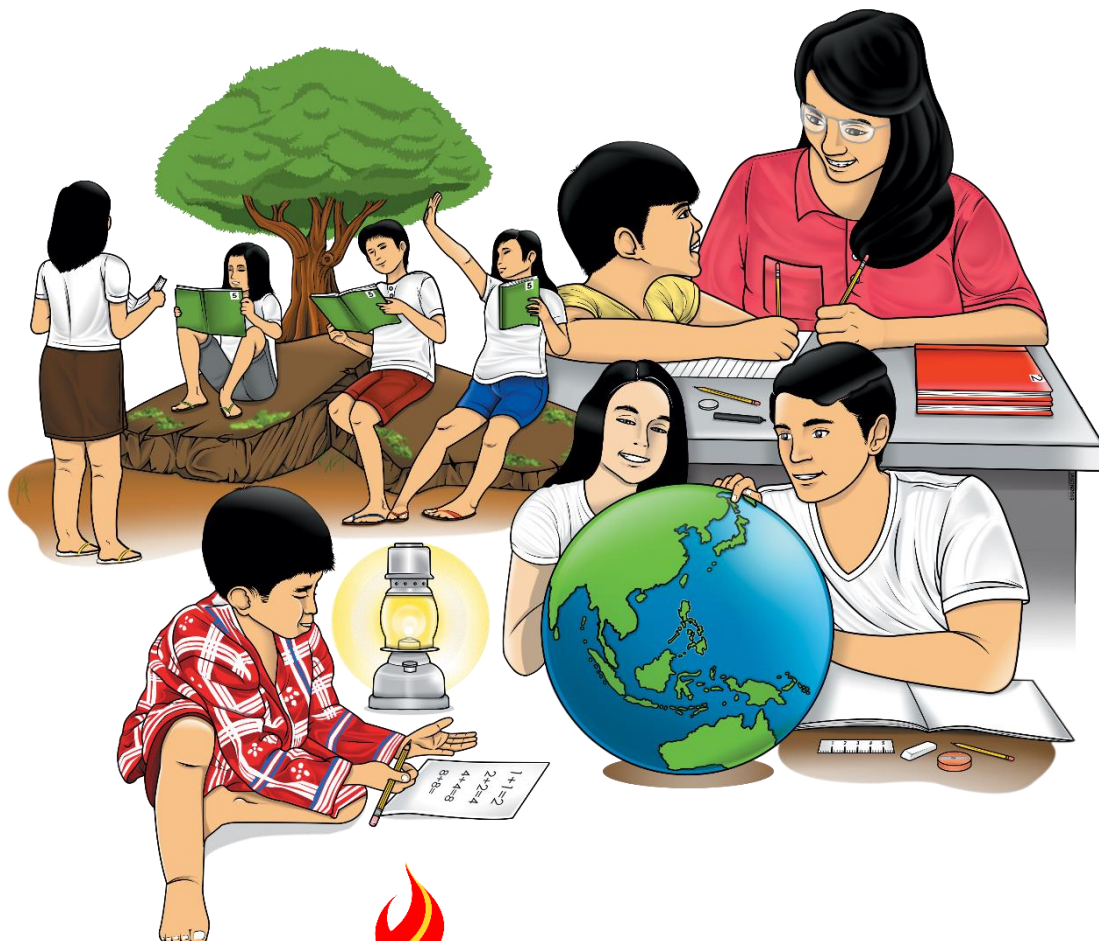


# English

## Quarter 1 – Module 6: Analytical Listening in Problem Solving



**English – Grade 10**  
**Alternative Delivery Mode**  
**Quarter 1 – Module 6: Analytical Listening in Problem Solving**  
**First Edition, 2021**

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# English

## Quarter 1 – Module 6: Analytical Listening in Problem Solving

## Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

This module was designed and written with you in mind. Primarily, its scope is to teach you how to employ your analytical listening skills in problem solving.

While going through this module, you are expected to:

1. Listen analytically to messages from audio materials.
2. Evaluate texts through analytical listening in terms of accuracy and validity.
3. Use analytical listening in problem solving.



1. This type of listening is for the purpose of enjoyment or appreciation.

- A. Comprehensive  
B. Appreciative  
C. Critical/Analytical  
D. Emphatic

10. Listening is similar to hearing.

15. Having no consistency would lead no finish.

## Lesson

# 1

# Analytical Listening in Problem Solving



## *What's In*

Have you ever tried saying something, yet no one responded to you because they are busy surfing their phones or busy playing computer games? Everybody seems so busy that when they respond to you, they will let you repeat what you said or worse no response at all.

Research shows that an average of 45% is spent listening compared to 30% speaking, 16% reading and 9% writing. (Adler, Elmhorst & Lucas, 2012). The remaining 30% is for non-communication.

In the previous lessons, you learned about the different types of listening. Let us recall the different types of listening. **The four types of listening are appreciative, empathic, comprehensive, and critical/analytical.**

When you listen for **appreciation** you are listening **for enjoyment so this is appreciative listening**. Example, when you listen to your favorite music and you enjoy singing along with it, it is appreciative listening.

When you listen **empathically** you are doing so **to show mutual concern**. During this listening process you are focused to the speaker and you try to show him that you are in his situation. Example, when your friend shares to you her problem about doing household chores at home, you listen empathically by being present at the moment or by being mindful about what he shares.

