

The Post-Truth
Survival
Guide:

A LEXICON

Post-truth is *now*. Everywhere we look we see debates flaring up around fake news, biased media, facts distortion and social insurrection. *The Post-Truth Survival Guide: A Lexicon* is made up of 30 concepts associated to this paradigm. All definitions are derived from Wikipedia.

This object is complemented by *The Post-Truth Survival Guide: 10 Commandments*, a webpage with solutions and advices and further information inside this topic.

http://2021.fbaul-dcnm.pt/diogo_sousa/posttruth/

Content

1. Alarmism	7	16. Gaslighting	35
2. Alternative facts	9	17. Gatekeeping	37
3. Clickbait	11	18. Half-truth	39
4. Confirmation bias	13	19. Hyperreality	41
5. Conspiracy Theories	15	20. Mass-hysteria	43
6. Culture war	17	21. Obscurantism	45
7. Decontextualization	19	22. Photoshopping	47
8. Deepfake	21	23. Post-truth	49
9. Denialism	23	24. Pseudoscience	51
10. Disinformation	25	25. Sensationalism	55
11. Misinformation	25	26. Skepticism	57
12. Doublethink	27	27. Social bots	58
13. Fact-checking	29	28. SplitInternet	61
14. Fake news	31	29. Truthiness	63
15. Filter Bubbles	33	30. Woozle effect	65

Alarmism

Alarmism is excessive or exaggerated alarm about a real or imagined THREAT. In the news media, alarmism can be a form of yellow journalism where reports sensationalise a story to EXAGGERATE small risks.

“In ‘The Trump Effect: The Impact of the Presidential Campaign on Our Nation’s Schools,’ published on their website on April 13, 2016, the SPLC [Southern Poverty Law Center] writes, ‘The campaign is producing an alarming level of fear and anxiety among children of color and inflaming racial and ethnic tensions in the classroom’”

Alternative Facts

'Alternative facts' was a phrase used by U.S. Counselor to the President Kellyanne Conway during a Meet the Press interview on January 22, 2017, in which she defended White House Press Secretary Sean Spicer's FALSE statement about the attendance numbers of Donald Trump's inauguration as President of the United States. When pressed during the interview with Chuck Todd to explain why Spicer would 'utter a provable falsehood', Conway stated that Spicer was giving "ALTERNATIVE FACTS". Todd responded, 'Look, alternative facts are not facts. They're falsehoods.'



CLICK HERE 

A text or a thumbnail link that is designed to ATTRACT attention and to entice users to follow that link and read, view, or listen to the linked piece of online content, with a defining characteristic of being DECEPTIVE, typically sensationalized or misleading.

Confirmation bias

Confirmation bias is the tendency to search for, interpret, favor, and recall information in a way that confirms or supports one's prior BELIEFS or values. People display this bias when they select information that supports their views, IGNORING contrary information, or when they interpret ambiguous evidence as supporting their existing attitudes. The effect is strongest for desired outcomes, for emotionally charged issues, and for deeply entrenched beliefs.

“Even when Christian philosophers set out to prove the existence of God, they do so with a definite bias towards a positive conclusion, rather than to inspire real doubts amongst believers about the issue. Indeed, only a confirmatory answer would be acceptable to their religious peers; any disproof would be rejected, a case of needing to go back to the drawing board and construct a more convincing argument.”

Conspiracy Theory

A conspiracy theory is an explanation for an event or situation that invokes a conspiracy by SINISTER and powerful groups, often political in motivation, when other explanations are more probable. The term has a negative connotation, implying that the appeal to a conspiracy is based on PREJUDICE or insufficient evidence. A conspiracy theory is not simply a conspiracy; instead, it refers to a hypothesized conspiracy with specific characteristics, such as an opposition to the MAINSTREAM consensus among those people (such as scientists or historians) who are qualified to evaluate its accuracy.



CANC

ELLED

CANC

ELLED

CANC

ELLED

Culture of fear (or climate of fear) is the concept that people may incite FEAR in the general public to achieve political or workplace goals through emotional bias; it was developed as a sociological framework by Frank Furedi and has been more recently popularized by the American sociologist Barry Glassner.

Decontextualization

(Wikipedia has not yet added a definition for this term.)

