Evaluating Information

Paying Attention to Text AND Images
Outcomes

You will be able to
• recognize the influence of photos on influencing your meaning-making.
• identify contextual misrepresentation in news.
• select images that accurately represent a news item.
Question

T or F

The brain processes pictures much more quickly than text.
Question
T or F

The brain processes pictures much more quickly than text.  TRUE

“… the brain begins to categorize and make sense of a picture in as little as a few milliseconds. In contrast, text comprehension, measured in seconds, lags behind” (Palmer, 116).
Question
T or F

Images influence our judgments.
Question
T or F
Images influence our judgments. TRUE

Whoever controls the media, the images, controls the culture. Min Kim, TEDxLeighU
https://www.youtube.com/watch?v=ZpjWioF6iMo
Making Meaning

Words + Pictures + X factor (Reader’s impression) = New meaning (signified meaning)

Greater understanding  OR Inaccuracy/Falsehoods
“The improper (or careless) integration of a photograph with text that leads to false meaning - of which the viewer is unaware.” — Thomas Palmer

Can be inactive OR active.
Trust Factor

What do you expect?
Trust Factor
Case 18: The Globe and Mail ignores shale oil misuse of NYT photo for 3 years

What is the issue?
Activity

• Each group will review one case. Each case illustrates a contextual misrepresentation.

• Match your case to the best description this misrepresentation.

Contextual Misrepresentation & Counter Example

Case 1: The Romney reunion that wasn’t

Alternate image
Activity & Discussion

• Based on the image and its caption, would it be suitable for a news story on X. Think of yourself as an editor.
• What gives your confidence or pause?
• Let’s get started.
Is this image appropriate for a story on Joe Biden entering the Democratic race or does it misrepresent the context?
• Is this image appropriate for a story on giving black moms health insurance to save their babies lives or does it misrepresent the context?
Story & Image 3

• Is this image appropriate for a story on Hillary Clinton’s health or does it misrepresent the context?

Democratic Presidential candidate Hillary Clinton slips on the steps walking into SC Strong, a non-profit facility in Charleston, South Carolina, February 27, 2016.
Is this image appropriate for a story on the separation of children from their parents at the U.S./Mexico border or does it misrepresent the context?
1. How would you explain contextual misrepresentation to a peer?
2. In what ways might this concept impact how you view, use, and share images?
Sources


Whoever Controls the Media, the Images, Controls the Culture. 2017. YouTube, https://www.youtube.com/watch?v=ZpjiWioF6iM.


Additional images from Common Craft (check mark and x).