If you are watching the news, listening to a lecture, or getting directions from someone, you are **listening to understand** or **listening to comprehend** the message that is being sent. This is **comprehensive listening** wherein you do **active listening**. In class for example, while your teacher lectures on a certain lesson, you are also in the process of taking down notes at the same time participating in the discussion.

The last type of listening is **analytical/critical listening**. Analytical listening is **listening to evaluate** the content of the message. As a critical listener you are listening to all parts of the message, analyzing it, and evaluating what you heard. For example, the current situation we are in—the COVID-19 Pandemic. Many people have their own claims about their plight. Others will win approval of Barangay officials just to be recipients of the Social Amelioration Program (SAP) of the government. Assuming that you are a barangay official assigned to validate the truthfulness of information given to you, how will you apply analytical listening? To be an analytical listener, first, listen attentively to the speaker. As you listen, be

attentive to his gestures- his facial expression and hand gestures. Consider also his tone. Is he simply trying to win for approval or is the intention sincere? Second, ask for questions to determine to what extent is the truthfulness of the information shared by the speaker like how many members in the family are working? How much is the monthly income? Are they renting or do they own the house? Third, look for evidences. Ask for a barangay certification that the family belongs to an indigent family. Ask for employment /student identification to determine the work of the head or member of the family; and to determine how many siblings are attending school. Finally, validate the claim based on proofs and honesty of answers given. If you have done this, you are a good analytical listener.



### ***Notes to the Teacher***

As a facilitator of learning, the teacher needs to see to it that students can really access the links provided in this module. For those without the means, kindly direct them to the transcript of the linked videos which are found on the last page of this module.

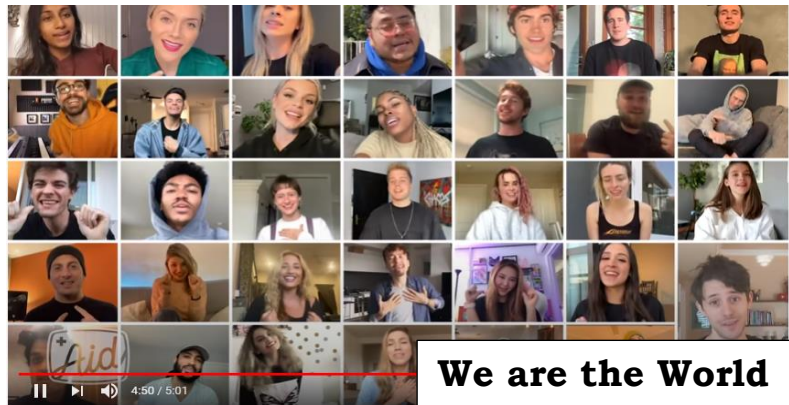




## What's New

### Activity: Analytical or Not?

1. 1 Listen/watch the video clip “We are the World” and answer the questions that follow.

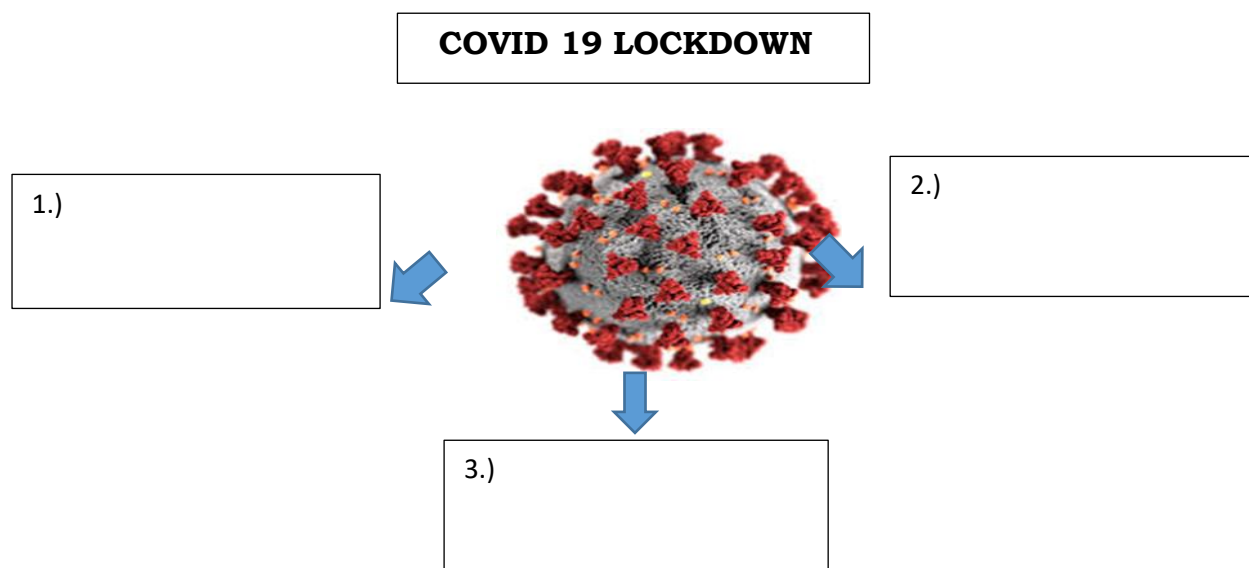


[https://www.youtube.com/watch?v=0MWNW\\_a35oY](https://www.youtube.com/watch?v=0MWNW_a35oY)

