



New Media & The New America

Movements, Media, and the Algorithms Driving the New Moral Divide

By Michael Wesch, Professor of Anthropology, Kansas State University



▶ ⏩ 🔊 4:48 / 5:00

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SIDE BY SIDE S1 • E1

Liberal vs Conservative: 24 Hours Side By Side

1,722,478 views

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SIDE BY SIDE S1 • E2
Atheist vs Christian: 24 Hours
Side By Side



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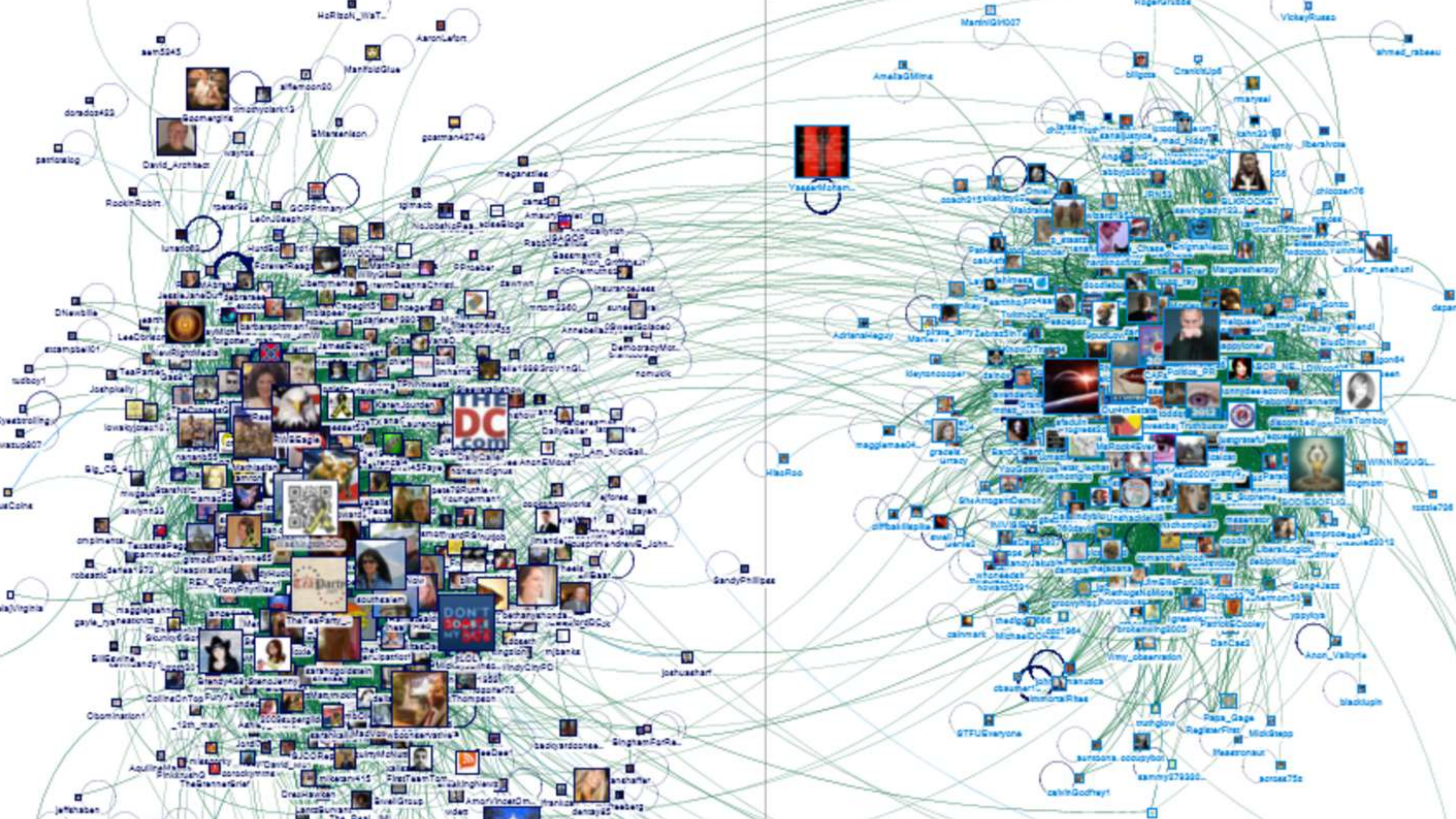
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Sarah Palin agrees with Donald Trump that Democrats will somehow ch...

ADDICTINGINFO.ORG

306 784 556



Buckle up, one last time: Here is every time Donald Trump lied last night. <http://slate.me/2ebGgeb>

430 37 456



Hillary Busted For What's Caught In Her Hand ...

There was a lot more going on during the debate in public view than sim...

