



## Spin Zones and Echo Chambers

Derrick L. Williams, Professor of Communication Studies – Metro

# Spin Zones & Echo Chambers

## Spin Zone

Political slant or bias.

## Echo Chamber

An environment where individuals only encounter information & opinions that reflect and reinforce their own existing viewpoints.

# Objectives

How did we get here?

From here to there . . .

Where do we go from here?

# Communicating **Difference(s)**

## Communication

Interpretation of information

Use of words and language

Acting upon information

Exchange of information

Human interaction

Nonverbal

## Mass Communication

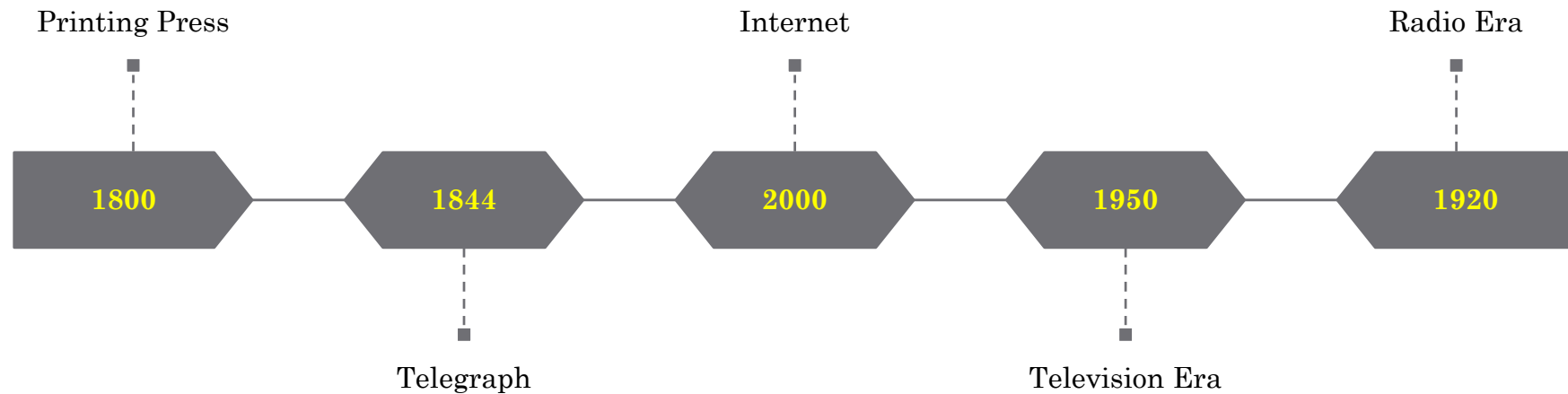
Technology that enables communication

Examines communication channels

Transmitting communication

Distribution of messages

# Timeline Mass Communication



Marshall McLuhan







Big Three







The Rise of 24-Hour News



# Politics on Demand (2010)

Alison Dagnes, PhD

## From News Nuance to **Infotainment**

**Focus On Malcolm:** Cleveland's KYW-TV spotlights Malcolm X (2nd r), the controversial black nationalist. He is interviewed by moderator Bud Dancy (r) and Pat Murray after debate with Louis Lomax (l).

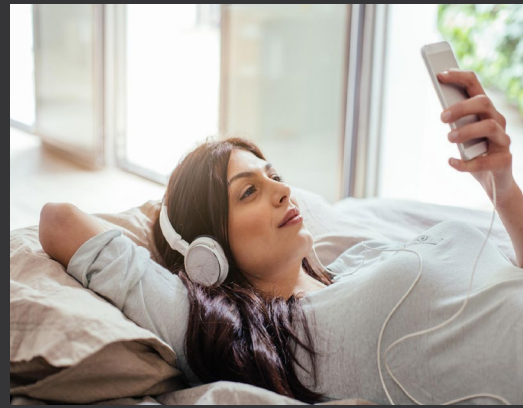


The future is here – it's just not evenly distributed . . .

Use and Gratification Theory



**From Here . . .**



**To There . . .**

# Filter Bubble

Eli Pariser





Digital Deluge

Information at fingertips

# Information Divide

## Misinformation

Incorrect or misleading or false information, **regardless whether it's intended** to mislead or deceive.

## Disinformation

False information which **is intended** to mislead, especially propaganda issues by a government organization or media.



A culture gets what it celebrates . . .