To separate something from its original context, usually with WRONGFUL intentions in mind.

(. . .) (. . .)

LL77 LL77

*

/replace

/delete

/cut

/paste

Deepfake

Deepfakes (a portmanteau of deep learning' and 'fake') are synthetic media in which a person in an existing image or video is REPLACED with someone else's likeness. While the act of faking content is not new, deepfakes leverage POWERFUL techniques from machine learning and artificial intelligence to manipulate or generate visual and audio content with a high potential to DECEIVE.

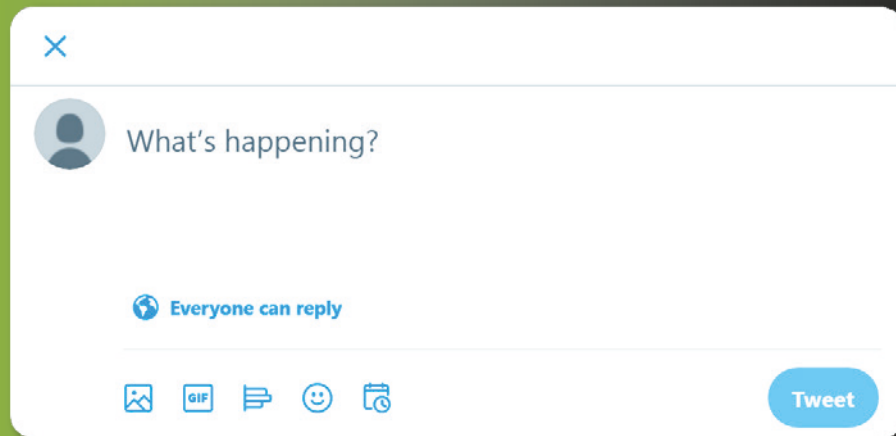


42°C

In the psychology of human behavior, denialism is a person's choice to DENY reality as a way to AVOID a psychologically uncomfortable truth. Denialism is an essentially IRRATIONAL action that withholds the validation of a historical experience or event, when a person REFUSES to accept an empirically verifiable reality.