MADWORLDNEWS.COM | BY AMANDA SHEA

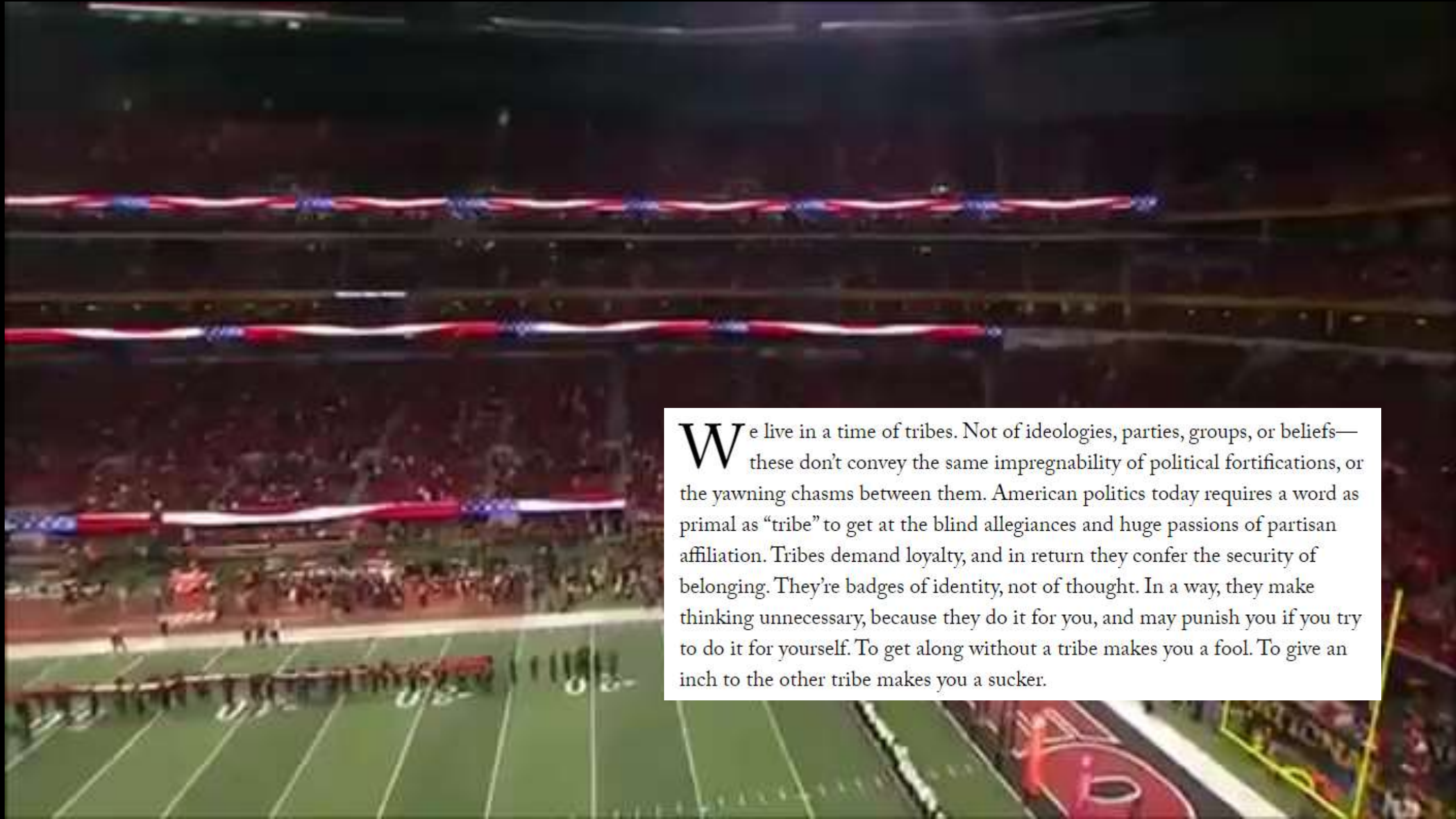
89 24 330

 **Breitbart** 
2 hours ago

Democrats are aghast at Donald Trump, but seem to have forgotten their own history of claiming elections are "rigged"...

A photograph showing Donald Trump and Melania Trump, along with other men, clapping and smiling at a baseball game. Donald Trump is in the center, wearing a dark blue suit and a red tie. Melania Trump is to his left, wearing a dark blue blazer. They are all looking towards the right side of the frame. The background is dark and out of focus.

**Donald Trump attended
baseball World Series game
five in Washington DC.**



We live in a time of tribes. Not of ideologies, parties, groups, or beliefs—these don't convey the same impregnability of political fortifications, or the yawning chasms between them. American politics today requires a word as primal as “tribe” to get at the blind allegiances and huge passions of partisan affiliation. Tribes demand loyalty, and in return they confer the security of belonging. They're badges of identity, not of thought. In a way, they make thinking unnecessary, because they do it for you, and may punish you if you try to do it for yourself. To get along without a tribe makes you a fool. To give an inch to the other tribe makes you a sucker.

Tribe:

Shared Values.
Shared Stories.
Shared Symbols.



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Shared Stories.
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Sacred Values

