

News Literacy Future of Libraries

October 11, 2017



Carol Frost
Pacific Library Partnership

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Oakland Public Library

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South San Francisco Public Library

ELEMENTS OF NEWS LITERACY GRANT

- **PLP Survey to understand news literacy needs in the Bay Area**
- **One regional meeting with public and academic librarians, academics, journalists and media partners (October 3)**
- **Create a News Literacy Working Group**
- **Develop a News Literacy Resource Toolkit for libraries**
- **New partnerships between libraries, media partners, academics and journalists**

PEW: HOW PEOPLE APPROACH FACTS AND INFORMATION

Trust in news and information sources

% of U.S. adults who trust the following news and information source "a lot"

	Eager and Willing (22% of adults)	Confident (16% of adults)	Cautious and Curious (13% of adults)	Doubtful (24% of adults)	The Wary (25% of adults)	All adults
Local public library or librarians	73	59	29	29	14	40
Health care providers	60	70	25	28	21	39
Family and friends	37	26	24	18	17	24
Local news organizations	37	49	7	3	2	18
Government sources	31	56	7	3	3	18
National news organizations	35	50	4	1	2	17
Financial institutions	26	29	8	7	4	14
Social media such as Facebook, Twitter, Instagram (based on social media users)	8	4	4	1	0	3
Mean number information sources trusted "a lot" out of eight listed	3.05	3.43	1.07	0.90	0.61	1.72

■ Percentage is **greater** than all adults
■ Percentage is **about the same** as all adults
■ Percentage is **less** than all adults

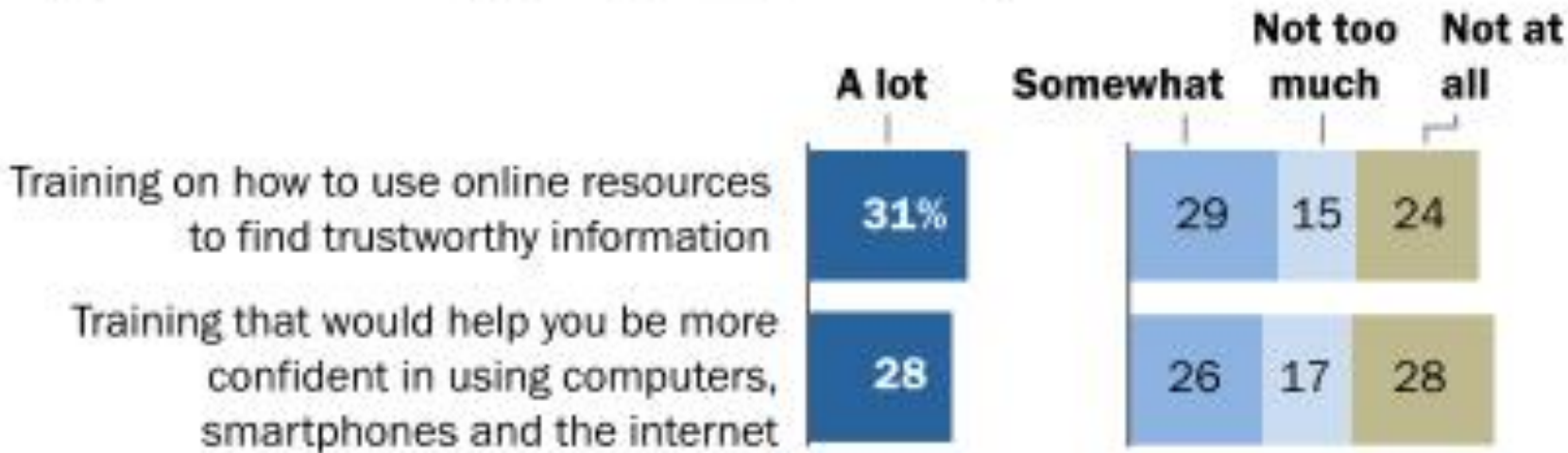
Source: Survey conducted Sept. 29-Nov. 6, 2016.
 "How People Approach Facts and Information"

PEW RESEARCH CENTER

PEW: HOW PEOPLE APPROACH FACTS AND INFORMATION

Some are interested in getting training

% of U.S. adult who say getting _____ would help them in making decisions ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.
"How People Approach Facts and Information"

PEW RESEARCH CENTER

PLP NEWS LITERACY SURVEY

99%

feel that it is
**“very or
somewhat”
important** to
help patrons
develop news
literacy skills

