**Video Essay Storyboard**

**Fall 2020**

**Host Throw :** HOW DOES MISINFORMATION SPREAD ON SOCIAL MEDIA -- AND DOES IT INFLUENCE YOUNG VOTERS? CARLY JOHNSON HAS THE DETAILS..

Video Essay Short Title: MEDIA BIAS AND ITS IMPACT ON YOUNG VOTERS

Student Producer Name: Carly Johnson

TRT: around 4 minutes and 40 seconds (10/13)

[Note: use lower case for soundbite quotes and ALL UPPER CASE FOR NARRATOR QUOTES.]

| Video | Audio |
| --- | --- |
| (Kelsey):00:00:45:54- 00:00:48:06  **Kelsey Johnson**: Current Student at USC  (Drew): 00:01:17:31-00:01:23:42  **Drew Brinen**: Current Student at USC  (Maddy) 00:00:50:20- 00:00:53:12  **Maddie Merchant**: Customer Success Associate at Wayfair  Use the graphics on this page- really insightful  <https://www.broadbandsearch.net/blog/average-daily-time-on-social-media#:~:text=Facebook%20still%20has%201.4%20billion,watch%208%20billion%20videos%20daily>.  Clip of someone young swiping through social media, pictures of the social media apps on a phone.  Use the bar chart showing which information used to vote. Highlight the bars that are of social media  <https://www.edweek.org/ew/articles/2018/10/31/where-prospective-first-time-voters-get-informed.html> | I typically get it from social media.  I definitely focus more on online news versus tv  I would say I am most commonly on social media.  THESE YOUNG VOTERS ARE NOT ALONE.  3.8 BILLION PEOPLE USE SOCIAL MEDIA WORLDWIDE.  ACCORDING TO THE RESEARCH FIRM BROADBAND SEARCH, MANY SPEND MORE THAN TWO-AND-A-HALF HOURS PER DAY ON SOCIAL MEDIA  NETWORKS LIKE FACEBOOK AND INSTAGRAM HAVE THEIR BENEFITS. BUT BEHIND THE STORIES AND LIKES, SOCIAL MEDIA IS SUSCEPTIBLE TO FAKE NEWS, CONSPIRACY THEORIES AND MISINFORMATION -- ALL WHICH HELPS TO FUEL BIASES.  A 2018 POLL FROM THE EDUCATION WEEK RESEARCH CENTER FOUND THAT OVER HALF OF YOUNG VOTERS USE AT LEAST ONE SOCIAL MEDIA PLATFORM TO DECIDE WHO THEY’LL VOTE FOR. |
| [Around 30 Seconds]  For fake news perhaps a scroll through of snope’s junk news page?  <https://www.snopes.com/fact-check/category/junk-news/>  On the part about politics maybe a video of Trump and Biden | EXPERTS SAY THE LARGE AND GROWING ROLE OF SOCIAL MEDIA IN THE POLITICAL PROCESS ELEVATES THE IMPORTANCE OF DISTINGUISHING FACT FROM FICTION. |
| Maddie Merchant: Customer Success Associate at Wayfair (24, voter)  (Maddie) 00:00:53:30- 00:00:58:54  (Maddie) 00:01:56:28-00:02:01:34 | I have a little bit of trust issues when it comes to the sources and legitimacy of things that are posted there  The numbers could be totally made up and it does seem a little bit scary trusting those entirely |
| Screen grab of someone typing in a political question or candidate into the google search function | 24 YEAR OLD MADDIE MERCHANT SAYS SHE WAS WARY OF THE VALIDITY OF SOURCES ON SOCIAL MEDIA -- AND HER FEARS ARE NOT UNFOUNDED.  PROFESSOR MURKESH TIWARI OF THE DUBAI AMBANI INSTITUTE DESCRIBED THE BASICS OF NETWORK SCIENCE -- THE TECHNOLOGY CRITICAL TO TARGETING PEOPLE AND GROUPS ON SOCIAL MEDIA. |
| Virtual interview with Murkesh Tiwari faculty associate professor at The Dubai Ambani Institute in India  00:02:27-00:02:36  00:01:46-00:01:50  Mukesh Tiwari  00:03:10-00:03:19  00:01:25-00:01:33  00:03:44-00:03:50  00:04:13-00:04:20  Mukesh Tiwari  00:08:55- 00:09:05  00:09:30-00:09:35  00:11:34-00:11:43  00:16:38-00:16:47  00:19:36-00:19:48  (Mukesh Tiwari)  00:20:24-00:20:32  (Mukesh Tiwari) | Essentially what network science does is [it tries to] model a real system in terms of nodes and links between them  The nodes are people and the links are followers  what happens is that when we are on any of these social media platforms...we are connecting with people.  So if somebody is in your friend list, then you have a link between them  when we share something, we also tell people about ourselves, we are giving people that information.  [based on] the things that we are posting can be used to certain advantages.  ONCE YOU HAVE CONNECTIONS AMONG PEOPLE, CLUSTERS CAN EMERGE -- AND MISINFORMATION CAN EASILY SPREAD, ACCORDING TO TIWARI.  