The Left

Equality & Fairness

Secular-Rational

Globalism

The Right

God & Country

Practical-Survival

Nationalism/ Patriotism





THE AGE OF EMPATHY

NATURE'S LESSONS
FOR A KINDER SOCIETY



FRANS DE WAAL

THE BONOBO AND THE ATHEIST

In Search
of Humanism
Among
the Primates

"A tour de force."
—*Nature*

FRANS DE WAAL



Empathy

Care

Hurt

Fairness

Loyalty

Accountability

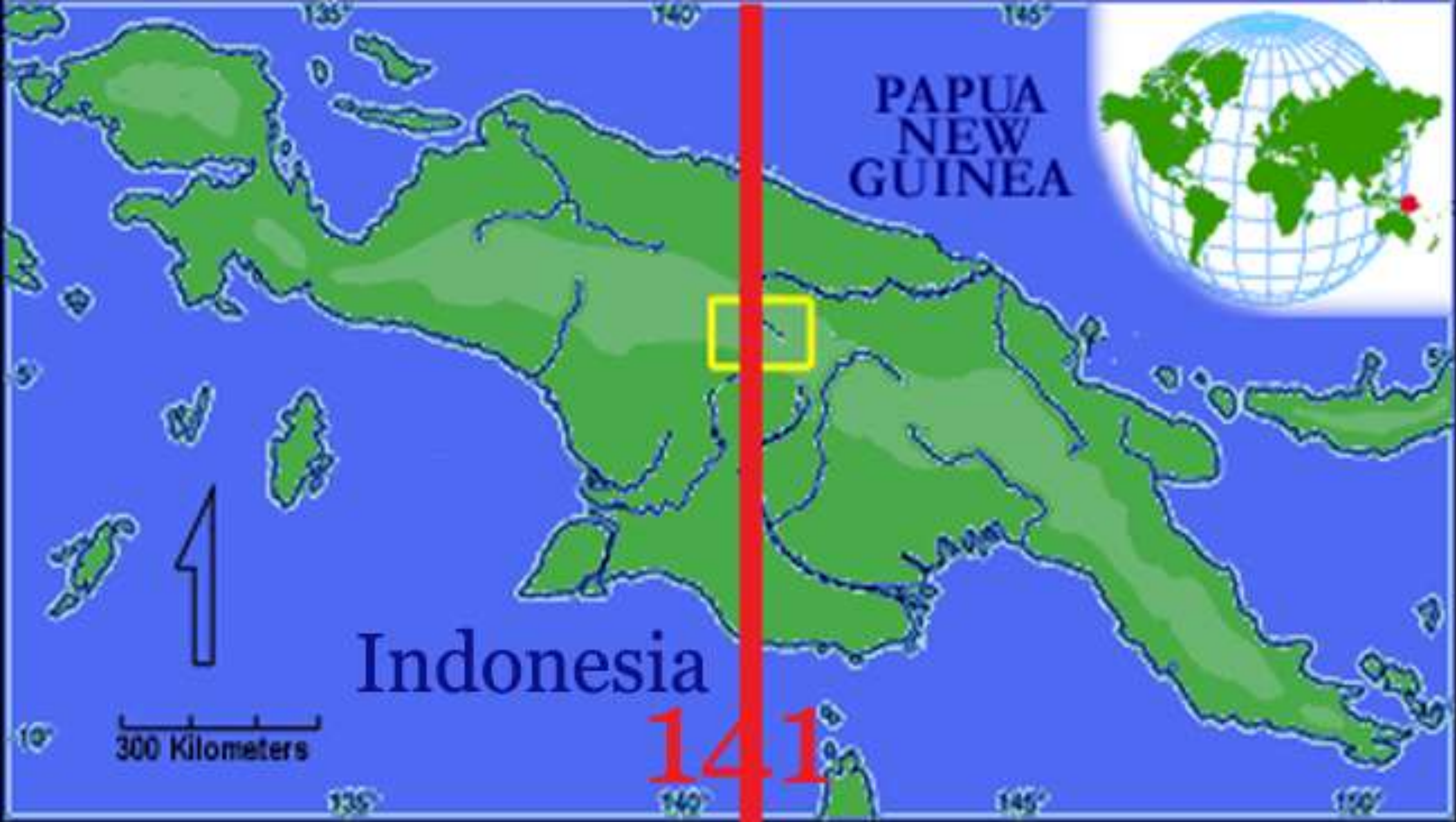
Suspicion

US

Them



Tribe:
Shared Values.
Shared Stories.
Shared Symbols.



















ED

CASSOWARY



Habita

Tropical Rainfor

Savanna

Not Your Average Bird

This bird is willing and able to defend itself by striking out with strong legs and sharp claws. One kick with the sharp inner toe can disembowel a predator – or even a human.

























Participant Observation





“Dunbar’s Number” = 150

















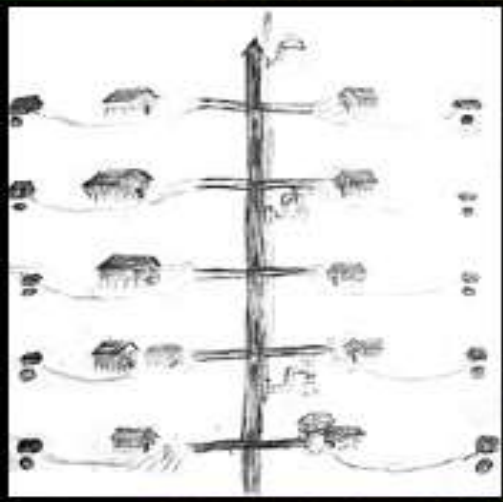


TRUST

TRUST



New Media



PROVINCE SANDUAN
 CENSUS DIVISION ATEALIMU
 CENSUS UNIT JUMALBU

DISTRICT TELEFOMIN
 ELECTORATE TELEFOMIN
 CONSTITUENCY TAPSIC

CLAN ALIM
 ETHNIC GROUP ALIM
 LGC / CG WARD NO. 4

Family Number	Person Number	Name	Father's Name	Sex	Date of Birth	Relationship	Comments
001	01	EKI	AEUNGIM	M	1968	01	
	02	ESSI	EKI	F	1971	02	
	03	JEFFRY	EKI	M	26-06-88	03	
	04	ELLIS	EKI	F	6-05-97	03	
	05	GILBERT	EKI	M	28-10-99	03	
	06	EMMELIE	EKI	F	1984	03	
002	01	MANDEMYAP	TALIMIN	M	1950	01	
	02	SAMSON	MANDEMYAP	M	22-02-81	03	
	03	LISABET	MANDEMYAP	F	11-05-25	03	
	04	WEKI	MANDEMYAP	M	21-05-29	03	
003	01	TOKI	TIPNOK	M	1977	01	
	02	MAYONA	TOKI	F	1978	02	
	03	TOKSON	TOKI	M	12-11-95	03	
	04	NELSA	TOKI	F	2-08-2000	03	
004	01	BATEX	KIVISON	M	1978	01	
	02	MALONJ	BATEX	F	1979	02	
005	01	DAVID	LUKELIM	M	1970	01	
	02	KILA	DAVID	F	1974	02	
	03	IBRAHIM	DAVID	M	31-02-94	03	
006	01	DANIEL	FUBINOK	M	1970	01	
	02	LUCY	DANIEL	F	1974	02	
	03	NANCY	DANIEL	F	25-02-91	03	
	04	KELLYNE	DANIEL	F	15-12-97	03	
	05	SELLYNE	DANIEL	F	15-12-97	03	TWIN SISTERS
	06	NOLAN	DANIEL	F	1984	03	









Media are not just tools.