Cultivation Theory

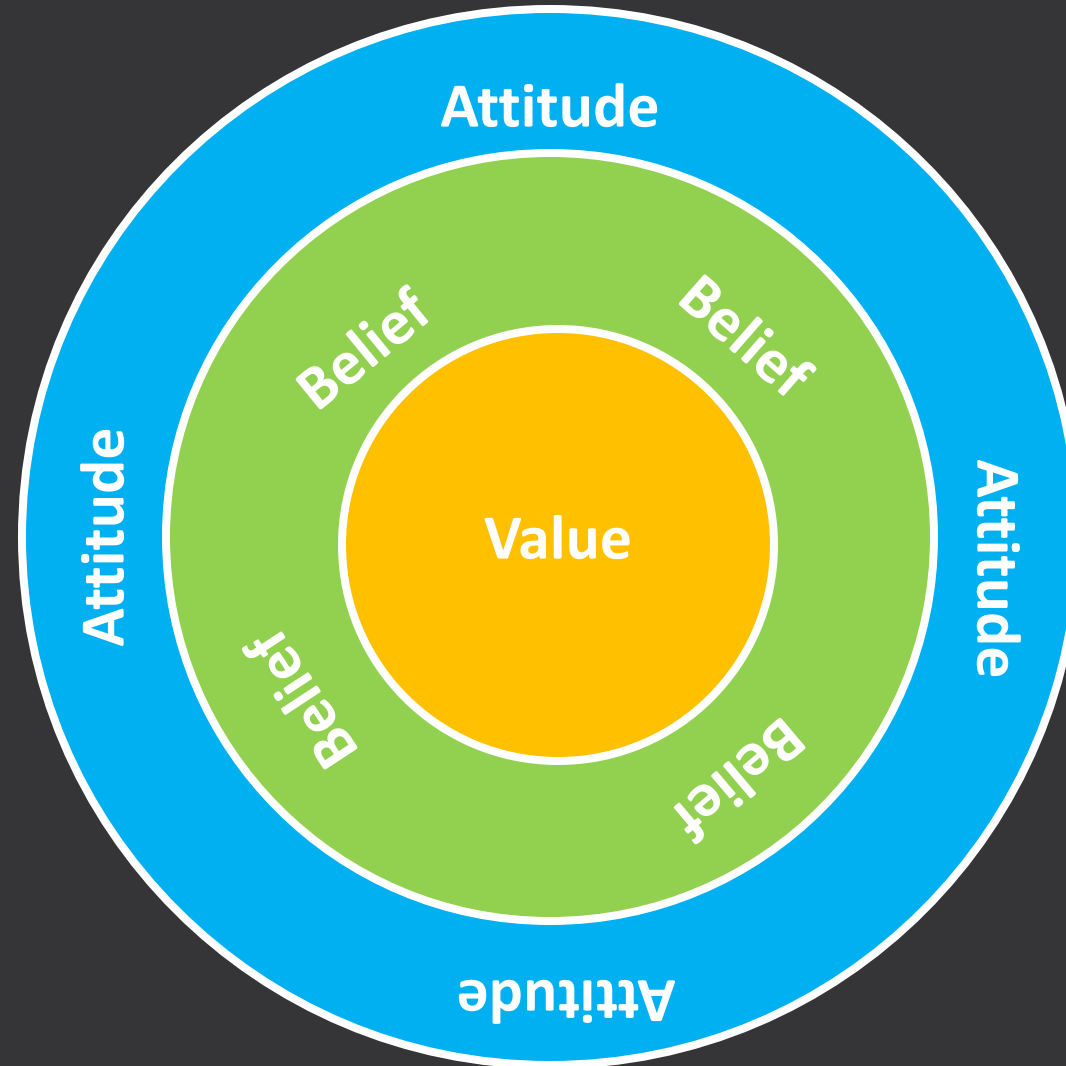
**Culture** is . . .

A group of individuals  
who share similar  
**attitudes, beliefs and  
values.**

# Shrek's Philosophy



# “Onion” Culture Model



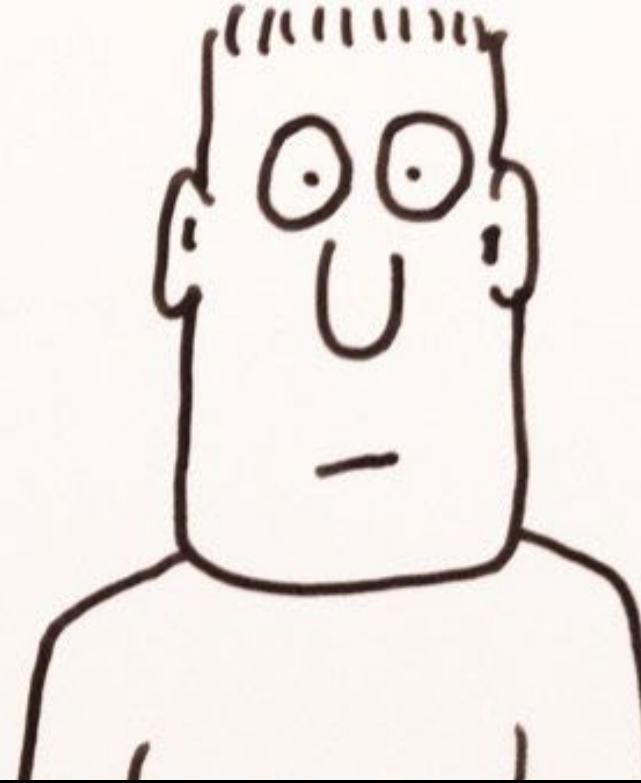


Homogenized Communities

I think therefore  
I am



I believe therefore  
I'm right!



shovel

## Cognitive Dissonance, Cognitive Bias, & Social Conformity

Lee C. McIntyre

# Deepfake

