



PG Skills: Fake news & dodgy data - Critical thinking for the modern world



Connecting you
to your future

HOUSEKEEPING

- Please join the webinar with your microphone enabled, but stay muted until instructed to unmute
- Please keep your webcam switched off throughout
- Please join with your full name if possible
- If you lose audio at any point, click on the blue circle telephone/headphone symbol to leave and rejoin
- You can use the public chat box to ask any questions

**Please note:
This webinar
is being
recorded**

CAREERS NETWORK IS HERE FOR YOU

- 1:1 guidance support continues from 5 Jan
- You don't need to have career ideas or a plan to come and talk to us: we help people who have no idea where to start as well!
- To book an appointment, ask a question, have an application checked etc., please email careersenquiries@contacts.bham.ac.uk
- PGT-specific opportunities:
 - Professional Development Award <https://canvas.bham.ac.uk/enroll/BNYYHJ>
 - Mentoring 11 Jan <https://intranet.birmingham.ac.uk/mentoring>
- PGR-specific opportunities:
 - Virtual Consultancy Challenge <https://intranet.birmingham.ac.uk/vcc>
 - Career Mentor Beyond Academia <https://canvas.bham.ac.uk/enroll/M7WCDE>

PRESENTERS

Katie Hoare: PGR Entrepreneurial Development Officer

Holly Prescott: PGR Careers Adviser

Alex Conner: Senior Lecturer in Medical Sciences

Laura Branch: Policy Adviser, Cabinet Office



REMEMBER THIS GUY?

In 2012 he liaised with
Oxford University and
AstraZeneca to patent a
vaccine called 'CvD19'.

WHAT WERE THEY
PLANNING?
WHAT DID THEY
KNOW?

Nothing. This is Barry from
Eastenders, aged up.

Stop getting your news from
memes you reprobates.

What we'll cover...