1. What do the singers wanted to impart through the song amidst the corona virus pandemic?
  - A. to call togetherness during the pandemic
  - B. to inspire front liners in fulfilling their duties
  - C. to show how people feel being at home during the lockdown
  - D. to promote shared responsibility and collective efforts to save humanity.
2. If you are going to rate what you feel while listening to the song, what will your rating be? Choose two answers and check your rating that corresponds to what you feel then give your reasons why. (4 points)

Feeling	Rating				Reasons
	4 (very much)	3 (much)	2 (slightly)	1 (not)	
amazed					
inspired					
hopeful					
emphatic					
worried					
disgusted					

**1.2** Listen/watch closely the news report then complete the cause-effect map below and answer the questions that follow. Access this link:  
<https://www.youtube.com/watch?v=sdsz-t540WI>



**Source of image:** <https://www.cdc.gov/media/subtopic/images.htm>

4. Who is most likely affected on the impact of the health crisis on corona virus?
  - A. employers who stopped operation of their businesses
  - B. entrepreneurs who lost their customers
  - C. citizens who have minimal income
  - D. employees who are freelancers
  
5. Which of the statements would be the best implication of 'government resources are already stretched and much of the calamity fund has been used up.'
  - A. There is scarcity in the source of fund of the government.
  - B. Philippine government is not prepared for a pandemic.
  - C. The government looks for means on how to augment the needs of the people.
  - D. The government converts other funds for the pandemic.

**1.3** Which of the two listening activities you would most likely use analytical listening in problem solving? Check your answer and explain.

\_\_\_\_\_ A. We are the World (song)  
 Explanation: \_\_\_\_\_

\_\_\_\_\_ B. Millions more unemployed in the Philippines Amid COVID 19 Lockdown (news report)  
 Explanation: \_\_\_\_\_



## What is It

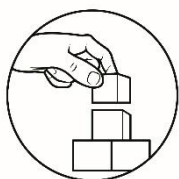
**Analytical listening** is being a “better” listener by listening **critically** to a person, a song, or other audio materials to get the message that is intended to be conveyed by the speaker. Being an analytical listener, you have to consider listening in two aspects: listening to understand and listening to evaluate. Remember though that the focus here is on analytical listening, to be able to do this you have to employ both.

### Here are some tips to be a good listener:

- 1. Withhold judgment.** It is often difficult to understand another person’s ideas especially when you have a strong opinion about something but you have to listen first before you evaluate.
- 2. Talk and interrupt less.** Sometimes the best approach to listening is to let the speaker talk. Speak only when necessary. In this way, quality communication is achieved and your level of understanding improved.
- 3. Ask questions.** Sincere questions are genuine requests for information to gather facts and details, clarify meanings and encourage a speaker to elaborate.
- 4. Paraphrase.** Paraphrasing involves restating speaker’s ideas in your own words to make sure you have understood them correctly.
- 5. Attend to non-verbal cues.** Focusing on a speaker’s non-verbal cues may tell you more than his or her words. Non-verbal cues include gestures, postures, vocal tones, facial expression, and more.
- 6. Take notes.** When the conversation involves details or ideas you need to remember, notes can be essential.
- 7. Analyze the speaker’s evidence.** As a good listener, you need to ask yourself about evidences a speaker gives to support his or her statements. Once you’ve identified the evidence, you need to make sure it is valid.  
When do we say that evidences/proofs are valid or invalid?  
The **validity** of evidences means details given were research- based, true, and supported by statistics. Evidences are **invalid** on the other hand if they are opinionated and not supported research.
- 8. Examine emotional appeals.** Sometimes emotional reactions are a valid basis for action. In some cases though, emotional appeals can obscure important logical considerations.

**Analytical listening** involves problem solving or decision making. You have to ask yourself questions like ‘what is the speaker trying to say?’, or ‘what is the main argument being presented?’, ‘how does what I hear differ from my beliefs or opinions?’ Remember your values and opinions are based on your ability to process

information to be able to solve problems or make informed decisions after weighing pros and cons.



## ***What's More***

### **Activity 2: Armed with Optimism**

Listen to the speech of Jack Ma, a Chinese billionaire and the co-founder of Alibaba.com. Then, answer the questions indicated below.



Source: <https://www.youtube.com/watch?v=8SN9Kj8SdgE>

1. Which of the evidences indicated below is invalid on how Jack Ma experienced failure?
  - A. He applied for the university three times but failed.
  - B. He applied for Harvard 10 times but failed.
  - C. He applied for a job 30 times but was rejected.
  - D. He thinks differently, and others believe that his ideas will work.
  
2. What can be concluded in this statement? "The best assets you have is that you are young."
  - A. There are more chances of pursuing one's dream in life at a young age.
  - B. Young age determines quality accomplishments in life.
  - C. Achieving success in life is determined by age.
  - D. Health is wealth.
  
3. "The opportunity lies where people complain"- Jack Ma  
Which of the following supports the point raised in the speech?
  - A. Thinking differently on how to make things common.
  - B. Doing things after other people do.
  - C. Being prompt in everything you do.
  - D. Being brave to try new discoveries.

4. Which of the statements below was not done by Jack Ma and his co-founders for their proposed business?

- I. They tried to borrow money in the bank.
  - II. They talked to venture capitalists.
  - III. They were encouraged by their customers through emails.
  - IV. They were shaken by several rejections.
- A. IV                  B. I                  C. II                  D. III

5. What life attitude Jack Ma wanted to impart in his message?

- A. Optimism offers much opportunity.
- B. Competition must be backed up with financial resources.
- C. Failure is an excuse in achieving goals in life.
- D. Believe in your capability to achieve your dreams in life.