somebody who has many followers…...if you start something from these people, or these centers... then it's going to spread really, really fast  misinformation could be targeted in this group  There are bots [for] that [matter. what they do is] you can use [them] to spread [out] certain kinds of messages.  these are short lived events, they are very high impact events, they are targeted in such a way so as to hit the emotional chord of people  CAN ANYTHING BE DONE TO PREVENT MISINFORMATION TARGETING?  ultimately it's about educating people [that] please do not believe in everything that you see, at least before you forward something….verify the source.  the regulations are now better than what it was 10, 15 years ago, it's still not where it could be, because it's not a very simple problem. |
| Virtual interview  Pat Garofalo: Director of State and Local Policy at The American Economic Liberties Project  00:08:28:48-00:08:50:13 | PAT GAROFOLO IS DIRECTOR OF STATE AND LOCAL POLICY FOR THE AMERICAN ECONOMIC LIBERTIES PROJECT. HE HAS EXTENSIVELY STUDIED FACEBOOK AND HOW INFORMATION FLOWS TO POTENTIAL VOTERS.  Facebook’s incentive is to keep you on facebook for as long as possible in order to show you more ads, keep you scrolling, keep you clicking, spend as much time on there as possible. |
| 00:09:02:56-00:09:11:10  (Pat Garofalo)  00:09:45:08- 00:09:48:04 | the best ways to get people to stay on the platform is to feed them sensationalized, addicting, conspiracy-related content  So you can see all sorts of ways that could be ripe for election stuff |
| 00:10:13:48- 00:10:37:02  (Pat Garofalo)  00:10:40:46-00:10:50:52 | AND ALL SORTS OF WAYS TO INFLUENCE YOUNG VOTERS  Oh absolutely EDIT Once you sort of take a step in a particular direction, Facebook’s every incentive is to accelerate that for you and feed you more of the same thing...one result of that is you kind of end up stuck in a partisan silo but another part of that is you’re getting more extremist, sensationalized stuff.  According to Facebook’s own internal investigation nearly ⅔ of people who joined extremist groups on Facebook did so because Facebook’s own algorithm suggested that they do so |
| 00:13:02:22- 00:13:12:40  (Pat Garofalo)  00:13:14:04- 00:13:18:36  00:13:32:40- 00:13:34:54 | GAROFALO SAYS FACEBOOK HAS DONE LITTLE TO MITIGATE THESE ISSUES.  look back at the last 5 to 10 years there’s been this pattern….Facebook steps forward with a band-aid, the problem keeps occurring, they step forward with another band aid  they can’t solve this problem and it’s because the business model won’t allow it  it puts it out of business |
| 00:16:31:10- 00:16:39:48  (Pat Garofalo) | GAROFALO SAYS THERE ARE WAYS YOUNG VOTERS WHO RELY ON SOCIAL MEDIA CAN AVOID BEING INFLUENCED BY MISINFORMATION  think about why you are seeing this particular information, and what that means for money going into Facebook’s pocket. |
| Use graph showing young Americans are better at knowing difference between fact and opinion  Maddie 00:02:16, 00:02:21-00:02:26  Drew 00:02:59-00:03:03  <https://www.pewresearch.org/fact-tank/2018/10/23/younger-americans-are-better-than-older-americans-at-telling-factual-news-statements-from-opinions/> | WE ASKED YOUNG VOTERS IF THEY HAVE TROUBLE SORTING OPINIONS FROM FACTS.  I don't think so….I think I pay pretty close attention to what sources are posting  it's very easy to have trouble distinguishing between facts and opinions.  A 2018 STUDY BY THE PEW RESEARCH CENTER SUGGESTS THAT AMERICANS 18 TO 49 ARE BETTER AT DECIPHERING BETWEEN OPINIONS AND FACTS THAN OLDER AGE GROUPS. |
| Clip of people voting at the polls- something along the lines of these <https://www.gettyimages.com/detail/video/vote-here-sign-people-walking-in-out-of-polling-station-stock-footage/842484328?adppopup=true> | SOME SAY YOUNG VOTERS REPRESENT THE FUTURE OF DEMOCRACY IN AMERICA.  SO IT’S UP TO THIS GENERATION TO BE AWARE OF HOW SOCIAL MEDIA WORKS -- AND USE A VARIETY OF SOURCES TO BECOME POLITICALLY INFORMED.  FOR LAFAYETTE LENS, THIS IS CARLY JOHNSON REPORTING. |

**Host Close**