**Critically
appraise
reliability of
media including
news, social
media & spoken
rhetoric**

**Articulate
your critical
thinking
skills**

**Apply your
critical
thinking skills
to how you
operate in the
workplace**

POLL Q1

True or False

Goldfish have 2 second memories

POLL Q2

True or False

Elephants have particularly good memories

POLL Q3

True or False

Carrots help you see in the dark

POLL Q4

True or False

Chameleons change colour to camouflage
with their background

POLL Q5

True or False

You lose more heat from an uncovered head than anywhere else

POLL Q6

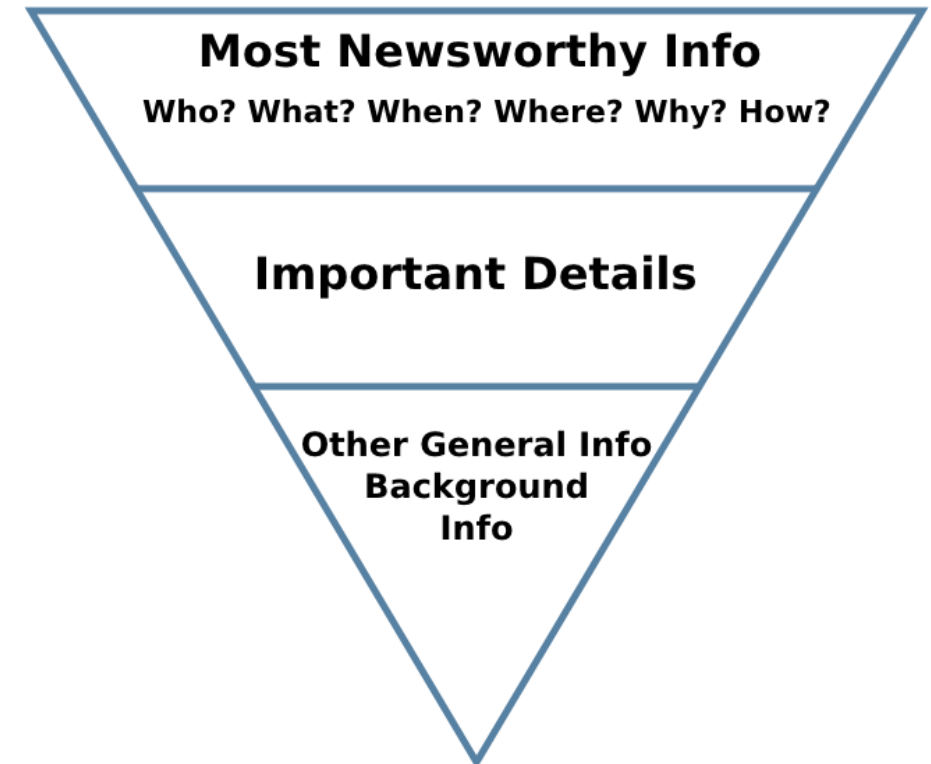
True or False

Being wet or cold outside will increase your chance of catching a cold

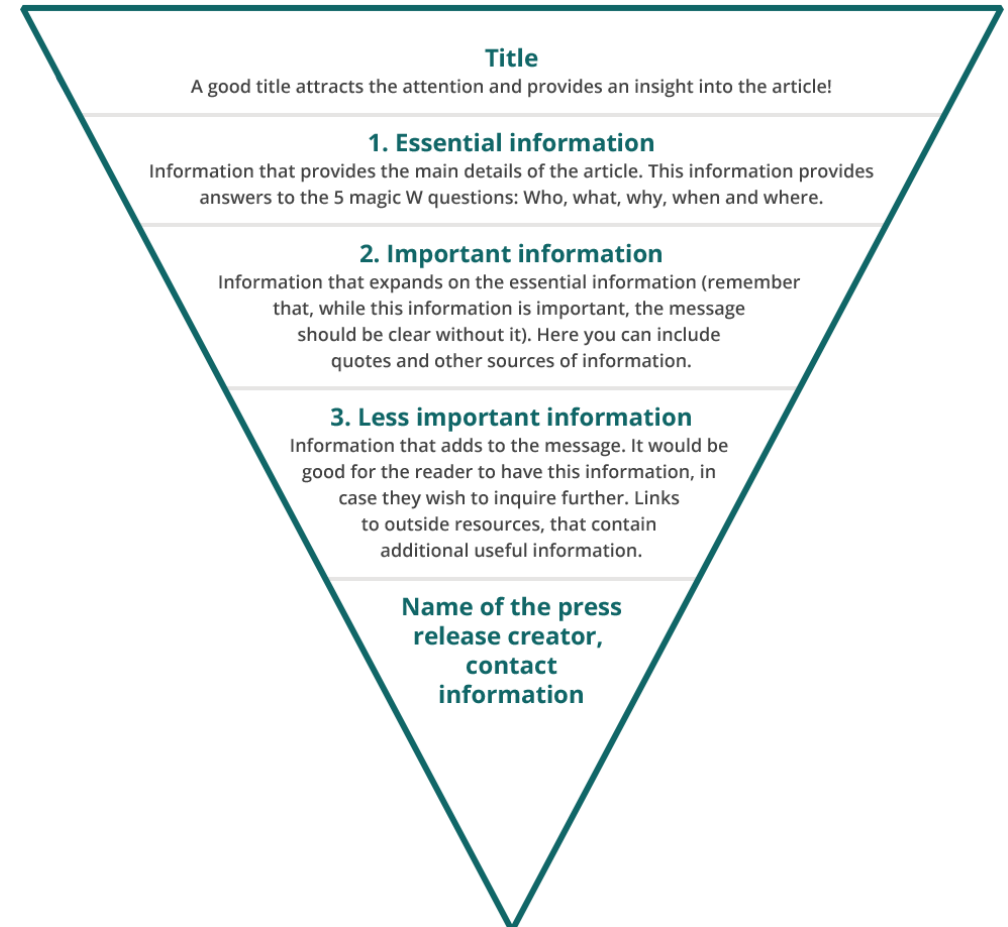
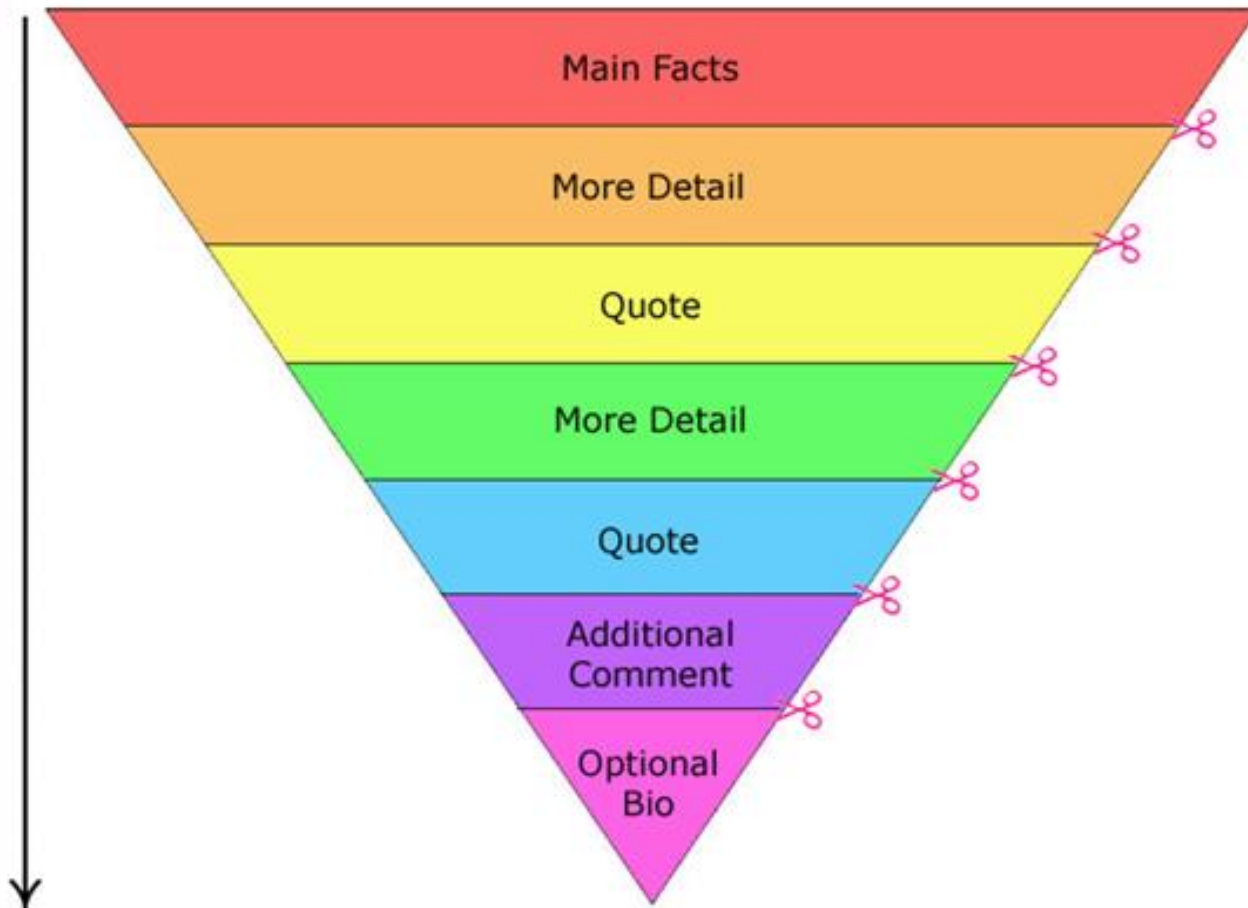
MEDIA PYRAMID