## ***What I Have Learned***

### **Activity: Acrostics**

Complete the acrostics of the word “ANALYTICAL” by writing important points about the topic. Your answers should be in sentence form.

A	-- Analytical listening is listening to evaluate.
N	
A	
L	
Y	-- Yes/No answers does not fully support good analysis.
T	
I	
C	
A	
L	--Learn to withhold judgment to be a critical listener.



## ***What I Can Do***

### **Activity 4.1 News Baits**

Listen to the message of Sinan Aral in a TED talk “How we can protect truth in the age of misinformation” then answer the following questions.



**Source:** <https://www.youtube.com/watch?v=-7ORAKULel4&t=778s>

1. What would most likely be the reason why fake news “Two explosions at the White House and Barrack Obama has been injured” spread fast?
  - A. It is a political propaganda.
  - B. It is the place of the president of the country.
  - C. It is an alarming news and a threat to the national security.
  - D. All of the above
2. What implication could be drawn on the widespread circulation of fake news?
  - A. Readers have their own political biases.
  - B. Articles that speak of one’s position is shared easily.
  - C. Misinformation has become widespread and widely accepted.
  - D. Truthfulness of news reports are not verified by readers before sharing.
3. Which details mentioned in the listening text were used to validate the comparison of the spread of true news to the spread of false news?
  - A. People who spread false news have more followers or follow more people, or tweet more often.
  - B. People who spread true news are more often 'verified' users of Twitter, with more credibility.
  - C. People who spread false news have been on Twitter longer.
  - D. Researchers looked at the information and the sentiment contained in the replies to true and false tweets through novelty hypothesis.

4. "With the rise of fake news, the rise of fake video, the rise of fake audio, we are teetering on the brink of the end of reality, where we cannot tell what is real from what is fake." Which evidences mentioned in the listening text best supports this statement?

- A. People who spread false news have more followers or follow more people.
- B. The tweet which was retweeted 4,000 times in less than five minutes and went viral thereafter.
- C. A study on the speed and breadth of diffusion of true and fake news and how many people become entangled in information cascade.
- D. A study by Oxford University showed that in the recent Swedish elections, one third of all of the information spreading on social media about the election was fake or misinformation.

5. What is the message of the speech?

- A. People must be vigilant in defending the truth against misinformation through technologies, policies and, most importantly, individual responsibilities, decisions, behaviors and actions.
- B. People must have the desire to check for accuracy before sharing tweets, posts in different social media platforms.
- C. People must read content of what they received before circulating to others.
- D. People must be conscious on the impact of false news.

**4.2 As an analytical listener, give evidence and solutions enumerated by the speaker on how to protect truth in the age of misinformation.**

<b>Evidence</b> (give one only)	<b>Explanation</b>
<b>Solutions to address the problem</b> (give two only)	<b>Explanation</b>



## Assessment

A. **Multiple Choice:** Select the best answer to each question by writing the letter of your choice on your answer sheet.

1. This type of listening is for the purpose of enjoyment or appreciation.  
A. Analytical/critical                      C. Appreciative  
B. Emphatic                                  D. Comprehensive
2. This type of listening is also known as active listening. You listen and participate at the same time.  
A. Comprehensive                      C. Emphatic  
B. Analytical/critical                      D. Appreciative
3. This type of listening is showing mutual concern to the speaker. You let him/her feel that you are in his/her foot.  
A. Emphatic                                  C. Appreciative  
B. Comprehensive                      D. Analytical/critical
4. This type of listening is employed when you listen and take down notes during a lecture.  
A. Emphatic                                  C. Appreciative  
B. Comprehensive                      D. Analytical/critical
5. This type of listening is used to evaluate the content of the message.  
A. Comprehensive                      C. Critical/Analytical  
B. Appreciative                          D. Emphatic

B. Write **TRUE** if the statement is correct and **FALSE** if the statement is incorrect.

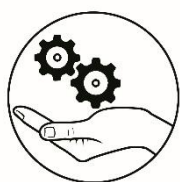
- \_\_\_\_\_ 6. In emphatic listening, the focus is to the speaker and not to the listener.
- \_\_\_\_\_ 7. Listening comprises less of the percentage in communication than reading.
- \_\_\_\_\_ 8. Withholding one's judgment about someone's idea is necessary to be a good listener.
- \_\_\_\_\_ 9. Listening to evaluate does not need to undergo listening to understand because this  
   is a deeper type of listening.
- \_\_\_\_\_ 10. Listening is similar to hearing.

C. Listen to an inspirational message by Denzel Washington, an American actor in this link: <https://www.youtube.com/watch?v=EBGb40yh4SY&feature=share>  
Then determine if the statement is **TRUE** or **FALSE** based on what you have listened to.

- \_\_\_\_\_ 11. Falling down few times equates to getting up many times.
- \_\_\_\_\_ 12. Being easy is a lesser threat to progress than hardship.
- \_\_\_\_\_ 13. Having a name in the show business is because of  
   hard work.
- \_\_\_\_\_ 14. Through one's commitment, there's a chance to start  
   something.



\_\_\_\_\_15. Having no consistency would lead no finish.



