

Real or Rumor?

Take a look at the following scenarios.

Hold up the **GREEN** card if you think it's **REAL**.

Hold up the **RED** card if you think it's **RUMOR**.

Real or Rumor?

Chicago Christians showed up at a gay pride parade to apologize for homophobia in the Church



(Michelle Gantner / Maladjusted Media)

Real, but...

- The Christians apologizing are members of a group called The Marin Foundation which believes homosexuality is a sin.
- Critics argue the founder is using the LGBT angle to boost his own profile.
- The links on the photo are to the website of the photographer who took the picture, which were added only after it went viral on BuzzFeed.
- Many times, source material is not cited in BuzzFeed's listicles.

Real or Rumor?

This is what you are supporting when buying cosmetics / beauty products tested on animals such as L'Oreal, Lancome, MAC, Estee Lauder, Cover Girl, Revlon, Maybelline, Clinique, Olay, Neutrogena, etc. Just to name some, there are tons, tons, tons more! Especially in all companies that recently expanded its market to China.



Rumor

Presented by
The Gainesville Sun
Gainesville.com

Seized cats being readied for adopt-a-thon on Aug. 26-28



University of Florida vet school students and veterinarians work to spay and neuter cats as part of Operation Cat Nip on Wednesday.

By **Cindy Swirko**

Published: Wednesday, August 10, 2011 at 6:11 p.m.

Hundreds of cats seized from a major High Springs hoarding case are being shuttled this week to the University of Florida veterinary college to be spayed or neutered, tested and treated in preparation for an adoption event this month.

- Surfaced on Twitter and was retweeted over five thousand times over the course of one week in February 2014.
- The original image shows the animals were being spayed and neutered for an Adopt-a-Thon (Operation Cat Nip)
- The task was performed by about 25 University of Florida veterinary students and residents from UF and UC Davis.

Real or Rumor?

An aerial photograph showing a coastal town with a large body of water and a beach. The text is overlaid on the image.

HURRICANES WITH FEMALE NAMES ARE
DEADLIER
THAN STORMS WITH MALE NAMES

HELL HATH NO FURY LIKE A WOMAN STORM

Real


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ENERGY

Hurricanes With Female Names Are Deadlier Than Storms With Male Names

Hell hath no fury like a woman storm.



(JEWEL SAWAD/AP/Getty Images)

Facebook 222 | Twitter 112 | Google+ 12 | LinkedIn SHARE | Email

By **Marina Koren**
Follow on Twitter

June 2, 2014

Which storm sounds scarier: Hurricane Arthur or Hurricane Dolly?

If you picked Arthur, you may be in trouble. Hurricanes with feminine names are likely to kill significantly more people than hurricanes with masculine names, according to a new study of more than six decades of U.S. storms.

University of Illinois researchers tracked the death tolls for every hurricane that touched down on U.S. soil between 1950 and 2012 (they left out 1957's Audrey and 2005's Katrina, because those storms were much deadlier than usual). They found that the more feminine the storm's name, the higher its death toll. A lot higher, too: Their analysis suggests that changing a hurricane's name from Charley to Eloise could nearly

but...

- University of Illinois researchers tracked the death tolls for every hurricane that touched down on U.S. soil between 1950.
- They found that the more feminine the storm's name, the higher its death toll.
- People perceive hurricanes' names like they do people's names: in the context of gender-based expectations.
- The more feminine a storm name sounds, the less severe the public thinks the storm will be.

Real or Rumor?



Shared publicly - Apr 9, 2012

Quote of the Day: "Before you diagnose yourself with depression or low self-esteem, first make sure you are not, in fact, just surrounded by assholes." – William Gibson.

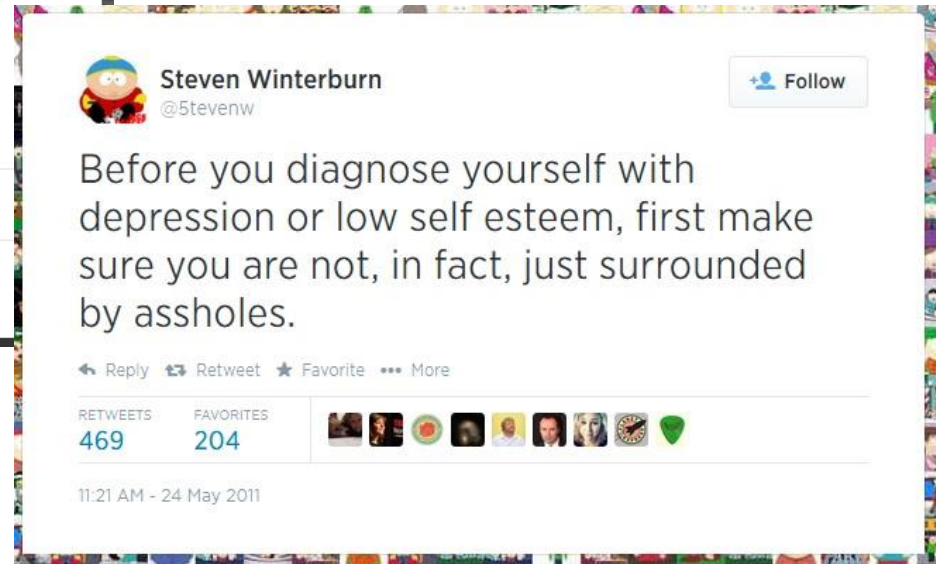
+47

↪ 12



Rumor

- Only thought to be Gibson's words due to attribution decay via multiple social media channels.
- Gibson (who coined the phrase "attribution decay") has since said the source is actually Steven Winterburn.



So, what is attribution decay?

- Merriam-Webster defines attribution as:
 - “the act of attributing; *especially* : the ascribing of a work (as of literature or art) to a particular author or artist.”
- When information is shared to the point that
 - the original creator’s name is lost.
 - someone else gets credit for the work.
 - when information is orphaned.
 - when information is used incorrectly leading to confusion.

Can you describe a time that you have experienced attribution decay in real life?

Why does any of this matter to your research?

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Misquoted

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