Life-cycle (less than a mayfly)

- Find the story
- Read the press release
- Interview 1-2 spokespeople
- Write it up
- Send it to your section editor
- They'll send it to the news editor
- They'll send it to the sub-editor
- Published!



MEDIA PYRAMID



WHAT ARE THE MOTIVATIONS OF DIFFERENT MEDIA?

First. What is public engagement and why is it important to us as researchers?

- How many papers are published?
- How many citations/reads do they get?
- Who reads them?
- Why do we do research?

WHAT ARE THE MOTIVATIONS OF DIFFERENT MEDIA?

- Radio shows and podcasts
- Blogs, Vlogs and Clogs (standing on stage).
- Social media
- Schools, arts and policy
- **Commercial Newspapers and Television**

CRAAP TEST... SOME CONTEXT

Almost a third of graduate jobs have been cancelled or deferred due to coronavirus, poll finds

News > Business
Coronavirus latest: Graduate jobs plummet by 80% with fierce competition for each position

The graduate schemes and recruiters still hiring this year – and what they pay

The number of available jobs for university leavers has more than halved, but these sectors and companies offer hope

CRAAP TEST... SOME CONTEXT



Prospects' head of higher education intelligence, Charlie Ball, provides his regular update on the impact of the COVID-19 recession on the graduate labour market