## Additional Activity

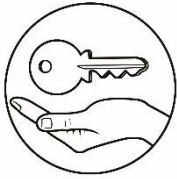
### Task: Points to Ponder

Access the news report “Parents, students divided over online learning shift” by CNN Philippines in this link: [https://www.youtube.com/watch?v=fVANI9\\_om0k](https://www.youtube.com/watch?v=fVANI9_om0k)

Then complete the chart below by determining the points raised by the parents and the students. On the last column, give your own research-based details to validate the points.



	Point/s	Details to support the point/s
Parents		
Students		



## Answer Key

<p><b>What I Can Do</b></p> <p><b>4.1</b></p> <p>1. C 2. D 3. D 4. C 5. A</p> <p><b>4.2 lift evidences from the talk of the speaker</b></p> <p><b>Solutions:</b></p> <p>1. labelling-determine what is contained in the information and the credibility of the source</p> <p>2. incentives-depress the spread of false information to reduce economic incentives</p> <p>3. regulation- social media platforms must be regulated</p> <p>4. algorithms and machine learning-use of technology to root out and understand fake news, how it spreads and how to dampen it</p> <p><b>Assessment</b></p> <p>A. 1. C 2. A 3. A 4. B 5. C B. C.</p> <p>6. TRUE 7. FALSE 8. TRUE 9. FALSE 10. FALSE 11. TRUE 12. FALSE 13. TRUE 14. TRUE 15. TRUE</p>	<p><b>What's New</b></p> <p><b>1.1</b></p> <p>1. D 2-4 answers may vary <b>1.2</b></p> <p>1. unemployment 2. job mismatch 3. hunger</p> <p><b>4. C</b> <b>5. C</b> <b>1.3</b></p> <p>B. In analytical listening, it involves gathering the details, verifying these whether valid or invalid then comparing to one's view by thinking critically. (other answers similar to this are accepted)</p> <p><b>What's More</b></p> <p>1. D 2. A 3. D 4. A 5. A</p> <p><b>What I have learned</b></p> <p><b>-Answers vary</b></p>	<p><b>What I Know</b></p> <p>A. 1. C 2. A 3. A 4. B 5. C</p> <p>B. 6. TRUE 7. FALSE 8. TRUE 9. FALSE 10. FALSE</p> <p>C. 11. TRUE 12. FALSE 13. TRUE 14. TRUE 15. TRUE</p>
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## ANNEX A (WHAT I KNOW)

### CLAIM YOUR DREAM 2017

By Denzel Washington

I am particularly proud and happy about the young filmmakers, actors, singers, writers, | producers that are coming up behind my generation. In particular, Barry Jenkins. Young people understand that this young man made 10, 15, 20 short films before he got the opportunity to make moonlight. So never give up. Without commitment you will never start, but more importantly without consistency you will never finish. It is not easy. If it was easy, there be no Kerry Washington, if it was easy there be no Taraji Henson, P Henson, if it was easy there would be no Octavia Spencer, but not only that if it was easy there would be no Viola Davis. If it was easy there would be no Michael T. Williamson, no Steven McKinley Henderson, no Russel Honorsby or if it was easy there would be no Denzel Washington. So keep working, keep striving never give up. Fall down seven times, get up eight. Ease is a greater threat to progress than hardship. Ease is a greater threat to progress than hardship, so keep working, keep growing, keep learning. See you at work.

## ANNEX B (WHAT'S IN)

### WE ARE THE WORLD (2020)

There comes a time  
When we heed a certain call  
When the world must come together as one  
There are people dying  
Oh, and it's time to lend a hand to life  
The greatest gift of all.

We can't go on  
Pretending day-by-day  
That someone, somewhere will soon make a change  
We're all a part of God's great big family  
And the truth, you know, love is all we need

#### Chorus

We are the world  
We are the children  
We are the ones who make a brighter day, so  
let's start giving  
There's a choice we're making  
We're saving our own lives  
It's true we'll make a better day, just you and me

Oh, send them your heart  
So they know that someone cares  
And their lives will be stronger and free  
As God has shown us by turning stones to bread  
And so we all must lend a helping hand.

We are the world

We are the children  
We are the ones who make a brighter day, so  
let's start giving  
Oh, there's a choice we're making  
We're saving our own lives  
It's true we'll make a better day, just you and me

When you're down and out, there seems no  
hope at all  
But if you just believe there's no way we can fall  
Well, well, well, well let's realize  
Oh, that a change can only come  
When we stand together as one, yeah, yeah,  
yeah

We are the world  
We are the children  
We are the ones who make a brighter day, so  
let's start giving  
There's a choice we're making  
We're saving our own lives  
It's true we'll make a better day, just you and me

We are the world  
We are the children  
We are the ones who make a brighter day, so  
let's start giving  
There's a choice we're making  
We're saving our own lives  
It's true we'll make a better day, just you and me

We are the world (are the world)  
We are the children (are the children)

We are the ones who'll make a brighter day, so  
let's start giving (so let's start giving)  
There's a choice we're making  
We're saving our own lives  
It's true we'll make a better day, just you and me

Oh, let me hear you!

We are the world (we are the world)  
We are the children (said we are the children)  
We are the ones who'll make a brighter day so  
let start giving (so let's start giving)

There's a choice we're making  
We're saving our own lives  
It's true we'll make a better day, just you and  
me, yeah  
It's true we'll make a better day, just you and  
me.