Media are not just means of communication.

Media **mediate** relationships

Media
change

Media
change

relationships
change

The “bias” of media

(from Nystrom 1973)

- intellectual
- emotional
- spatial and temporal
- sensory
- political

Media & Movements







“We are here to say to the white men that we no longer will let them use clubs on us in the dark corners. We’re going to make them do it in the glaring light of television.”

- Martin Luther King Jr.





“In a crisis, we must have a sense of drama.”
- Martin Luther King Jr.

“More powerfully than literature, more effectively than radio, television communicated a single, nationally acceptable message with regard to the civil-rights issue.”

- Fred MacDonald



**GANDHI WIELDS
THE WEAPON OF
MORAL POWER**
(THREE CASE HISTORIES)

BY
GENE SHARP

Foreword
BY
DR. ALBERT EINSTEIN



Start a Tribe:

Shared Values.
Shared Stories.
Shared Symbols.

FROM DICTATORSHIP TO DEMOCRACY

A Conceptual Framework for Liberation
Third U.S. Edition

Gene Sharp

How to Start a Revolution



2007



Charlie Schmidt's Keyboard Cat! - THE ORIGINAL!

54,231,587 views

 559K  14K  SHARE  SAVE 



Keyboard Cat
Published on Jun 7, 2007

SUBSCRIBE 196K

WATCH: Keyboard Cat meets Grumpy Cat! <http://www.youtube.com/watch?v=QUSuTE...>

Zuckerman's Cat Test

- Is it good for sharing pictures of cats?
- → Mass Adoption
- → Change the World



**Ethan
Zuckerman**

Ethics, Center for Civic Media, Civic
Media





- 
- not controlled by the few
 - not one-way
 - challenges traditional hierarchies
 - created by, for, and around networks, not masses
 - transforms individual pursuits into collective action

REVOLUTION TOOLS

~~AK-47~~

~~MACHETE~~

TWITTER ✓

FACEBOOK ✓









Dissident #19323





FREE SYRIA

⚡ ASSAD

MUST GO ⚠







WE ARE ALL ISIS

WE ARE ALL ISLAMIC STATE OF IRAQ & SYRIA



Michael Wesch
Edit My Profile

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News Feed

Messages 149

Events 6

LISTS

Close Friends

Family 13

Kansas State University 20+

University of Virginia 17

Manhattan Area 20+

[See all lists...](#)

GROUPS

Flint Hills Area Bike Club 2

Manhattan Trail Works 1

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Update Status Add Photo Ask Question

What's on your mind?



Adam Bohannon

I really miss the daily, mind-blowing insights and conversations from the anthro crew at KSU.

[Unlike](#) • [Comment](#) • 5 hours ago •

You, Leshia Hansen, Curtis Schwieterman, Jessie Stone and 2 others like this.



Michael Battle And playing fugitive!

5 hours ago • [Like](#) • 1 person



Dany Majard We got Andrew and Sarah over this week-end. It was sweet.

4 hours ago • [Like](#)



Greta Kliewer Caribou Coffee...

21 minutes ago • [Like](#)



Becca Norman

I just got nominated to teach english in sub-Saharan africa!!! I leave in July!

Like • [Comment](#) • 15 hours ago via mobile •

Upcoming Events

[See All](#)

What's the event?

6 event invitations

Birthdays: Lisa Velmer Nielsen, Matthew Meyer

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36 and Balding?



Try our cream. Exclusive offer.

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Tagged — Sarah Louise
:sch



1 14



Tagged — Danielle Vaughn

2 1



Michael Wesch
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 - Messages 149
 - Events 6
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- Close Friends
 - Family 13
 - Kansas State University 20+
 - University of Virginia 17
 - Manhattan Area 20+
 - See all lists...
- GROUPS
- Flint Hills Area Bike Club 2
 - Manhattan Trail Works 1
- MORE

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21 minutes ago · Like

Write a comment...



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- Birthdays: Lisa Velmer Nielsen, Matthew Meyer

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Try our cream. Exclusive offer.

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Tagged — Sarah Louise



1 14



Tagged — Danielle Vaughn

2 1

TODAY - September 20, 2011



10 of the worst things to hear at work

If any of these phrases are said to you, odds are you'll be in for some trouble.