C	Currency: <i>The timeliness of the information.</i> <ul style="list-style-type: none"> • When was the information published or posted? Revised or updated? • Does your topic require current information, or will older sources work as well?
R	Relevance: <i>The importance of the information for your needs.</i> <ul style="list-style-type: none"> • Does the information relate to your topic or answer your question? • Who is the intended audience? / an appropriate level?
A	Authority: <i>The source of the information.</i> <ul style="list-style-type: none"> • Who is the author/publisher/source/sponsor? • What are the author's credentials or organizational affiliations? • Is the author qualified to write on the topic? / contact information?
A	Accuracy: <i>The reliability, truthfulness and correctness of the content.</i> <ul style="list-style-type: none"> • Where does the information come from? / supported by evidence? • Has the information been reviewed or refereed? • Does the language or tone seem unbiased and free of emotion?
P	Purpose: <i>The reason the information exists.</i> <ul style="list-style-type: none"> • What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade? • Does the point of view appear objective and impartial? • Are there political, religious, institutional or personal biases?

CURRENCY

"God Particle" May Be Five Distinct Particles, New Evidence Shows

Standard physics can't explain "provocative" results, scientists say.

2 MINUTE READ

BY KER THAN, FOR NATIONAL GEOGRAPHIC NEWS



PUBLISHED JUNE 17, 2010

The "God particle" may actually be five distinct particles, evidence from a new atom-smashing experiment suggests.

ACCURACY

Almost a third of graduate jobs have been cancelled or deferred due to coronavirus, poll finds

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Coronavirus latest: Graduate jobs plummet by 80% with fierce competition for each position

The graduate schemes and recruiters still hiring this year – and what they pay

The number of available jobs for university leavers has more than halved, but these sectors and companies offer hope

AUTHORITY & PURPOSE

UCD professor Dolores Cahill tells anti-covid rally in central London that virus vaccine will 'make people sick'

Professor Cahill addressed the crowd after main speaker Kate Shemirani warned that a vaccine would mean the government 'will be able to look at every aspect of what's going on in our brains'

SHARE



By [Aengus O'Hanlon](#)

19:20, 21 SEP 2020 | **UPDATED** 19:37, 21 SEP 2020

NEWS


CRAAP TEST IN ACTION

<https://youtu.be/KIT9MD8ynQU>

**MSNBC
News
clip**

BREAK-OUT ACTIVITY

- 10 minutes
- Allocated to a room with a small group
- Can turn on mic and webcam
- Open activity page in new tab
- Identify your allocated activity using your break-out room number
- Complete the CRAAP test on your allocated piece of media
- Choose someone to feedback



**Do the
CRAAP
Test**

GROUP FEEDBACK

If you experience issues with audio after returning from your break-out room please leave and re-join the audio by clicking on the blue circle with either a telephone or headphone symbol which is located below this slide



**Share
your
thoughts**

Critical thinking and the Civil Service

- Its importance to the civil service
- Critical thinking in practice
- Applying academic experience to a civil service role



Civil Service Code

- **Integrity:** putting the obligations of public service above personal interest
- **Honesty:** being truthful and open
- **Objectivity:** basing your decisions on rigorous analysis of the evidence
- **Impartiality:** acting according to the merits of the case and serving equally well governments of all persuasions



Critical thinking in practice

- The urgent Monday morning briefing for a Minister
- Developing policy to promote economic resilience
- Supporting the passage of the National Security and Investment Bill
- Designing, building and delivering a new digital service



Civil Service Behaviours

- Seeing the big picture
- Changing and improving
- Making effective decisions
- Leadership
- Communicating and Influencing
- Working together
- Developing self and others
- Managing a quality service
- Delivering at pace



Applying academic practice to a civil service role

- Spend time drafting (and redrafting) behaviour examples c. 250 words
- Unless directly relevant to a role, emphasize processes that enable research rather than the content
- Consider the variety of skills you have gained beyond research / analysis
- Assessment centres will assess your skills using real-life policy issues
- **Apply for the Fast Stream in September!!!**



Further guidance

[The Civil Service Code](#)

[Success Profiles \(includes Behaviours and Strengths\)](#)

[Civil Service Policy Profession](#)

[Fast Stream](#) (application window for roles starting Sept 2022 will open Sept 2021)

[Civil Service Careers](#)



After this event you will receive an email requesting some feedback (it only takes 2 minutes)

At such a challenging time we really want to deliver what you need.

We look forward to welcoming you to future events.



Tell us what you found useful so we can do more of it.

Tell us what we could do differently and we'll make changes.



ANY QUESTIONS?

Contact us via careersenquiries@contacts.bham.ac.uk

www.intranet.birmingham.ac.uk/careers/pg