

Media Photos Manipulate Readers

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(www.CanberraForerunners.org)

WE REMEMBER

10% of what we read

20% of what we hear

30% of what we see

50% of what we see and hear

70% of what we discuss with others

80% of what we personally experience

95% of what we teach others



WE REMEMBER

10% of what we read

20% of what we see and hear

70% of what we discuss with others

80% of what we personally experience

95% of what we teach others

wrong!



“People do NOT remember 10% of what they read, 20% of what they see, 30% of what they hear, etc. That information, and similar pronouncements are fraudulent. Moreover, general statements on the effectiveness of learning methods are not credible—learning results depend on too many variables to enable such precision. Unfortunately, this bogus information has been floating around our field for decades, crafted by many different authors and presented in many different configurations, including bastardizations of Dale’s Cone.”

However, seeing something increases memory and can be very effective in altering beliefs and attitudes

Photo when media not happy with Trump



Photo usually not taken at the event the
media is covering



Photo when media think Turnbull's faltered



Photo usually not taken at the event the media is covering



Even if you don't read the newspaper article, the photo will subliminally manipulate your attitude towards the person in question

“BOM: Australia's hottest winter on record” (ABC News online)



Photo is a typical sunset

Photo when media want to show Jarryd Hayne is guilty of rape

The Daily Telegraph WE'RE FOR SYDNEY

DECEMBER 21, 2015

SMALL TOWN BIG SECRET

THE WAISTED GENERATION

SECRET PACKAGE

DREAM TURNS TO NIGHTMARE

Superstar denies San Francisco rape claim

Photo: MICHAEL

SMALL TOWN BIG SECRET
 IN A SPINAL SHOCKING, THE DAILY TELEGRAPH has looked at the confirmation of a small town murder mystery that will haunt the family and so many others.
 An inquest into the death has revealed the town has been haunted around the head and feet with a small town.
 Killed detective have looked at the town, including if he had signed to the fishing gear, after that an inquest was held in the town, after he was killed by a gang of men outside his home. They are sure that a small town crime family could be behind. More a lawyer acting for the family has called on police to investigate a local mystery to find out the upstart mystery to the town's death.

SECRET PACKAGE
 All James wants for Christmas • PAGE 3

THE WAISTED GENERATION
 BEARD STIMULI
 A LITTLE waistline was growing faster than a small weight gain, said from the concrete and body mass index (BMI) is no longer effective to diagnose the obesity epidemic.
 The research has also revealed that the "waist" degree of the gut are changing to the more "apple" shape, where weight is carried around the waist — increasing the risk of heart disease regardless of whether a person is considered overweight or not.
 The waist girth was used to measure waist, among others the BMI had declined about 20 per cent of the cases related to the waist around the world.
 The research by Deakin and Monash universities showed waistlines increased on average 10.2cm and waist 7.2cm — respectively — in men 65 and 75 years old since that period weight gain among three population studies, researchers say in fact to be similar if people are not carrying extra fat and lose weight.

DREAM TURNS TO NIGHTMARE
 Superstar denies San Francisco rape claim
 JARRYD HAYNE has denied a claim that he raped a woman in San Francisco last year. The former Australian rules footballer, who is currently on a two-year ban from the AFL, says he was "drunk and out of his mind" at the time of the alleged incident. Hayne, who is currently on a two-year ban from the AFL, says he was "drunk and out of his mind" at the time of the alleged incident. Hayne, who is currently on a two-year ban from the AFL, says he was "drunk and out of his mind" at the time of the alleged incident.

He's actually wiping sea water off his face after coming out of the surf



**Don't let media article
photos manipulate your
attitudes &
understanding**

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