[What the words really mean >>](#)

- Preparing for interviews
- Why big firms are firing
- What can ruin retirement



Worst things to hear at work



Novices solve AIDS mystery



Traffic light ID theft scam



Trouble for American dream

1 - 4 of 36



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Worst things to hear at work



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Traffic light ID theft scam



Trouble for American dream

1 - 4 of 36



TODAY - September 20, 2011



Scientific novices solve AIDS mystery

Online gamers succeed in unraveling a puzzle that has stumped scientists for a decade. [Experts astonished >>](#)

- Shark molecule discovery
- Dinosaur feathers found
- Planet orbits two suns



Novices solve AIDS mystery



Eerie pic sparks Cage buzz



Netflix creates new uproar



Trouble for American dream

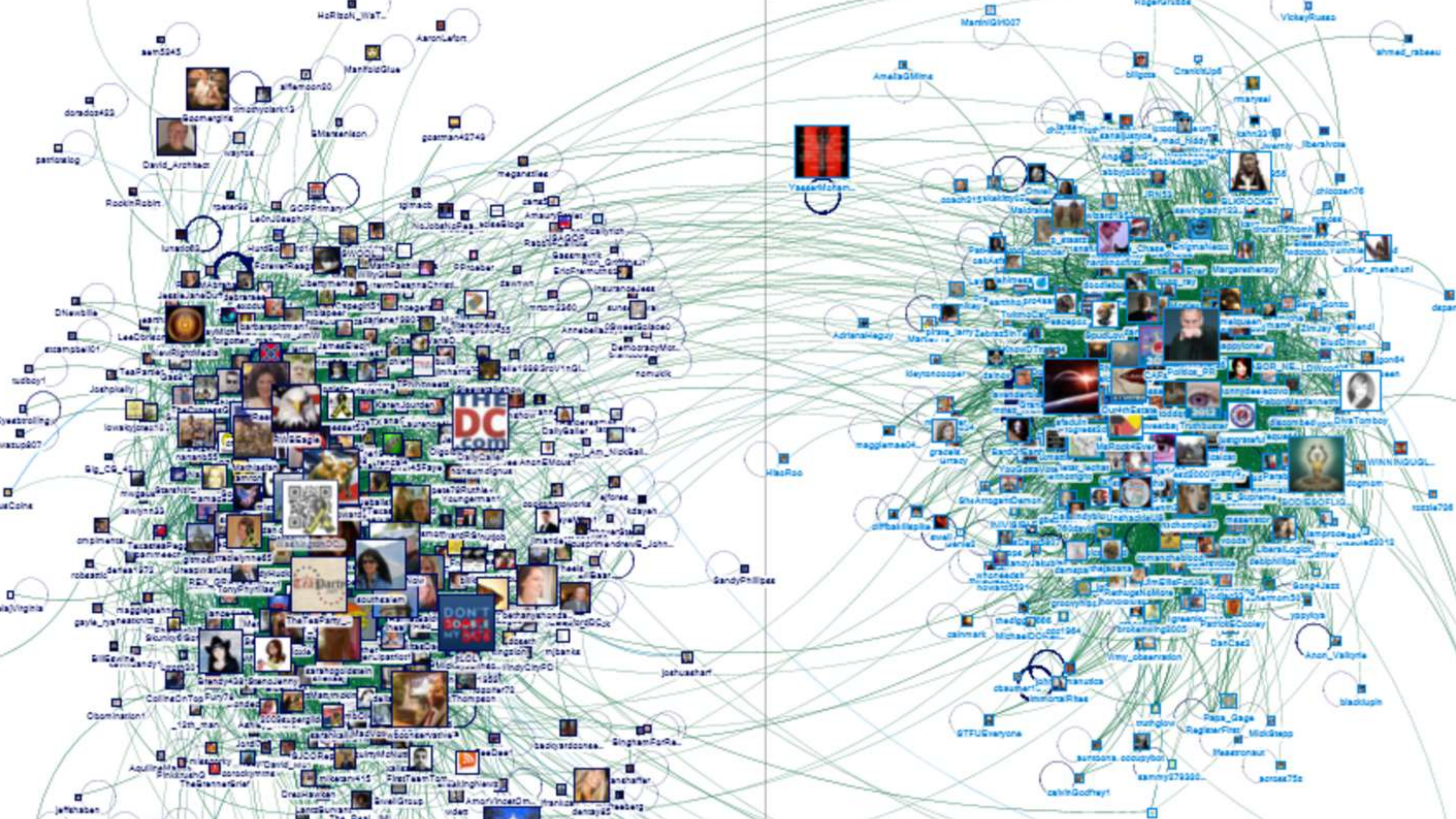
1 - 4 of 40



Eli Pariser: Beware online "filter bubbles"

by TEDTalksDirector





Sarah Palin agrees with Donald Trump that Democrats will somehow ch...

ADDICTINGINFO.ORG

306 784 556



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89 24 330



Breitbart 

2 hours ago



Democrats are aghast at Donald Trump, but seem to have forgotten their own history of claiming elections are "rigged"...





← Tweet

↳ Donald J. Trump Retweeted



Donald J. Trump ✓
@realDonaldTrump

95% Approval Rating in the Republican Party, a record. Thank you!

8:20 AM · 29 Oct 19 · [Twitter for iPhone](#)

24.6K Retweets **145K** Likes



John Stevens @garlicbreadsaid · 2d
Replying to @realDonaldTrump



Tweet your reply





- 
- not controlled by the few
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 - transforms individual pursuits into collective action