### ANNEX C (WHAT'S IN)

#### MILLIONS MORE UNEMPLOYED IN THE PHILIPPINES AMID COVID-19 LOCKDOWN (News Report)

Julio's Evangelista used to earn around \$300 a month as a jeepney driver. That was barely enough to feed his family but he says somehow, they were able to get by. But life became much worse two months ago when the lockdown was imposed by the government to stop the spread of coronavirus. He is unable to work and pay for the house rent in Manila so they live like this now -- in a jeepney, begging in the street, just to feed his family. "This is really tragic. I can see how my children suffer because of our situation here and we don't know when our next meal will come.

Christiane Garcia also says the pandemic brought more suffering for his family. He used to be a professional photographer. But when the lockdown of the entire region of Luzon happened, work stopped coming in. He found a job as a delivery driver earning less than half of what he used to make. "Imagine I had years and years of professional experience. I swallowed my pride and roll up my sleeves just so I can earn. Times are hard but we simply don't have a choice anymore. It is a matter of survival now."

The Philippine government implemented one of the world's strictest and longest quarantines a two-month lockdown for more than 15 million Filipinos. The region of Luzon accounts for at least 75 percent of the entire economy. Quarantine restrictions were recently eased in an attempt to restore some normalcy and limit the economic damage after two decades of uninterrupted growth. But at least two and a half million Filipinos have already lost their jobs since the lockdown began and the government says millions more are expected to be unemployed this year.

The impact of this health crisis is causing particular suffering to those who had very little to begin with. The government is giving cash aid to millions of impoverished families but leaders admit resources are already stretched and much of the government so-called calamity fund has been used up. Those like Julius who have always lived on the fringes say they feel left out. If the virus doesn't kill them, they say, hunger most likely will. **Jamilah Alindogan, Al Jazeera- Manila.**

## ANNEX D (WHAT'S MORE)

### HOW I OVERCOME FAILURE

By Jack Ma

I didn't have a rich father. I tried three times for University. All failed. I apply for Harvard for ten times all failed. They'd only want to see me for the last time. I went to the Teachers College which was considered the third or four class of my city to apply jobs. For 30 times, I got rejected. It was so difficult at that time. I was so frustrated because I taught in the university. My pay was ten dollars a month because I could not find a good job in 1994, disgusted, "I'm going to do something called internet."

And 23 of them against it I said this is stupid idea. We have never heard about internet and you know nothing about computer and I never thought I was smart. Nobody believed that I could be successful because everybody said well this guys think differently, thinks crazily. You know they think about something never work.

I try to borrow three thousand US dollars from the banks. It took me three months but I still cannot get it. We talked to over 30 or 40 venture capitalists. Everybody's in though "forget it" a lot of people said Alibaba is a terrible model.

As I said I believe it. I think this thing could be big if we keep on working. I never thought you will be that big like today. But I believe that something is waiting for me there. And I have to work hard to prove myself. That was the tough experience. So we gather 50 thousand US dollars from 18 founders. We started. For the first three years, we do not have even one dollar revenue from our business. It was not easy. "You don't make any money, you've got extraordinary claims and yet you make nothing." "That's internet." "Yes, but what's the point. Are you a millionaire?" "Now no." "Do you want to be?" "Well I hope."

But why it keeps a going ahead, going forward because I received lots of email of thanks from the customers. They say this is such a great thing. We cannot obtain you but this thing helped us. If you keep on helping us, one day you will be successful. And I believe this. Little by little we build up our business. Little by little we build up our ecosystem of the infrastructure. And now after 16 years we have [a](#) Alibaba Group, we have a Tmall group, we have a Taobao group, we have Alipay and people said you are so smart. How could you make a company like that.

Bill Gates, Warren Buffet, the Jack Welch, Larry Page, Mark Zuckerberg, the difference between those people and other people they are always optimistic for the future. They never complain. They always tried to solve the problems of the others. When you're optimistic it's always opportunity people same here today. "Jack where is the opportunity? I don't have a job. I don't have this. I don't have that?"

The best assets you have is that you are young. Don't complain. Let the other people complain. The opportunity always lies where people complain. Think about how you can make things different and then when you think about this, study do it! I saw a lot of people, young people have fantastic ideas every evening. But in the morning they go to the office same again. If you really want to be an entrepreneur you have to do the things before the other people do. You have to wake up before the other people wake up. You have to be more brave than the others.

When I was young. I went to Hangzhou Westlake. There's a hotel many foreign visitors visit there. And I went there. Every morning five o'clock to practice my English. When foreign visitors come, I'd practice my English. I don't know why at that time. But I found everything the foreign visitors told me are so different from the things my parents told me, my teacher told me, and the newspaper I read. So, since then I think everything used my own brain. Use your own brain to think to everybody, to any person.



Tomorrow is anew. Make the move. Make the action. Whether investors believe it or not, whether your friends believe it or not, whether parents believe it or not, that's not important. You believe it. Your team believe it and work day and night on this. Make enough mistakes. You fall, you stand up. If you really want to work with yourself think about the others because only when the other people are successful when the other people are happy you'll be successful, you will be happy. Don't worry about the money. Money follow the people. People should follow their dreams. If you have a dream just a go ahead.