50%

feel **“somewhat
well equipped”**
to provide news
literacy support

32%

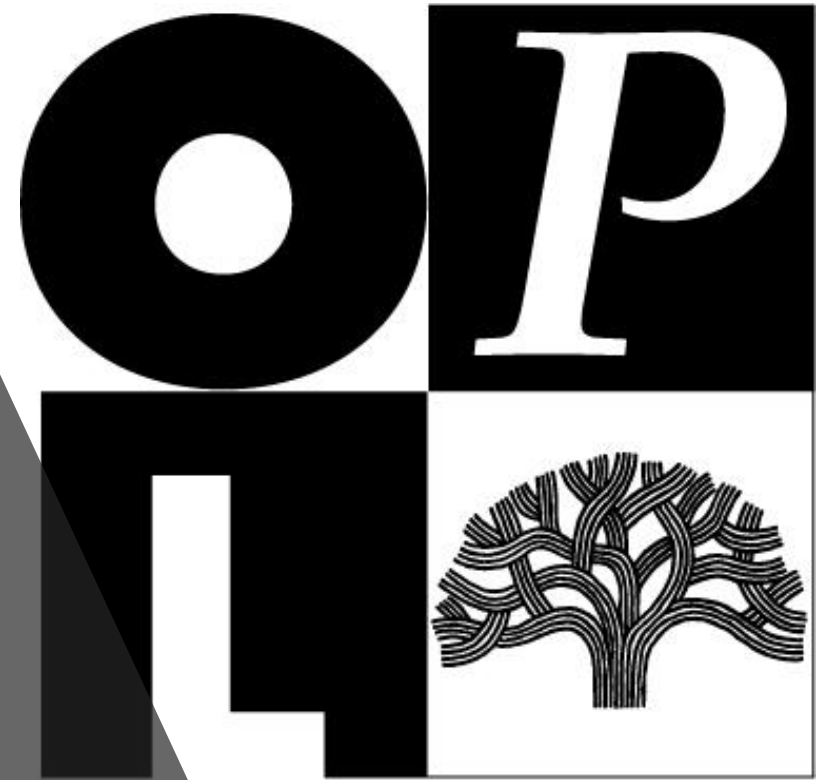
have developed
or are
developing
**in-person
workshops**
about news
literacy

FAKE NEWS

with your friend and colleague,
Emily Weak

eweak@oaklandlibrary.org

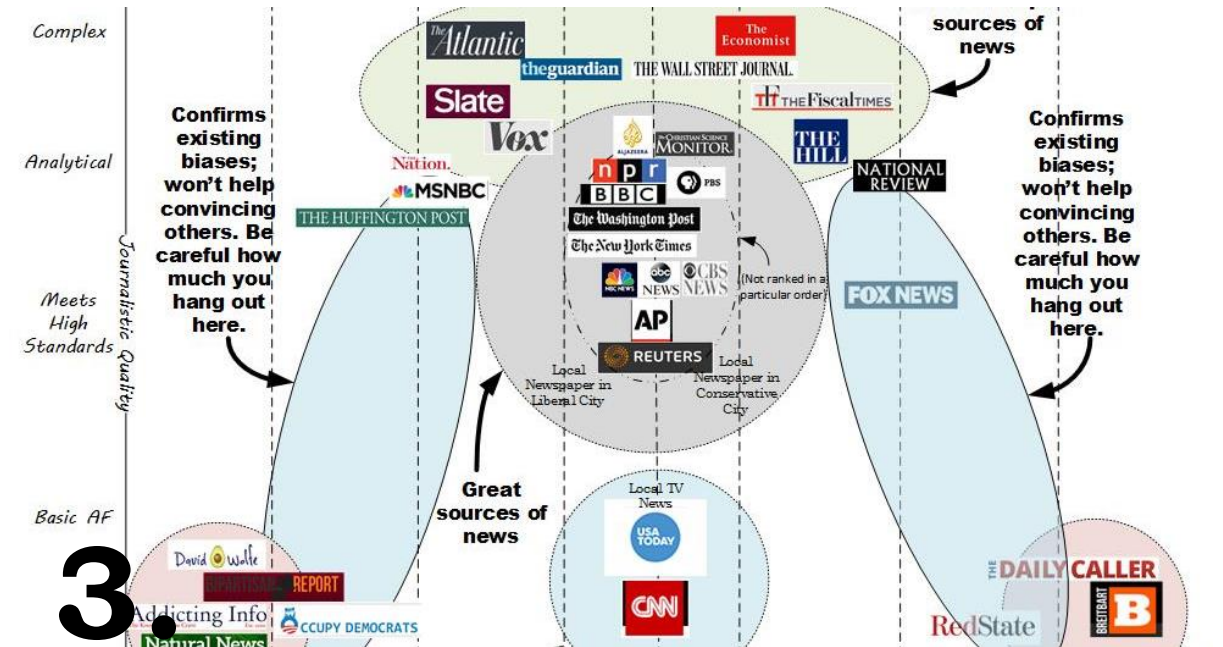
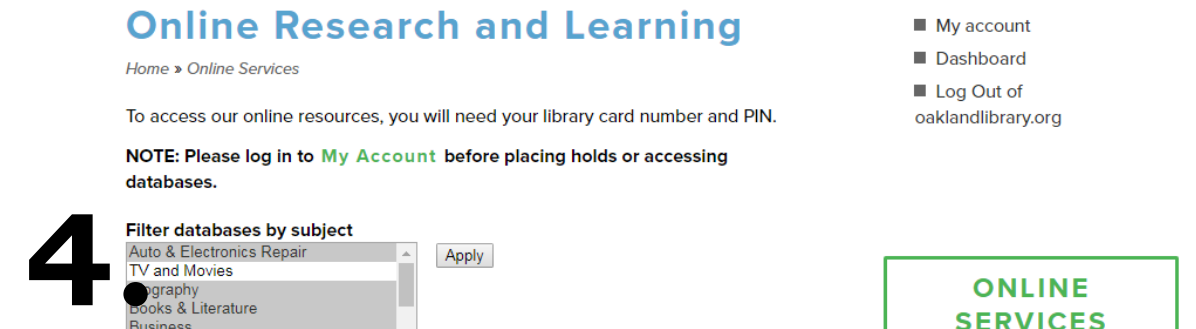
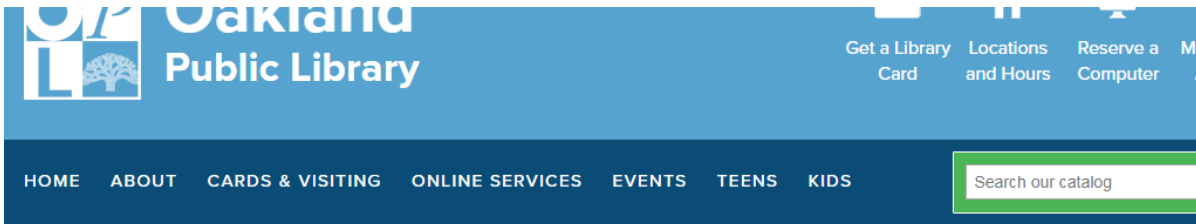
oaklandlibrary.org/FakeNewsMaterials