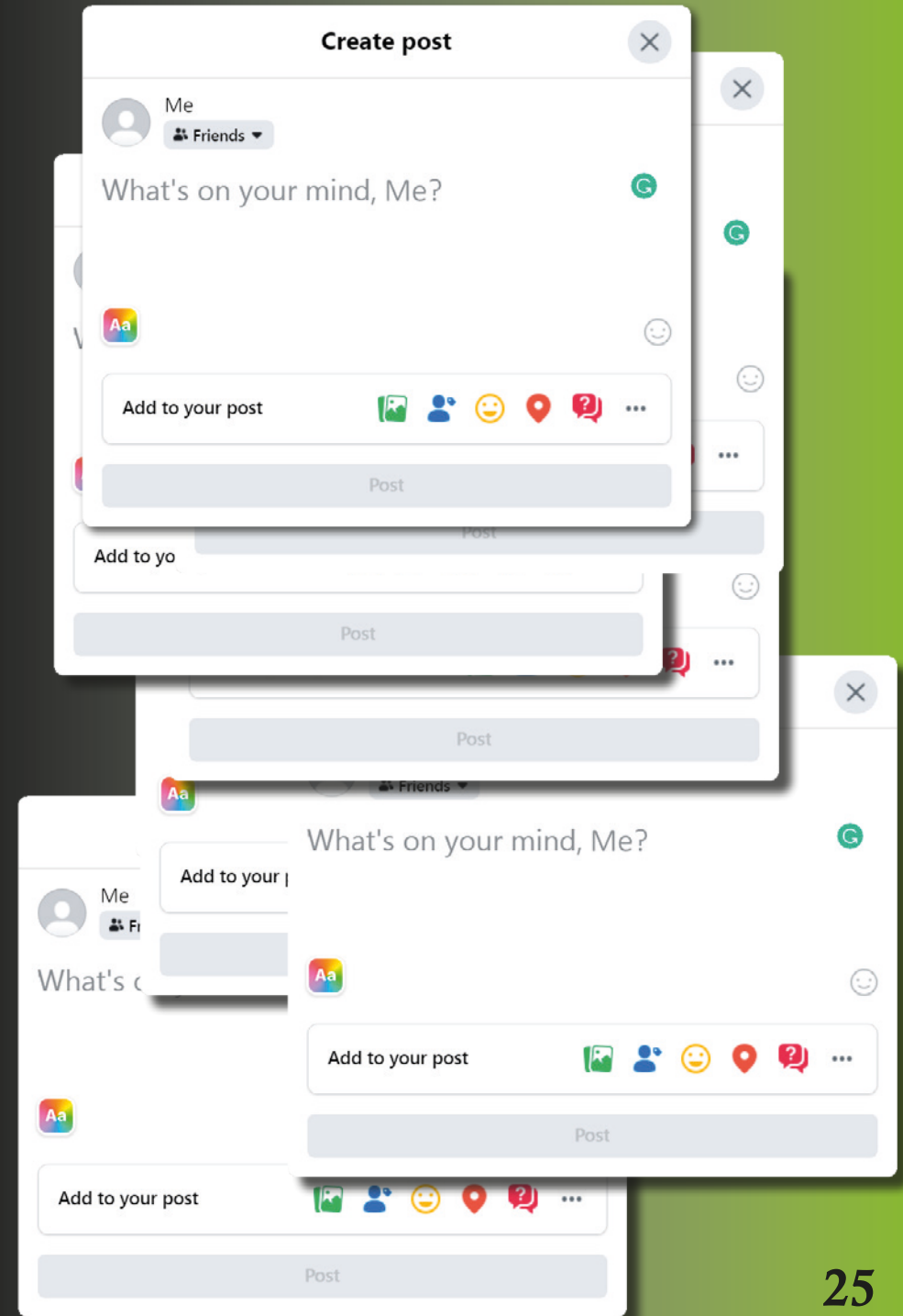
Misinformation

Misinformation is FALSE, inaccurate, or misleading information that is communicated REGARDLESS of an intention to deceive. Examples of misinformation are false rumors, insults, and pranks.



Disinformation

Disinformation is false or misleading information that is spread DELIBERATELY to deceive. This is a subset of misinformation.



Doublethink



Doublethink is a process of indoctrination whereby the subject is expected to SIMULTANEOUSLY accept two mutually contradictory beliefs as correct, often in contravention to one's own memories or sense of reality.

0... 1000%

Fact-checking is a process that seeks to verify sometimes factual information, in order to promote the VERACITY and correctness of reporting. Fact-checking can be conducted before (ante hoc) or after (post hoc) the text is published or otherwise disseminated.

Fake News

Fake news is FALSE or misleading information presented as news. It often has the aim of DAMAGING the reputation of a person or entity, or MAKING MONEY through advertising revenue. Media scholar Nolan Higdon has offered a more broad definition of fake news as “false or misleading content presented as news and communicated in formats spanning spoken, written, printed, electronic, and digital communication.”

“It follows that there are profits to be made from the production line of clickbait hoaxes – unscientific medical claims, crackpot theories, fictional sightings of UFOs or Jesus.”

D’Ancona, Matthew. (2017). *Post-Truth: The New War on Truth and How to Fight Back*. London: Ebury Press.

Filter Bubbles

A filter bubble is a term coined by the Internet activist Eli Pariser to refer to a state of intellectual ISOLATION that can result from personalized searches when a website algorithm selectively guesses what information a user would like to see based on information about the user, such as location, past CLICK-BEHAVIOUR and search history. As a result, users become separated from information that disagrees with their viewpoints, effectively isolating them in their own cultural or ideological bubbles.

Pond, Philip. (2020). *Complexity, Digital Media and Post-Truth Politics: A Theory of Interactive Systems*. Switzerland: Palgrave Macmillan.

“In recent years, the idea that we increasingly inhabit ‘filter bubbles’ has gained considerable traction, especially among political commentators, many of whom worry that these atomised and isolated mediaspheres fatally undermine a shared sense of political and social morality.”

Gaslighting

“After correcting someone else’s mistaken memory of meeting him when he was a young actor Reagan offered this revealing consolation: ‘You believed it because you wanted to believe it. There’s nothing wrong with that. I do it all the time.’”

