fix."

Help a loved one

Prevention is the best bet

It's easier to prevent radicalization than it is to become de-radicalized. Once someone becomes radicalized, they engage in what's called "psychological reactance."

"The more that you tell them something's wrong, the more they kind of dig in and believe it, especially if it's coming from a non-credible voice," Altier said.

Offer an alternative social safety net

Directly challenging someone on their beliefs will not be fruitful. Instead, experts say you should offer alternative opportunities to channel frustration that don't involve violence, as well as alternative avenues for socialization.

Altier said some of the people who attended the Capitol riot likely did so because they were lured by the group.

It can be as simple as saying to someone "Hey, come hang out with us and do something else," she said.

Studies show over time, when people have more social options, when they engage in other social relationships through their jobs or their schools, their beliefs can start to change.

"They're interacting with people who have alternate views, but those views aren't being pushed on them, they're being exposed to them," Altier said.

Countering Best Practice

Diversify your networks

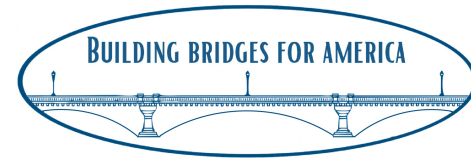
Check your sources

Recognize disinformation

Correct with truth, empathy, and common language

Do not inadvertently help an algorithm

Amplify the good stuff



Countering Best Practice

Do not retweet bad content, even to say it is bad.



Brian Tyler Cohen
@briantylercohen

This is it. We found it. The dumbest tweet on this website.



Do take a screenshot and share that.

Chasten Buttigieg liked

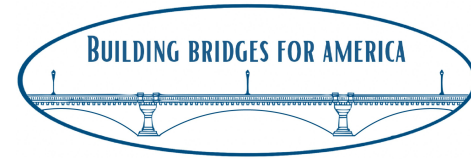


Ida Bae Wells
@nhannahjones

This is an amazing tweet.



Any Click
=
Vote for
importance

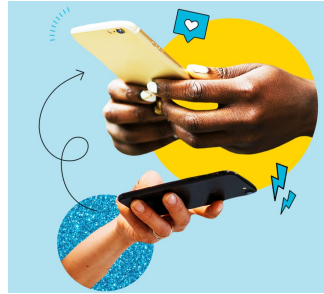


Countering Best Practice



Stop. Drop. Go.

Calmly relay the facts with a source.



Help a friend.

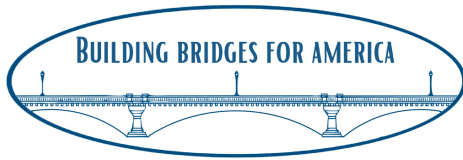
Put an arm around them and share best practices.



Amplify good stuff.

GOOD:	BETTER:
Retweet	Retweet with your own comment
Like	Reply

BEST:
Add original posts
Post about a mix of topics that interest you



Give us a follow on social media,
@buildbridges4america!



Learn more at
www.buildingbridgesforamerica.com.

Thank you for joining us.