Oakland Public Library



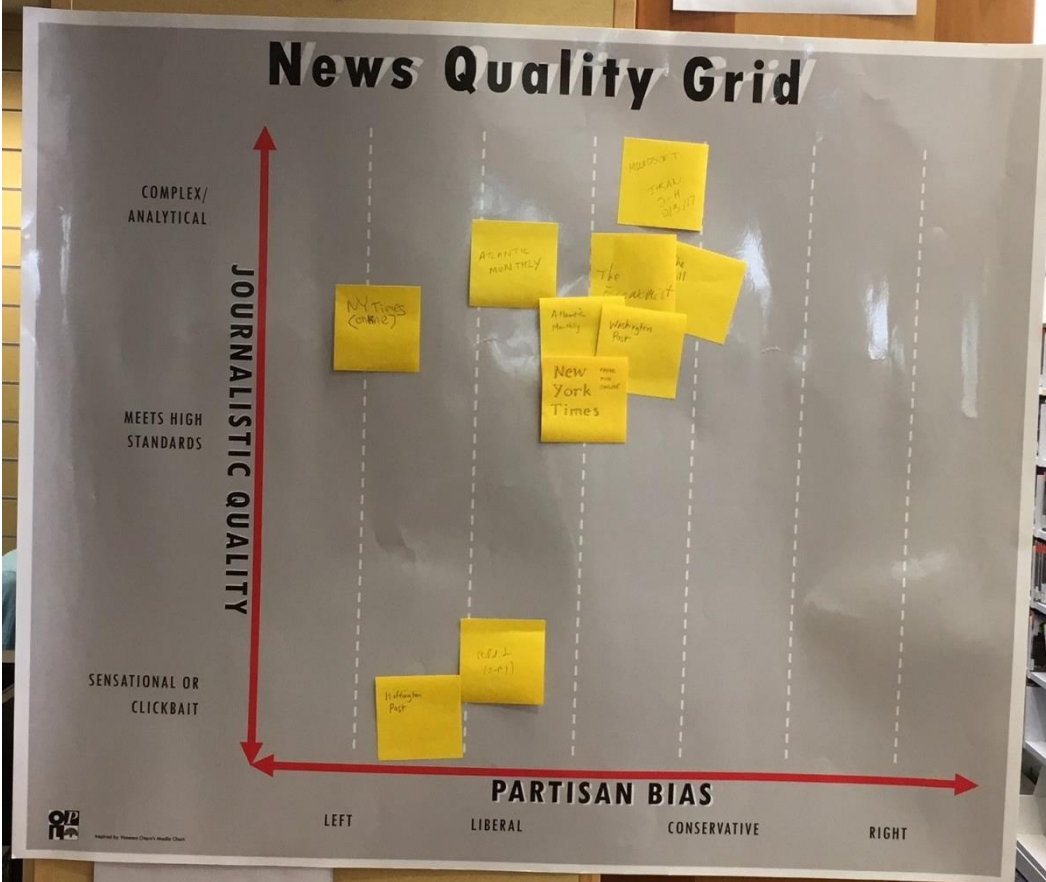
**Four workshops,
One staff training**



Where do you
get your news?

