

RIPPING OFF THE DIGITAL BAND-AID: RETHINKING NONPROFIT COMMUNICATIONS

Close Reading Exercise

We estimate that these exercises will take about 30 minutes total to complete.

- ❖ Before the start of the workshop, please skim these two resources.
 - Explore these definitions from the HKS Media Manipulation Case Casebook
 - <https://mediamanipulation.org/definitions>
 - Explore these case studies from the HKS Media Manipulation Case Casebook
 - <https://mediamanipulation.org/case-studies>

- ❖ Please read these two selected case studies and fill out the table below.
 - VIRAL SLOGAN: "JOBS NOT MOBS"
 - <https://mediamanipulation.org/case-studies/viral-slogan-jobs-not-mobs>
 - BUTTERFLY ATTACK: ORIGINS OF FAKE ANTIFA SOCIAL MEDIA ACCOUNTS
 - <https://mediamanipulation.org/case-studies/butterfly-attack-origins-fake-antifa-social-media-accounts>

- ❖ Lastly, bring any remaining questions about these terms or strategies to the workshop for discussion!

	What manipulative techniques were being used here?	How were they identified?	What would have helped the affected organizations in this example?	What steps could your organization take to prevent something like this from happening in the future
VIRAL SLOGAN: "JOBS NOT MOBS"				
BUTTERFLY ATTACK: THE ORIGINS OF FAKE				

ANTIFA SOCIAL MEDIA ACCOUNTS				
OPTIONAL: EXAMPLE FROM YOUR OWN ORGANIZATION				