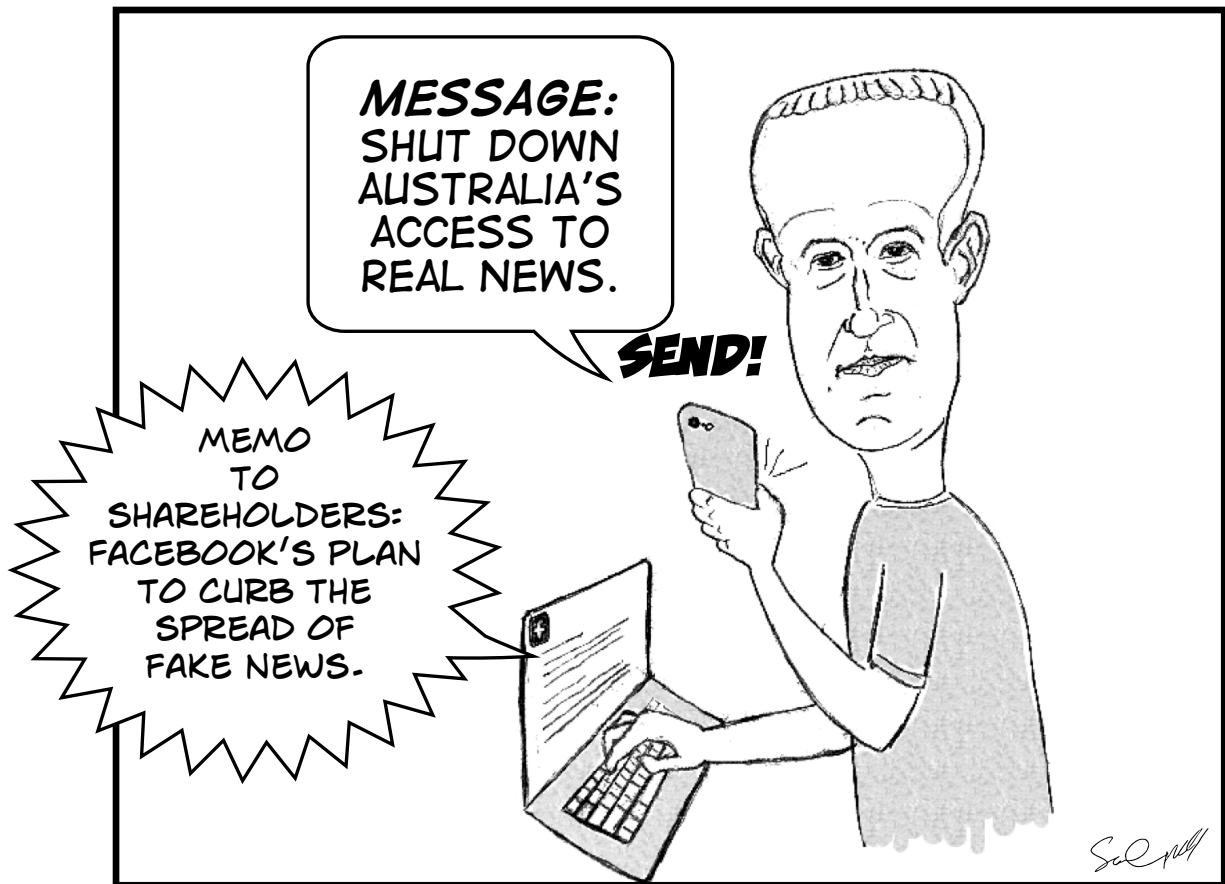


Assignment #2

Sean Campbell

"Fake News and Pedagogy: Break the Fake!"

a. Digital Comic Strip- 25%



b. One-Page Description about Comic Strip in Relation to Pedagogy- 5%

My comic contrasts Facebook's public efforts to curb the spread of misinformation, disinformation and fake news on their platform, with the social media giant's reaction to Australia's demand that they pay for news content. While Zuckerberg writes a memo to his shareholders about curbing fake news with his right hand, he is simultaneously shutting down Australia's real news Facebook sites with his left.

I decided to use a one panel, black and white, political cartoon style of comic, complete with a caricature of Mark Zuckerberg. I kept the image simple, using a medium, eyelevel shot of Zuckerberg working at his laptop. I drew attention to the fact that it is a cartoon by not bothering to draw his lower body or the desk he is working at. The only colour I used was his signature grey t-shirt. I used the same grey on his phone and laptop to symbolize that his persona is inseparable from technology. So much so that some people even joke that he is a robot. One aspect of the cartoon that also makes him seem more machine than man is his near-expressionless face and the fact that he doesn't actually say anything. The two speech bubbles represent what is on his screens, and with a tap of his finger he sends a message to his staff to shut down Australia's access to fact-checked news on his platform.

This was timely story that fit in nicely with our Fake News topic in Media Literacy and it is very relevant to learning in my future science classrooms because students need to learn the danger of misinformation and disinformation, especially online. This topic also reflects the huge amount of power the Big Tech like Facebook and Google have in our current digital media environment. Facebook's decision to shut down Australian media Facebook pages left millions of people with no access to accurate and fact-checked content, thereby increasing the potential for the spread of mis/disinformation.

Does this showdown between Facebook and Australia's government represent a significant shift in the balance of digital media power? Will other countries follow Australia's lead demanding Big Tech pay credible new sources for content? Discussing some of these important questions and the interrelationships between technology and society is part of the Manitoba high school science curriculum. A few of the relevant Science GLOs include:

- B1.** describe scientific and technological developments, past and present, and appreciate their impact on individuals, societies, and the environment, both locally and globally
- B2.** recognize that scientific and technological endeavours have been and continue to be influenced by human needs and the societal context of the time
- B5.** identify and demonstrate actions that promote a sustainable environment, society, and economy, both locally and globally

In the classroom I could have students use Comic Life to produce their own comics that reflect imbalance of Big Tech's control over the online news (real and fake). I could also introduce students to critical media literacy techniques like lateral reading to encourage them to question the sources and content that they read online. Lateral reading is a strategy for investigating a website or post by going outside the site itself, ultimately, to decide whether that website is trustworthy (Stanford History Education Group, 2021).

Research and original sketches

Initial sketches (after my daughter got her hands on one of them).



Images of Zuckerberg found online



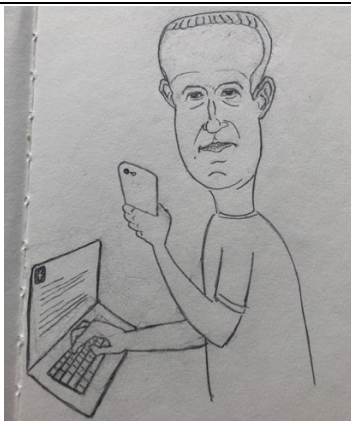
<https://www.nbatitlechase.com/wp-content/uploads/2019/11/PHOTO-Mark-Zuckerberg-Working-In-Open-Office-At-Facebook.jpg>



<https://i2.cdn.turner.com/money/dam/assets/150415072330-mark-zuckerberg-hours-780x439.png>

Final sketch

Cleaned up the sketch in photo editing app, and added his signature grey t-shirt. Matched grey of t-shirt with cell phone and laptop insinuating Zuckerberg is inseparable from technology. This is image I uploaded into Comic Life.



References

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