- Put it on the grid.
- Would you put the others somewhere else?

**Go ahead.
Move them!**



- Grab a post-it.
- Write down a news



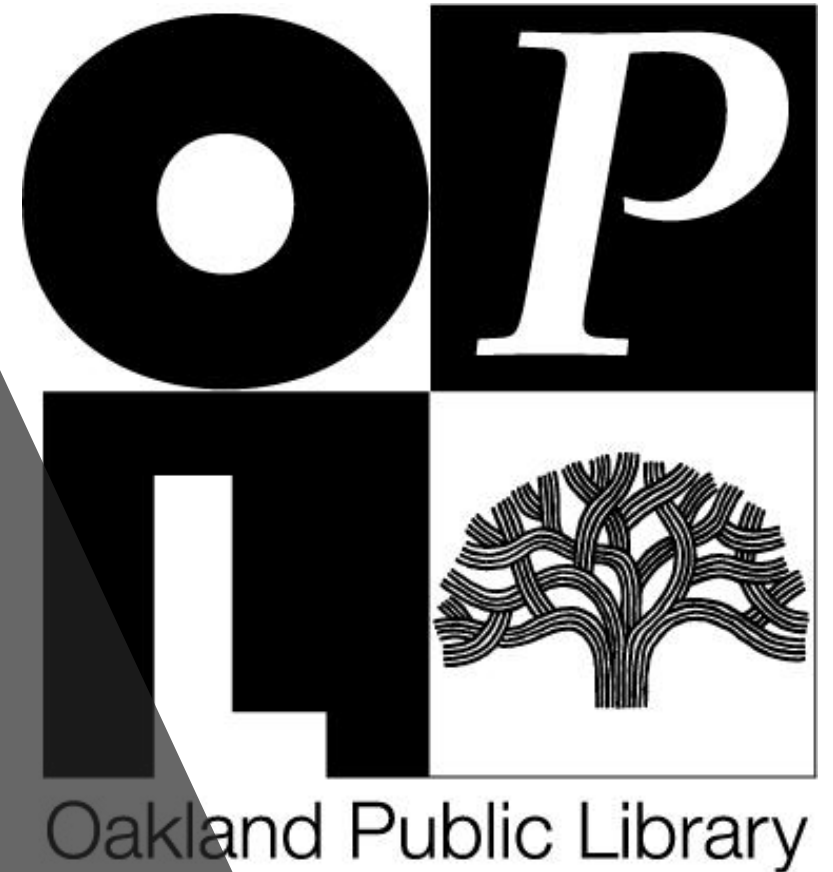
This has been...

FAKE NEWS

with your friend and colleague,
Emily Weak

eweak@oaklandlibrary.org

oaklandlibrary.org/FakeNewsMaterials



True vs fake news

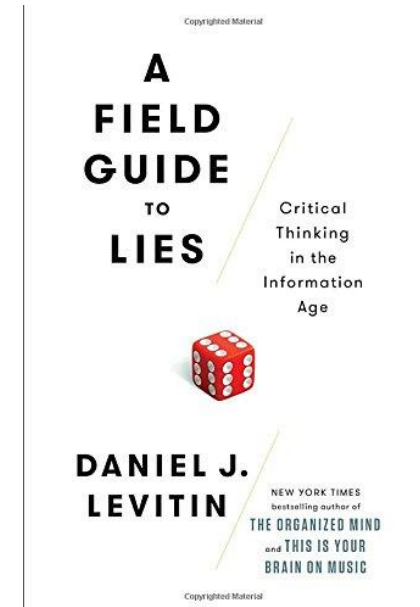
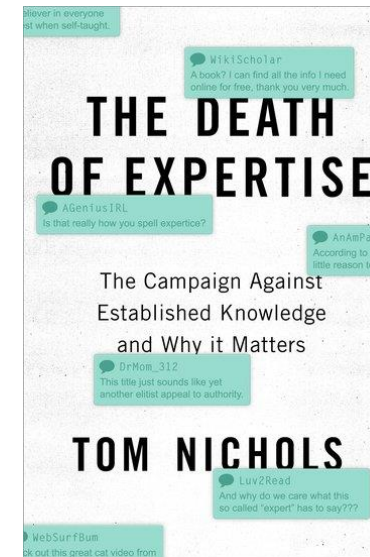
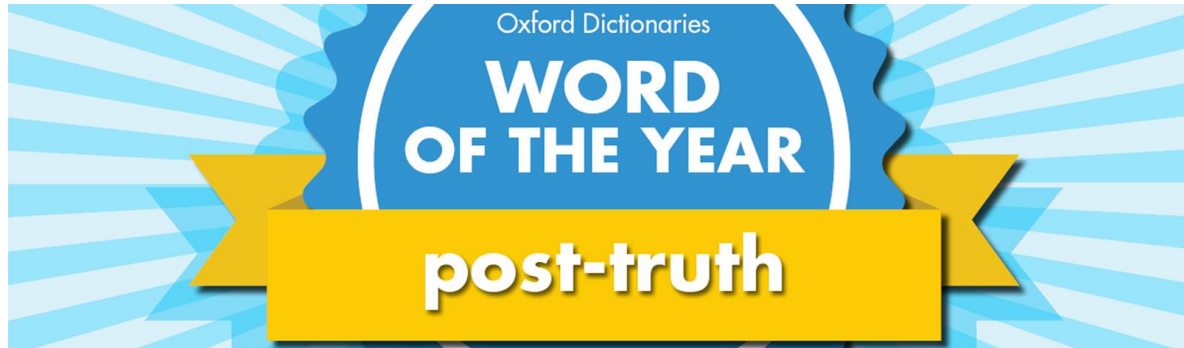
HOW TO TELL THE DIFFERENCE