## **ANNEX E (WHAT CAN I DO)**

### **HOW TO PROTECT TRUTH IN THE AGE OF MISINFORMATION**

**By Sinan Aral**

On April 23 of 2013, the Associated Press put out the following tweet on Twitter. It said, "Breaking news: Two explosions at the White House and Barack Obama has been injured." This tweet was retweeted 4,000 times in less than five minutes, and it went viral thereafter. Now, this tweet wasn't real news put out by the Associated Press. In fact it was false news, or fake news, that was propagated by Syrian hackers that had infiltrated the Associated Press Twitter handle. Their purpose was to disrupt society, but they disrupted much more. Because automated trading algorithms immediately seized on the sentiment on this tweet, and began trading based on the potential that the president of the United States had been injured or killed in this explosion. And as they started tweeting, they immediately sent the stock market crashing, wiping out 140 billion dollars in equity value in a single day.

Robert Mueller, special counsel prosecutor in the United States, issued indictments against three Russian companies and 13 Russian individuals on a conspiracy to defraud the United States by meddling in the 2016 presidential election. And what this indictment tells as a story is the story of the Internet Research Agency, the shadowy arm of the Kremlin on social media. During the presidential election alone, the Internet Agency's efforts reached 126 million people on Facebook in the United States, issued three million individual tweets and 43 hours' worth of YouTube content. All of which was fake -misinformation designed to sow discord in the US presidential election.

A recent study by Oxford University showed that in the recent Swedish elections, one third of all of the information spreading on social media about the election was fake or misinformation. In addition, these types of social-media misinformation campaigns can spread what has been called "genocidal propaganda," for instance against the Rohingya in Burma, triggering mob killings in India. We studied fake news and began studying it before it was a popular term. And we recently published the largest-ever longitudinal study of the spread of fake news online on the cover of "Science" in March of this year. We studied all of the verified true and false news stories that ever spread on Twitter, from its inception in 2006 to 2017. And when we studied this information, we studied verified news stories that were verified by six independent fact-checking organizations. So we knew which stories were true and which stories were false. We can measure their diffusion, the speed of their diffusion, the depth and breadth of their diffusion, how many people become entangled in this information cascade and so on. And what we did in this paper was we compared the spread of true news to the spread of false news. And here's what we found. We found that false news diffused further, faster, deeper and more broadly than the truth in every category of information that we studied, sometimes by an order of magnitude. And in fact, false political news was the most viral. It diffused further, faster, deeper and more broadly than any other type of false news. When we saw this, we were at once worried but also curious. Why?

Why does false news travel so much further, faster, deeper and more broadly than the truth? The first hypothesis that we came up with was, "Well, maybe people who spread false news have more followers or follow more people, or tweet more often, or maybe they're more often 'verified' users of Twitter, with more credibility, or maybe they've been on Twitter longer." So, we checked each one of these in turn. And what we found was exactly the opposite. False-news spreaders had fewer followers, followed fewer people, were less active, less often "verified" and had been on Twitter for a shorter period of time. And yet, false news was 70 percent more likely to be retweeted than the truth, controlling for all of these and many other factors. So, we had to come up with other explanations. And we devised what we called a "novelty hypothesis." So, if you read the literature, it is well known that human attention is drawn to novelty, things that are new in the environment. And if you read the sociology literature, you know that we like to share novel information. It makes us seem like we have access to inside information, and we gain in status by spreading this kind of information. So, what we did was we measured the novelty of an incoming true or false tweet, compared to the corpus of what that individual had seen in the 60 days prior on Twitter. But that wasn't enough, because we thought to ourselves, "Well, maybe false news is more novel in an information-theoretic sense, but maybe people don't perceive it as more novel."

So, to understand people's perceptions of false news, we looked at the information and the sentiment contained in the replies to true and false tweets. And what we found was that across a bunch of different measures of sentiment --surprise, disgust, fear, sadness, anticipation, joy and trust --false news exhibited significantly more surprise and disgust in the replies to false tweets. And true news exhibited significantly more anticipation, joy and trust in reply to true tweets. The surprise corroborates our novelty hypothesis. This is new and surprising, and so we're more likely to share it. At the same time, there was congressional testimony in front of both houses of Congress in the United States, looking at the role of bots in the spread of misinformation. So we looked at this too -- we used multiple sophisticated bot-detection algorithms to find the bots in our data and to pull them out. So we pulled them out, we put them back in and we compared what happens to our measurement. And what we found was that, yes indeed, bots were accelerating the spread of false news online, but they were accelerating the spread of true news at approximately the same rate. Which means bots are not responsible for the differential diffusion of truth and falsity online. We can't abdicate that responsibility, because we, humans, are responsible for that spread.

Now, everything that I have told you so far, unfortunately for all of us, is the good news. The reason is because it's about to get a whole lot worse. And two specific technologies are going to make it worse. We are going to see the rise of a tremendous wave of synthetic media. Fake video, fake audio that is very convincing to the human eye. And this will be powered by two technologies. The first of these is known as "generative adversarial networks." This is a machine-learning model with two networks: a discriminator, whose job it is to determine whether something is true or false, and a generator, whose job it is to generate synthetic media. So, the synthetic generator generates synthetic video or audio, and the discriminator tries to tell, "Is this real or is this fake?" And in fact, it is the job of the generator to maximize the likelihood that it will fool the discriminator into thinking the synthetic video and audio that it is creating is actually true. Imagine a machine in a hyperloop, trying to get better and better at fooling us. This, combined with the second technology, which is essentially the democratization of artificial intelligence to the people, the ability for anyone, without any background in artificial intelligence or machine learning, to deploy these kinds of algorithms to generate synthetic media makes it ultimately so much easier to create videos.