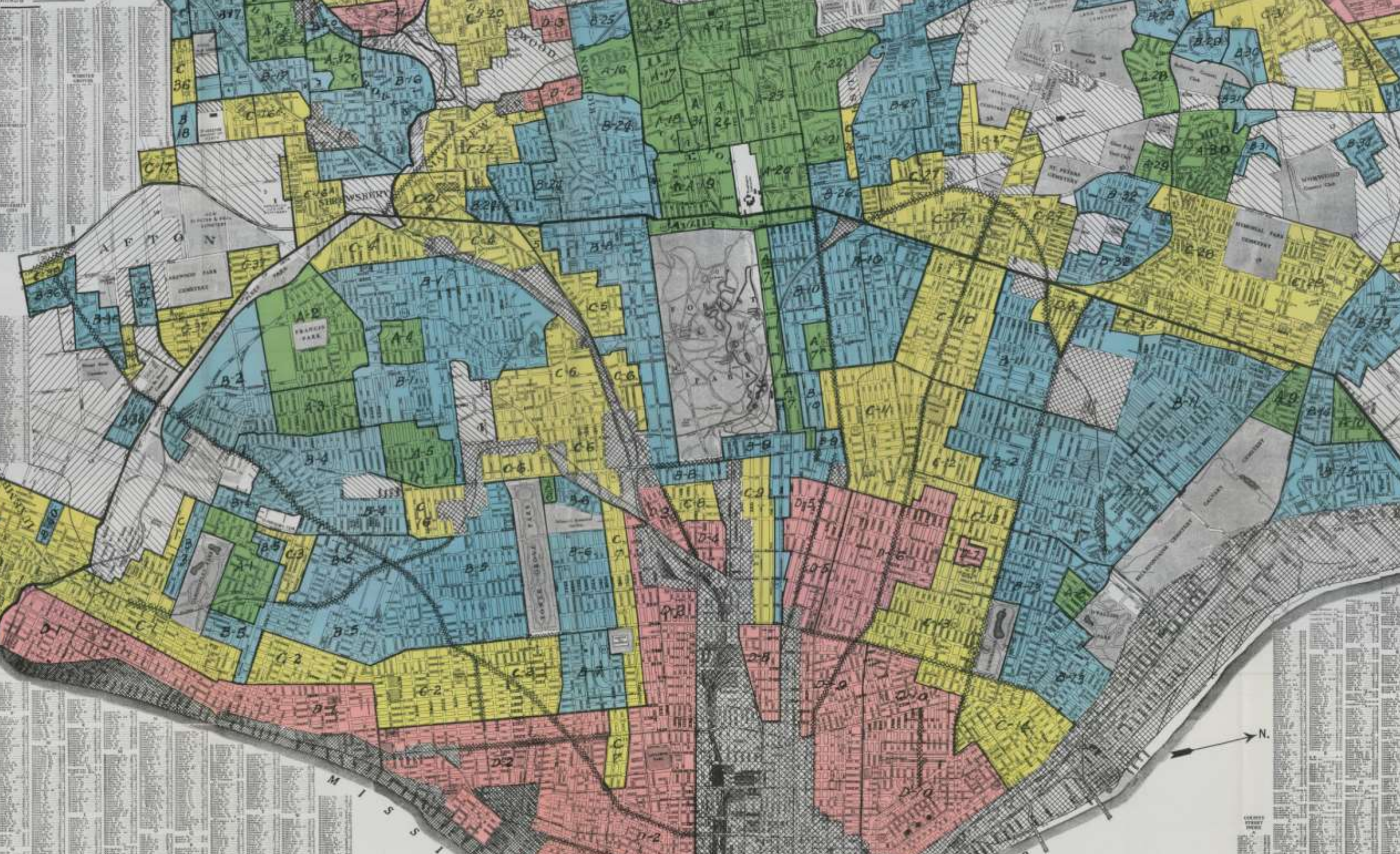


FUCK
The Slice



STREET NUMBERS
STREET NAMES
CITY BOUNDARY LINES
RAILROADS
MILITARY

A
B
C
D
E
F
G
H
I
J
K





St. Louis County police lieutenant who allegedly targeted blacks is fired

 Recommend

1.6k

 Tweet

47

 G+1

4

 Share


42

Print

Email



May 14, 2013 12:30 am • By Christine Byers

 61



Lt. Patrick Hayes

CLAYTON • St. Louis County police Lt. Patrick “Rick” Hayes was fired Monday after a nearly six-month internal investigation into whether he ordered officers to target black people in and around retail centers in south St. Louis County.

The inquiry began after Chief Tim Fitch and Lt. Col. Ken Gregory, who oversees patrol, received an anonymous letter dated Dec. 24 from a county officer alleging that Hayes had ordered officers under his command in the Fourth Precinct to focus on arresting blacks in the vicinity of the South County Center, at Lindbergh Boulevard and Lemay Ferry Road, and a Walmart at Telegraph Road and Interstate 255.

“Let’s have a black day.”

“Let’s make the jail cells more colorful.”

- St. Louis County Lieutenant



HANDS UP DONT SHOOT
#JusticeForMikeBrown

HANDS UP DONT SHOOT
#JusticeForMikeBrown



#Black Lives Matter

BLACK IS

THE GUYS
LIVES
ER

LIVING
WITNESSING

GET UP
STAND UP
SPEAK UP

BLACK LIVES
MATTER

LAKEWOOD
RAJ



Elizabeth Warren 
@ewarren



5 years ago Michael Brown was murdered by a white police officer in Ferguson, Missouri. Michael was unarmed yet he was shot 6 times. I stand with activists and organizers who continue the fight for justice for Michael. We must confront systemic racism and police violence head on.

1:59 PM · Aug 9, 2019 · [Twitter Web App](#)

6.8K Retweets **37.8K** Likes





Elizabeth Warren  @ewarren

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Steph @steph93065 · Aug 9
Replying to @ewarren

Robert Barnes @Barnes_Law · Aug 9
Promoter of the hateful hoax against the #CovingtonBoys, the candidate for Divider-In-Chief continues her campaign unabated. Even Obama's Department of Justice recognized the cop who shot #MichaelBrown did not "murder" him or do anything wrong, as a grand jury also concluded. twitter.com/ewarren/status...

20 593 2.8K

3 more replies



Peasant H @c_gt1982 · Aug 9
Replying to @ewarren

He was trying to take the officer's gun to shoot him. You left that out.

15 110 1.9K



NaturalSag @Savage_Sag05 · Aug 9


No he wasn't and multiple witnesses working nearby stated this

278 10 218

2 more replies

This Tweet is unavailable.