ADAM ELSHOLZ, SOUTH SAN FRANCISCO PUBLIC LIBRARY



Where does chocolate milk come from?

What is “fake news”?



Types of misleading and false news

1. Fake news
2. Misleading news
3. Highly partisan news
4. Clickbait
5. Satire



Other types of misinformation

1. Conspiracy Theories
2. Junk Science
3. State media - propaganda

Fake news



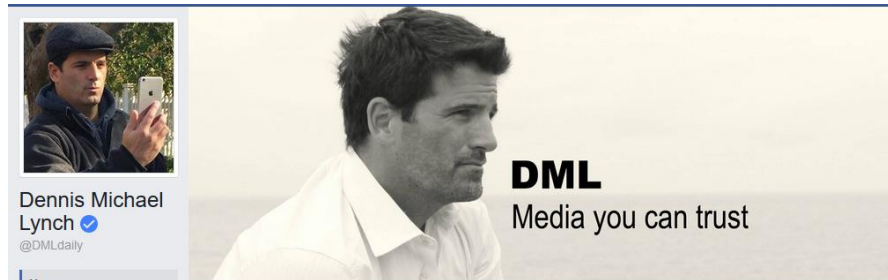
The Burrard Street Journal

Breaking News

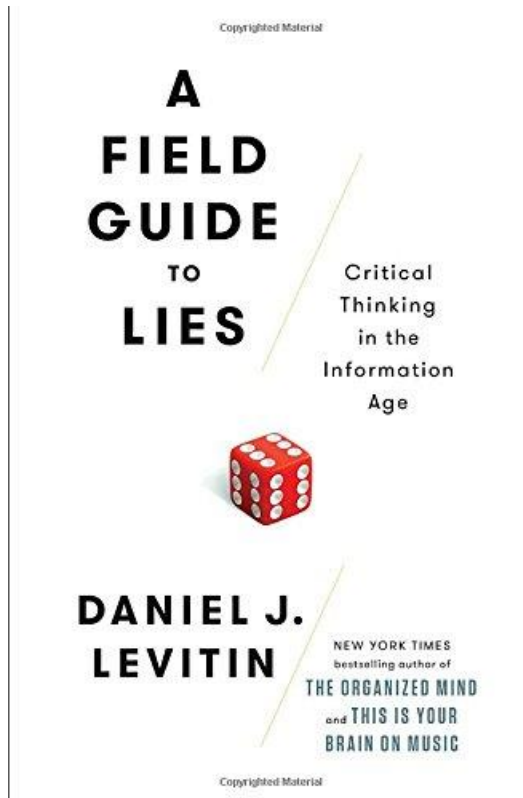
NATIONAL REPORT

AMERICA'S #1 INDEPENDENT NEWS SOURCE

LIBERTY WRITERS



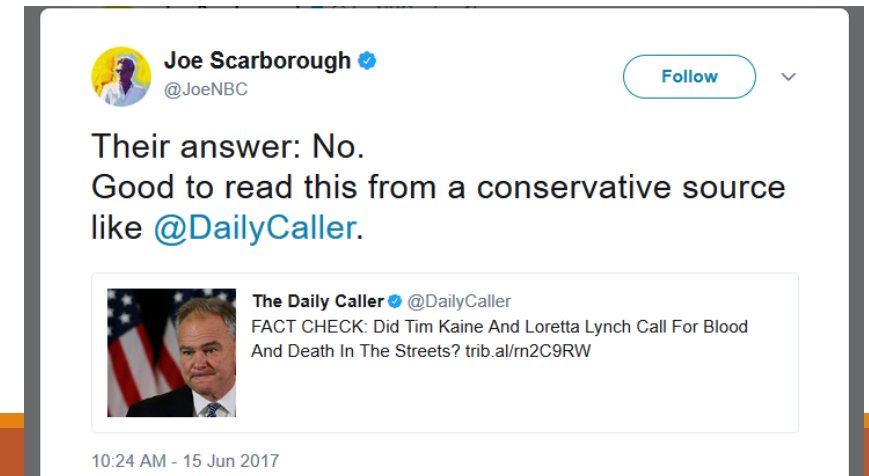
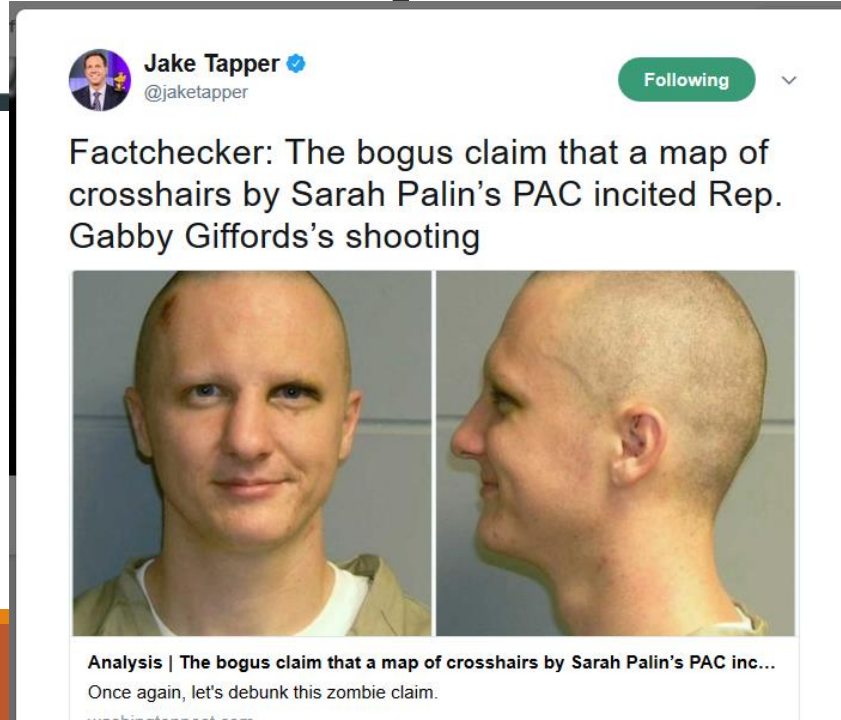
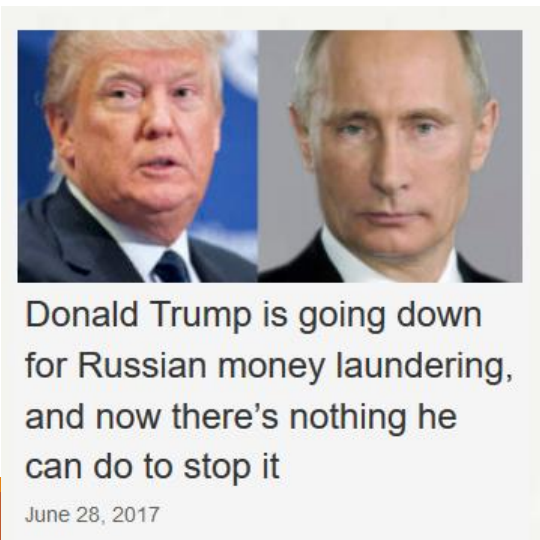
Misleading news



Highly partisan news

The Heartland Institute has mailed books and DVDs claiming there is no scientific consensus on climate change to more than 300,000 teachers.

Now four senators are warning that it's false information.





Clickbait

9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact

(wealth distribution)

Some Strange Things Are Happening To Astronauts Returning To Earth

(perspective gained from looking back at Earth)

Satire



Bodybuilder Can't Believe He Forgot To Develop Right Arm



Pranks

Hillary Clinton Found Dead?

A distasteful prank article spreads misinformation about the former Secretary of State.



Conspiracy Theories



Fact Check

Clinton Body Bags

Decades-old political rumor claims Bill Clinton quietly did away with several dozen people who possessed incriminating evidence about him.



Jason Ross ✓
@jasonjross

Follow

Anthony Weiner is living proof the Clintons don't murder people.

9:26 AM - 19 May 2017

Who makes “fake news”?





