

All About the Money?

NAME _____

DATE _____

Part 1 Directions

Review the two resources below, and then answer the questions that follow for each. Pause the resources as needed to answer the questions.

Resource 1



Watch: **How Do Fake News Sites Make Money?**

BBC NEWS, 2/9/2017 (1 MIN.)

Resource 2



Listen or read: **We Tracked Down a Fake-News Creator**

LAURA SYDELL, ALL THINGS CONSIDERED, NPR.ORG, 11/23/2016 (8 MINS.)

Resource 1 Questions

1. According to the video, how do fake news sites make money?

Resource 2 Questions

1. Why does Coler make fake news?



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2. How might fake news stories gain popularity?

3. Why does Coler think fake news is not going away?



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Part 2 Directions

Complete the three steps below: first reflecting on your own, then sharing with your group, and then reconsidering on your own again. Use your notes from the resources in Part 2 to support your thinking.

Step 1: Reflect on your own. Do online publishers who make money from advertisers have a responsibility to be accurate and not spread misinformation? Do advertisers who create the fake news have a responsibility? Why, or why not?

Step 2: Share your responses. Take turns sharing your response in a small group. Capture new takeaways that others share in the space below.

Step 3: Take your position. Given what you've learned and what you think about online advertising and clickbait, who do you think is most responsible for fighting the problem of fake news and misinformation? Why?



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