Nick Searcy, AUSTERE RELIGIOUS SCHOLAR AND STAR  @ · Aug 9
Replying to @ewarren

Are you an idiot or a liar, @ewarren? Because it's one or the other.





393 615 5.3K

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



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[2 more replies](#)

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 393  615  5.3K 

In November 2014, a grand jury decided not to indict Wilson after finding that witness reports did not match with evidence. On March 4, 2015, the Obama administration's Justice Department issued an 86-page [investigative report](#), based on testimony from 40 witnesses and a review of forensic evidence, on the shooting that concluded "there is no credible evidence that Wilson willfully shot Brown as he was attempting to surrender or was otherwise not posing a threat."

The same day, the Justice Department also published the results of its [investigation into the Ferguson Police Department](#), which highlighted systemic exploitation and racial profiling of black residents in Ferguson, such as racial disparities in traffic stops even though black drivers were less likely to be found with contraband.

The biggest Black Lives Matter page on Facebook is fake

by Donie O'Sullivan @CNNTech

April 9, 2018: 4:59 PM ET

Recommend 423



Metris. It's in your size.
 STARTING AT \$26,570*
 0% APR
 Learn More
 Mercedes-Benz
 Vans. Born to run.
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Advertisement

Paid Content by Outbrain

The Best Way To Wipe Out \$10,000 Of Debt
 NerdWallet

Unsold 2018 SUVs Going For Pennies On The Dollar. Research...
 Yahoo! Search

Social Security COLA Increase for 2020
 AARP

Everlane Made a Loafer That's as Comfy

For at least a year, the biggest page on Facebook purporting to be part of the Black Lives Matter movement was a scam with ties to a middle-aged white man in Australia, a review of the page and associated accounts and websites conducted by CNN shows.

Russian Trolls Were Obsessed With Black Lives Matter

By APRIL GLASER

MAY 11, 2018 • 3:56 PM



Photo illustration by Lisa Larson-Walker. Photo by Andrew Burton/Getty Images.

On Thursday, Democrats on the House Intelligence Committee released a trove of about 3,500 Facebook and Instagram ads purchased by Russian operatives to influence the 2016 election and exploit and attempt to worsen America's polarized political climate in the months that followed. The ads reveal a sophisticated campaign clearly aimed at supporting Donald Trump's presidential bid and inflaming Americans on some of the most divisive social and



HELP < **US FIGHT** > **DISINFORMATION**



Help Us Fight Disinformation

Combined with our own tools and diligence, we aim to empower our 1 million+ social media followers to help us identify and take down fake accounts, bots, and disinformation as they attempt to twist and manipulate our work and messaging.

Black Lives Matter Global Network Defends Against

TAKE ACTION

Join the Movement to fight for Freedom, Liberation and Justice by signing up for updates, supporting our work, checking out our resources, following us on social media, or wearing our dope, official gear.