Gaslighting is a form of psychological MANIPULATION in which a person or a group covertly sows seeds of DOUBT in a targeted individual or group, making them question their own memory, perception, or judgment. It may evoke changes in them such as cognitive dissonance or low self-esteem, rendering the victim additionally DEPENDENT on the gaslighter for emotional support and validation.

D’Ancona, Matthew.(2017). *Post-Truth: The New War on Truth and How to Fight Back*. London: Palgrave Macmillan.

Gatekeeping

Gatekeeping is the process through which information is FILTERED for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. The academic theory of gatekeeping is founded in multiple fields of study, including communication studies, journalism, political science, and sociology. It was originally focused on the mass media with its few-to-many dynamic but now gatekeeping theory also addresses face-to-face communication and the many-to-many dynamic inherent in the Internet.

“The emerging context leaves enormous room for completely new forms of everyday knowledge production, pitting social media algorithms against journalism’s editorial gatekeepers, the verification of facts before publication against posting stories to see what happens, and governance by clicks against professional codes and ethics councils.”

Nielsen, Greg. 2020. Populism, Fake News, and the Flight From Democracy. In: Dalkir, Kimir and Katz, Rebecca (eds) *Navigating Fake News, Alternative Facts, and Misinformation in a Post-Truth World*. Hershey: IGI Global.

Half-truth

A half-truth is a deceptive statement that includes some element of TRUTH. The statement might be partly true, the statement may be totally true but only part of the whole truth, or it may use some deceptive element, such as improper punctuation, or double meaning, especially if the intent is to deceive, evade, blame or misrepresent the truth.

“The Age of Disinformation is one in which misinformation, lies, and obfuscation does war against the evidence and truth, and power and greed seek simplistic solutions to complex problems.”

Froehlich, Thomas Joseph. 2020. Ten Lessons for the Age of Desinformation. In: Dalkir, Kimir and Katz, Rebecca (eds) *Navigating Fake News, Alternative Facts, and Misinformation in a Post-Truth World*. Hershey: IGI Global.

Hyperreality

Hyperreality, in semiotics and postmodernism, is an INABILITY of consciousness to distinguish reality from a SIMULATION of reality, especially in technologically advanced postmodern societies. Hyperreality is seen as a CONDITION in which what is real and what is fiction are seamlessly blended together so that there is no clear distinction between where one ends and the other begins. It allows the co-mingling of physical reality with virtual reality (VR) and human intelligence with artificial intelligence (AI).



Mass-hysteria

Mass psychogenic illness (MPI), also called mass sociogenic illness, mass psychogenic disorder, epidemic hysteria, or mass hysteria, is the rapid spread of illness signs and symptoms affecting members of a cohesive group, originating from a nervous system disturbance involving excitation, loss, or alteration of function, whereby physical complaints that are exhibited UNCONSCIOUSLY have no corresponding organic aetiology.

“With the advent of the Internet and social media groups, it is easier for persons with radical ideas to find like-minded individuals, creating a forum with a loud voice, that in turn can convince others to join their cause. It creates a crowd effect that there appears to be a large audience for a particular theory or belief.”

Froehlich, Thomas Joseph. 2020. Ten Lessons for the Age of Desinformation. In: Dalkir, Kimir and Katz, Rebecca (eds) *Navigating Fake News, Alternative Facts, and Misinformation in a Post-Truth World*. Hershey: IGI Global.

Obscurantism

Obscurantism and Obscurantism describes the practice of deliberately presenting information in an imprecise, abstruse manner designed to LIMIT further inquiry and understanding. There are two historical and intellectual denotations of Obscurantism: (1) the deliberate restriction of knowledge—opposition to disseminating knowledge; and (2) deliberate obscurity—a RECONDITE literary or artistic style, characterized by deliberate vagueness.

“Dictatorships are always attracted to the post-truth game, well aware of its power in moulding and controlling public opinion, and in situations like that, post-truth begets yet more post-truth, in the process obscuring reality even further.”

Photoshopping



Photograph manipulation involves the transformation or alteration of a photograph using various methods and techniques to achieve desired results. Some photograph manipulations are considered to be skilful artwork, while others are considered to be UNETHICAL practices, especially when used to deceive the public.