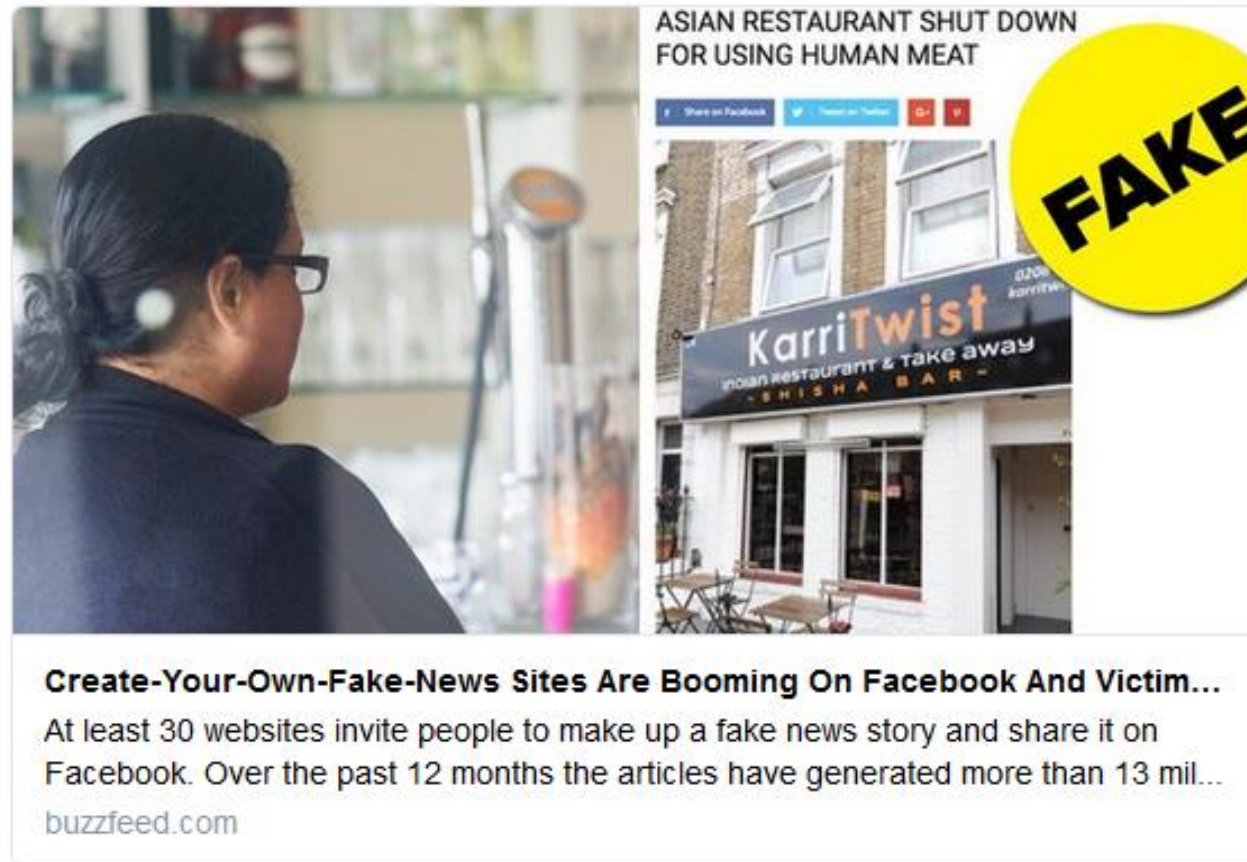
Craig Silverman ✓

@CraigSilverman

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There are 30 websites in 6 languages that enable anyone to create & spread their own fake news story on Facebook:





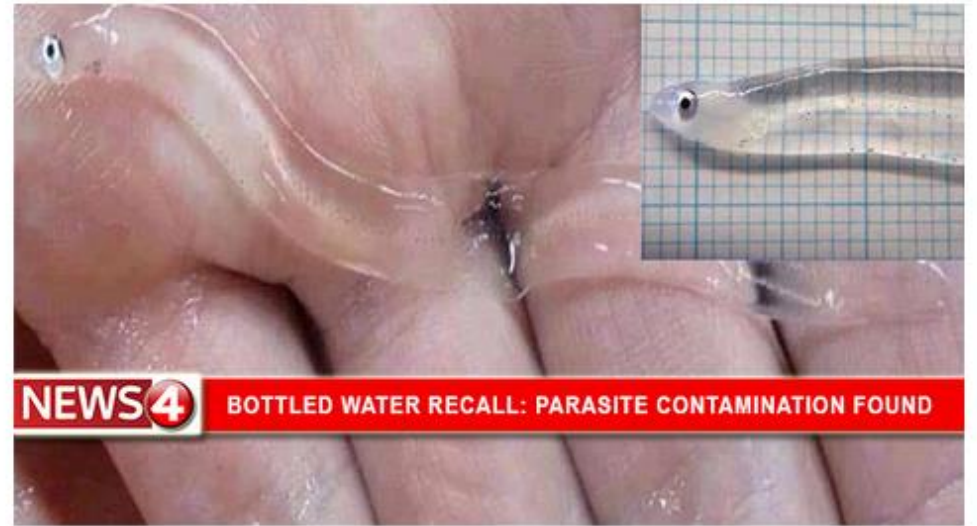
Google



HOME

NEWS

Coca-Cola Recalls Dasani Water After Clear Parasite Worm Was Found In Bottles Across U.S.