The White House issued a false, doctored video of a journalist interacting with an intern who was trying to take his microphone. They removed frames from this video in order to make his actions seem more punchy. And when videographers and stuntmen and women were interviewed about this type of technique, they said, "Yes, we use this in the movies all the time to make our punches and kicks look more choppy and more aggressive." They then put out this video and partly used it as justification to



revoke Jim Acosta, the reporter's, press pass from the White House. And CNN had to sue to have that press pass reinstated.

There are about five different paths that I can think of that we can follow to try and address some of these very difficult problems today. Each one of them has promise, but each one of them has its own challenges. The first one is labeling. Think about it this way: when you go to the grocery store to buy food to consume, it's extensively labeled. You know how many calories it has, how much fat it contains -- and yet when we consume information, we have no labels whatsoever. What is contained in this information? Is the source credible? Where is this information gathered from? We have none of that information when we are consuming information. That is a potential avenue, but it comes with its challenges. For instance, who gets to decide, in society, what's true and what's false?

Is it the governments? Is it Facebook? Is it an independent consortium of fact-checkers? And who's checking the fact-checkers? Another potential avenue is incentives. We know that during the US presidential election there was a wave of misinformation that came from Macedonia that didn't have any political motive but instead had an economic motive. And this economic motive existed, because false news travels so much farther, faster and more deeply than the truth, and you can earn advertising dollars as you garner eyeballs and attention with this type of information. But if we can depress the spread of this information, perhaps it would reduce the economic incentive to produce it at all in the first place. Third, we can think about regulation, and certainly, we should think about this option. In the United States, currently, we are exploring what might happen if Facebook and others are regulated. While we should consider things like regulating political speech, labeling the fact that it's political speech, making sure foreign actors can't fund political speech, it also has its own dangers. For instance, Malaysia just instituted a six-year prison sentence for anyone found spreading misinformation. And in authoritarian regimes, these kinds of policies can be used to suppress minority opinions and to continue to extend repression. The fourth possible option is transparency.

We want to know how do Facebook's algorithms work. How does the data combine with the algorithms to produce the outcomes that we see? We want them to open the kimono and show us exactly the inner workings of how Facebook is working. And if we want to know social media's effect on society, we need scientists, researchers and others to have access to this kind of information. But at the same time, we are asking Facebook to lock everything down, to keep all of the data secure. So, Facebook and the other social media platforms are facing what I call a transparency paradox. We are asking them, at the same time, to be open and transparent and, simultaneously secure. This is a very difficult needle to

thread, but they will need to thread this needle if we are to achieve the promise of social technologies while avoiding their peril. The final thing that we could think about is algorithms and machine learning. Technology devised to root out and understand fake news, how it spreads, and to try and dampen its flow. Humans have to be in the loop of this technology, because we can never escape that underlying any technological solution or approach is a fundamental ethical and philosophical question about how do we define truth and falsity, to whom do we give the power to define truth and falsity and which opinions are legitimate, which type of speech should be allowed and so on. Technology is not a solution for that. Ethics and philosophy is a solution for that. Nearly every theory of human decision making, human cooperation and human coordination has some sense of the truth at its core. But with the rise of fake news, the rise of fake video, the rise of fake audio, we are teetering on the brink of the end of reality, where we cannot tell what is real from what is fake. And that's potentially incredibly dangerous. We have to be vigilant in defending the truth against misinformation. With our technologies, with our policies and, perhaps most importantly, with our own individual responsibilities, decisions, behaviors and actions. Thank you very much.

## ANNEX F (ADDITIONAL ACTIVITY)

### PARENTS, STUDENTS, DIVIDED OVER ONLINE LEARNING SHIFT

Juden Roman is a father of two elementary school children. He says he's transferring his kids to a public school in order to shift the kids focus to online learning. We will probably be hands-on in doing whatever learning the kids will be conducting in school. kids getting up early, setting time for study and once we get all the materials that we need for their studies to continue, then that's when we're going to be establishing that routine.

Michael Tabuya helps pay for the education of his younger siblings he says remote enrollment procedures are very different than what they once were in Dimona kita personally miss Malaga process while both Savior equipped for online learning Michael and Jaden who are also educators say there's also another thing they have to prepare for handling online classes you're highly encouraged ependymal very nice what you can do is you can come up with a different kind of assessment to see whether or not the student really understood.

Meanwhile Dennis Magbanua works as a tricycle driver. His kids are in grade five and six. While he is informed of the changes that will take place in how students will go to school, he says his family doesn't own a computer leaving him waiting for printed modules promised to be delivered to those who cannot afford online learning. "Magloload every three days, medyo mahirap kasi wala pa kaming trabaho na okay. Yung byahe naming 3x a week lang. Ang makaka avail ng sinasabi nilang internet ay yung may kakayanan lang." Some of the senior high school students in his neighborhood in Muntinlupa City have the same predicament. The students say they will simply have to find ways in order to adapt to learning from home "Mahihirapan din po. Pero mas mahirap kasi po kung nasa school kasi magkakahawahawa." "Hangga't may data ako hahanap na ako ng online modules total meron na rin po tayo tapos mag seself study ako."

The Education Department earlier said that online learning won't be the only choice for students under the new normal however, they are waiting on the results of an online survey to get a better grasp of how students are shifting to online learning until then students teachers and parents are finding ways to continue learning even as coronavirus restrictions are slowly easing up. **Paulo Barcelona CNN, Philippines**

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