

# Contents

Series Editor's Introduction ix

**Introduction 1**

Melissa Zimdars

**I Politics: Part Introduction 13**

**1 The Political Function of Fake News: Disorganized Propaganda  
in the Era of Automated Media 19**

Mark Andrejevic

**2 Ways of Seeing ... What You Want: Flexible Visuality  
and Image Politics in the Post-Truth Era 29**

Gina Giotta

**3 A Case against the Post-Truth Era: Revisiting Mouffe's  
Critique of Consensus-Based Democracy 45**

Johan Farkas

**4 You're Fake News: The Problem with Accusations  
of Falsehood 55**

Whitney Phillips

**II Journalism: Part Introduction 65**

**5 Journalism and the New Information Ecosystem:  
Responsibilities and Challenges 71**

Claire Wardle

**6 Native Advertising as Counterfeit News 87**

Theodore L. Glasser, Sheng Zou, and Anita Varma

- 7 The Second Amendment vs. the First: The NRA's Constitutional Bias Perspective on Fake News** 95  
Dawn R. Gilpin
- 8 Media Credibility before "Fake News": Interpreting an Antiabortion Activist Undercover Video** 107  
Colin Doty
- III Law and Policy: Part Introduction** 117
- 9 Confronting the Misinformation Society: Facebook's "Fake News" Is a Symptom of Unaccountable Monopoly Power** 123  
Victor Pickard
- 10 Fixing Fake News: Self-Regulation and Technological Solutionism** 133  
Stephanie Ricker Schulte
- 11 The Scourge of Disinformation-Assisted Hate Propaganda** 145  
Cherian George
- 12 Fake News and Open Channels of Communication** 153  
Paul Levinson
- IV Social Media: Part Introduction** 159
- 13 Fake News Fingerprints** 165  
Dan Faltesek
- 14 Reddit's Alt-Right: Toxic Masculinity, Free Speech, and /r/The\_Donald** 179  
Adrienne Massanari
- 15 Fake Memetics: Popular Rhetoric and Circulation in Political Campaigns** 191  
Benjamin Burroughs
- 16 Weaponizing #fakenews in a Visual War on Journalism: Seeing a Big Picture through Instagram** 201  
Leslie-Jean Thornton

- V Reception: Part Introduction** 219
- 17 Mental Shortcuts, Emotion, and Social Rewards: The Challenges of Detecting and Resisting Fake News** 223  
Nicholas David Bowman and Elizabeth Cohen
- 18 Source Credibility and Belief in Fake News: I'll Believe You If You Agree with Me** 235  
Danielle Polage
- 19 Technology, Propaganda, and the Limits of the Human Intellect** 245  
Panagiotis Takis Metaxas
- VI History: Part Introduction** 257
- 20 A Prehistory of Fake News in America** 263  
Kembrew McLeod
- 21 Beware the Theory in Conspiracy Theories** 273  
Benjamin Peters
- 22 "The Intel on This Wasn't 100 Percent": Fake News and Concerns over the Modern Democratic Project** 283  
Mark Brewin
- VII Media Hoaxes and Satire: Part Introduction** 293
- 23 An Oral History of the Yes Men** 299  
Kembrew McLeod
- 24 An Interview with the Yes Men** 307  
Kembrew McLeod
- 25 All "Fake News" Is Not Equal** 315  
Sophia A. McClennen
- VIII Solutions: Part Introduction** 323
- 26 Platforms Throw Content Moderation at Every Problem** 329  
Tarleton Gillespie

- 27 Normalizing Fake News in an Age of Platforms** 341  
Paul Mihailidis
- 28 Teaching “Fake News” and Resisting the Privilege  
of Forgetting** 351  
Amanda Ann Klein
- 29 Viral “Fake News” Lists and the Limitations of Labeling  
and Fact-Checking** 361  
Melissa Zimdars

Editors 373

Contributors 375

Index 381