Post-truth

Post-truth is a philosophical and political concept for "the disappearance of SHARED objective standards for truth" and the "circuitous slippage between facts or alternative facts, knowledge, opinion, belief, and truth". Post-truth discourse is often contrasted with the forms taken by scientific methods and inquiry.(...) It was named Word of the Year in 2016 by the Oxford Dictionary where it is defined as "Relating to or denoting circumstances in which objective facts are LESS influential in shaping public opinion than appeals to emotion and personal belief."

"No less than any other age, the Post-Truth era has its own intellectual geology – a basis in the post-modern philosophy of the late twentieth century, often abstruse and impenetrable, that has been popularised and distilled to the point that it is recognisable – albeit without attribution – in many features of contemporary culture."

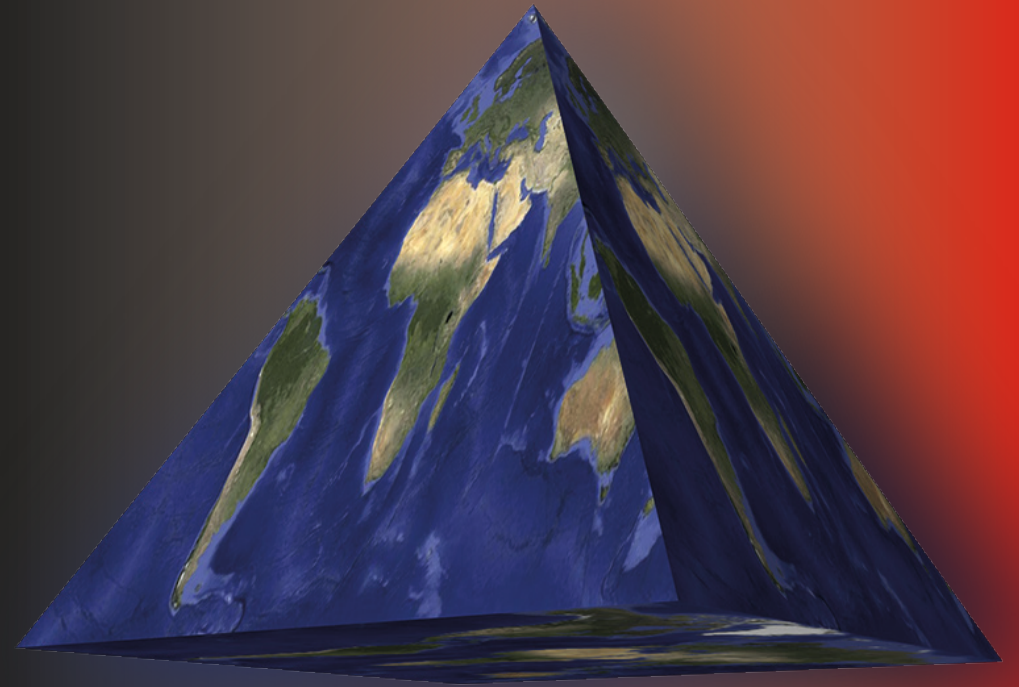
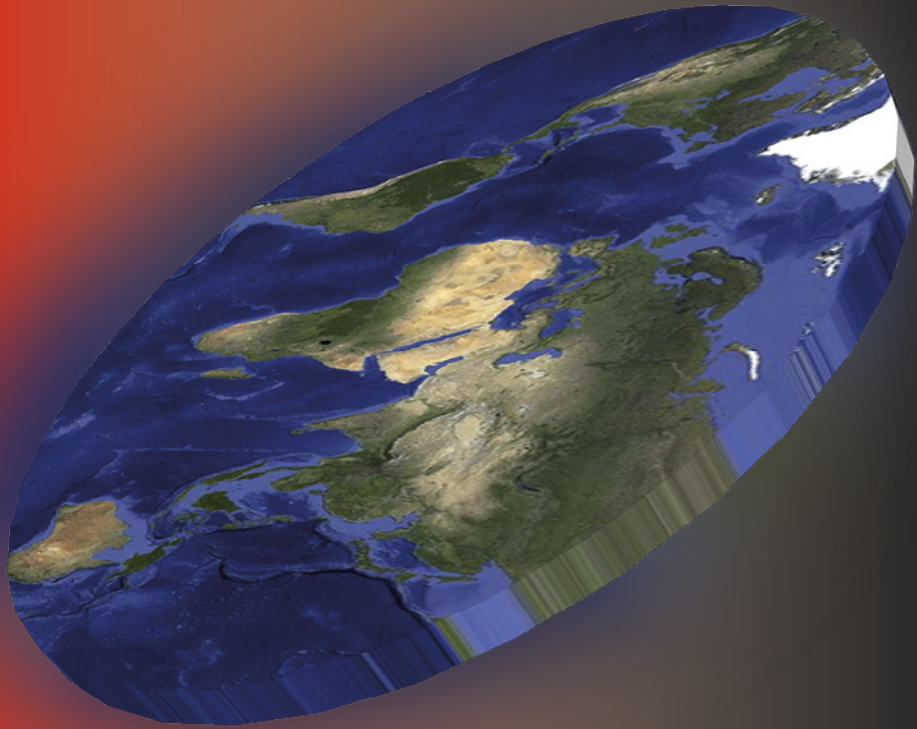
D'Ancona, Matthew. (2017). *Post-Truth: The New War on Truth and How to Fight Back*. London: Palgrave Macmillan.