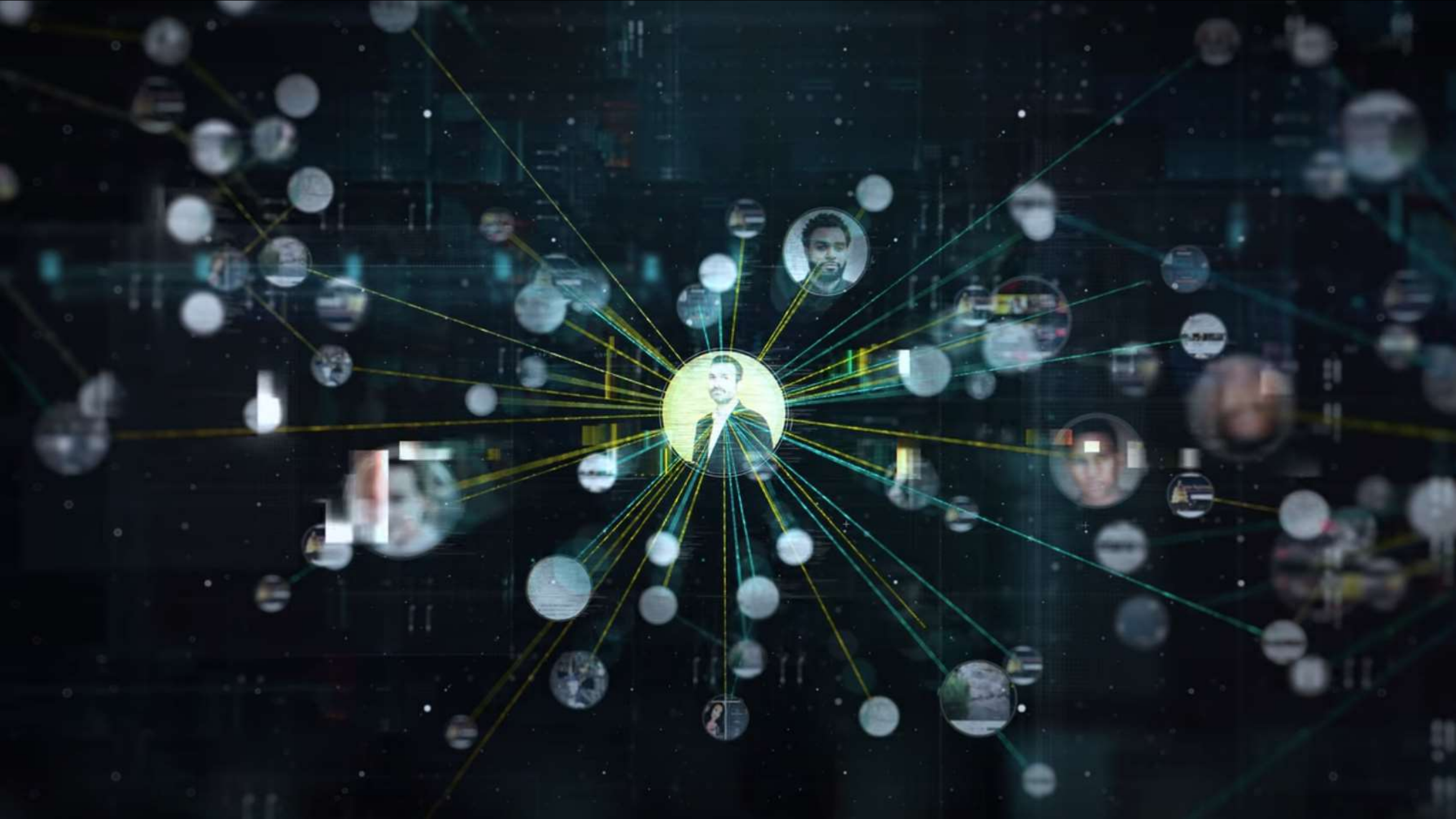
JOIN THE GLOBAL MOVEMENT

Sign up here for updates on special launches, network actions, programs, partnerships, and more!

ADD YOUR NAME



Cambridge
Analytica





O.C.E.A.N. Personality

Openness:



Conscientiousness:



Extraversion:



Agreeableness:



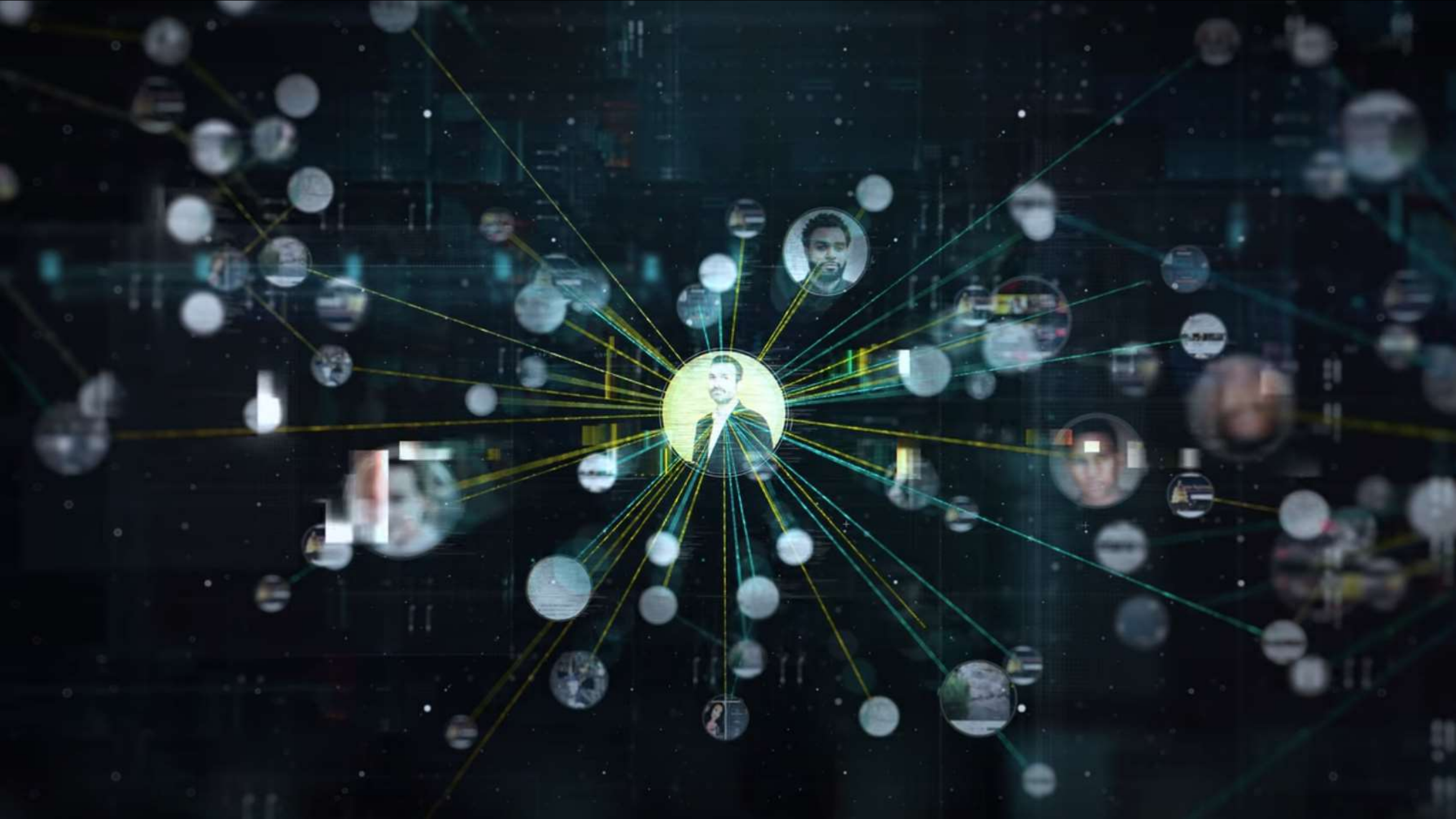
Neuroticism:



we'd be targeting you as a personality.



Who We Are





Empathy

Care

Hurt

Fairness

Loyalty

Accountability

Suspicion

US

Them



FREE HUGS



EMBRACE THE REVOLUTION









JOHNNY NGUYEN/CHAMBERS VISUALS