Pseudoscience

Pseudoscience consists of statements, beliefs, or practices that claim to be both scientific and factual but are INCOMPATIBLE with the scientific method. Pseudoscience is often characterized by contradictory, EXAGGERATED or unfalsifiable claims.

“Truth is now viewed as a liability and ignorance a virtue. Under the reign of this normalized architecture of alleged commonsense, literacy is now regarded with disdain, words are reduced to data, and science is confused with pseudo-science. All traces of critical thought appear only at the margins of the culture as ignorance becomes the primary organizing principle of American society.”

A. Peters, Michael. Rider, Michael. Hyvönen, Mats. Besley, Tina. (2018). *“Post-Truth, Fake News: Viral Modernity & Higher Education”*. Singapore: Springer Nature.



LIVE ●

YOU WON 'T BELIEVE

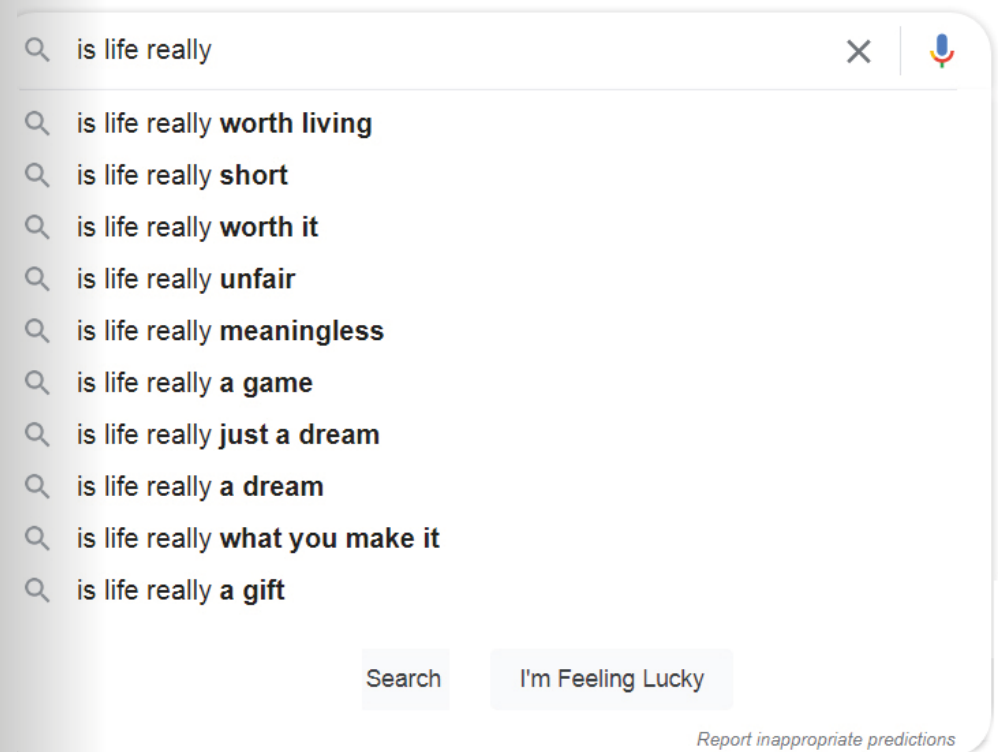
THIS

**SO METHING VERY
IM PORTANT HAS
JU ST HAPPENED**

In journalism (and more specifically, the mass media), sensationalism is a type of editorial tactic. Events and topics in news stories are selected and worded to EXCITE the greatest number of readers and viewers. This style of news reporting encourages biased or emotionally loaded impressions of events rather than neutrality, and may cause a manipulation to the truth of a story.

Skepticism

Skepticism is generally a questioning attitude or doubt towards one or more putative instances of knowledge which are asserted to be mere BELIEF or dogma. Formally, skepticism is a topic of interest in philosophy, particularly epistemology. More informally, skepticism as an expression of questioning or DOUBT can be applied to any topic, such as politics, religion, or pseudoscience.



Social Bots

A social bot is an agent that communicates more or less autonomously on social media, often with the task of INFLUENCING the course of discussion and/or the opinions of its readers. It is related to chatbots but mostly only uses rather simple interactions or no reactivity at all. The messages (e.g. tweets) it distributes are mostly either very simple, or PREFABRICATED (by humans), and it often operates in groups and various configurations of partial human control (hybrid).



Jonathan Stuart

Confirm

Delete request

Splitinternet

“When we are individuated, we are separated from collectivity, isolated, trapped in our fictional egos. Individuation, however, never works smoothly or totally, and the gaps created by its non-completion or consistent failure are where the subject is located.”

The splinternet (also referred to as cyber-balkanization or internet balkanization) is a characterization of the Internet as splintering and dividing due to various factors, such as technology, commerce, politics, nationalism, religion, and divergent national interests. Powerful forces are THREATENING to balkanise it”, writes the Economist weekly, and it may soon splinter along geographic and commercial boundaries.

Ford, R. Derek. (2018). *Politics and Pedagogy In the “Post-Truth” Era*. London: Bloomsbury Publishing Plc.

Truthiness

Truthiness is the belief or assertion that a particular statement is true based on the intuition or perceptions of some individual or individuals, WITHOUT regard to evidence, logic, intellectual examination, or facts. Truthiness can range from ignorant assertions of falsehoods to deliberate duplicity or propaganda intended to sway opinions.

“When the most powerful political voice in the western world pumps thousands of untruths into the public sphere every year, it’s easy to feel like an existential crisis for truth and for democracy must be upon us.”

because “yes”

“I think I remember”

“Just trust me.”

The Woozle effect, also known as evidence by citation, or a woozle, occurs when frequent citation of publications LACKING evidence misleads individuals, groups, and the public, and nonfacts become urban myths and factoids.

The increasing use of expressions associated with post-truth has confirmed the present conflict of interest between a demand for the real and a psychological need for comforting myths and fabricated data. Since the emergence of negationist movements, the growth of conspiracy theories, the recurrent exposure to new political scandals, that the “war against the truth” is not a new phenomenon. As Matthew D’Ancona states, “What is new is the extent to which, in the new setting of digitalisation and global interconnectedness,

emotion is reclaiming its primacy and truth is in retreat. (...) the resurgence of emotional narrative in recent decades – its renewed centrality – is the essential corollary.”

In the present technological age, a considerable part of the media coverage of information is carried out through social networks. Consequently, one of the most demanding challenges that democracy faces is the viability of a means for content filtering capable of discerning what is or is not factual. Solutions have been proposed,

such as promoting media literacy or using artificial intelligence systems for detecting fake news. The increasing complexity of this task goes hand in hand with the colossal growth of the wave of disinformation, the causes of which are still the subject of many debates that seem far from resolved.

Against this backdrop, *The Post - Truth Survival Guide* seeks to provide tools for navigating the post-truth era, in the form of ten commandments and an illustrated lexicon. It gathers advice, solutions and, sometimes

ironic tips to deal with disinformation and promote an initiation to this phenomenon. Still misunderstood by some and, according to certain authors, one of the greatest challenges of the century, given its chaotic and despotic nature, disinformation is capable of causing real damage to the civilizational fabric, since its purpose is always to alter, distort and shape reality so that it serves, financially or politically motivated, hidden interests.