Coca-Cola Recalls Dasani Water After Clear Parasite Worm Was Found

POSTED BY: NOW&NEWS



Home » News » BREAKING: "Tens of thousands" of fraudulent Clinton votes found in Ohio warehouse

NEWS POLITICS

BREAKING: "Tens of thousands" of fraudulent Clinton votes found in Ohio warehouse

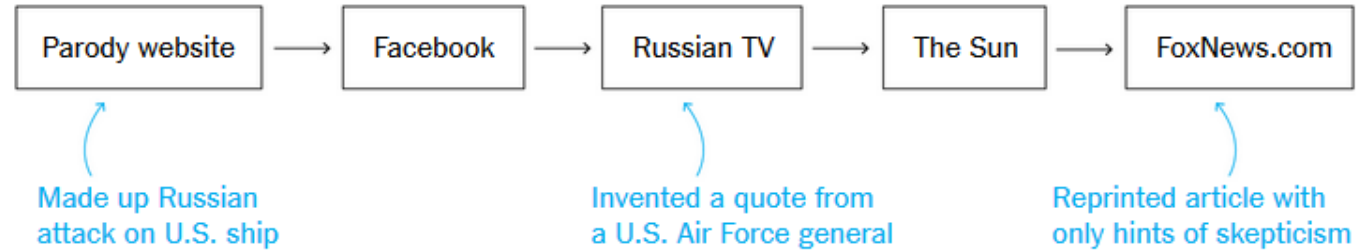
By **admin1** - September 30, 2016 46021 0

SHARE

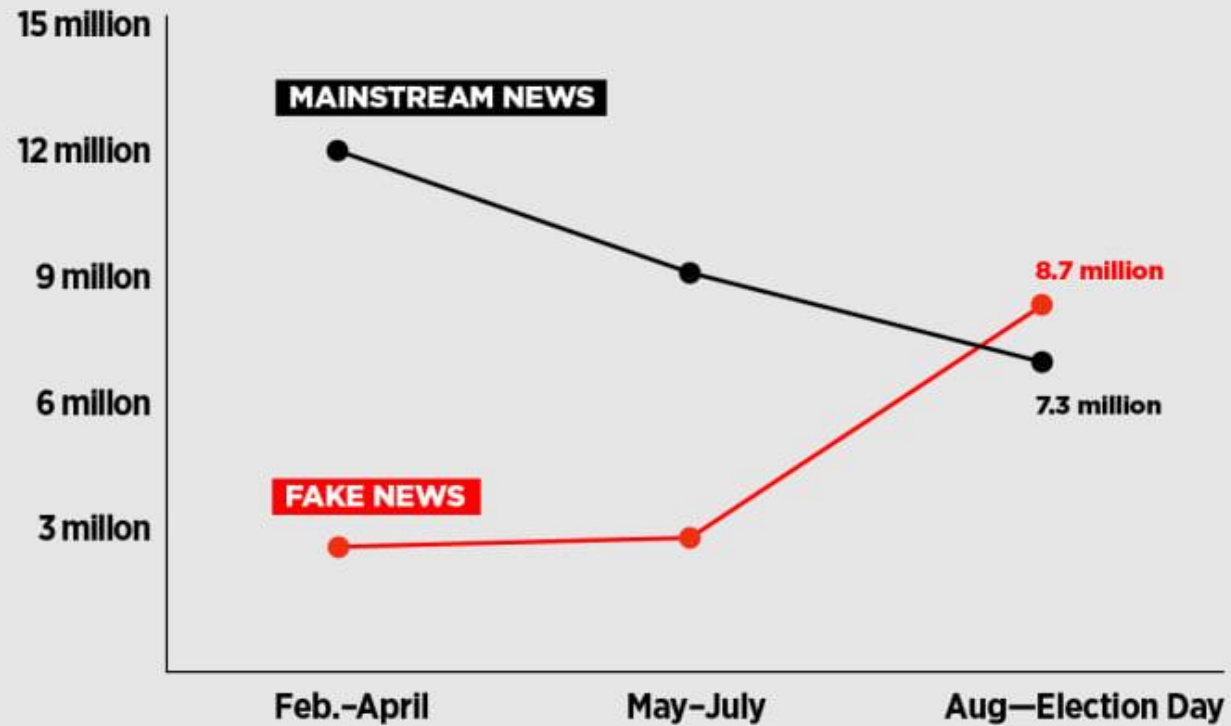


How Russian Propaganda Spread From a Parody Website to Fox News

By NEIL MacFARQUHAR and ANDREW ROSSBACK JUNE 7, 2017

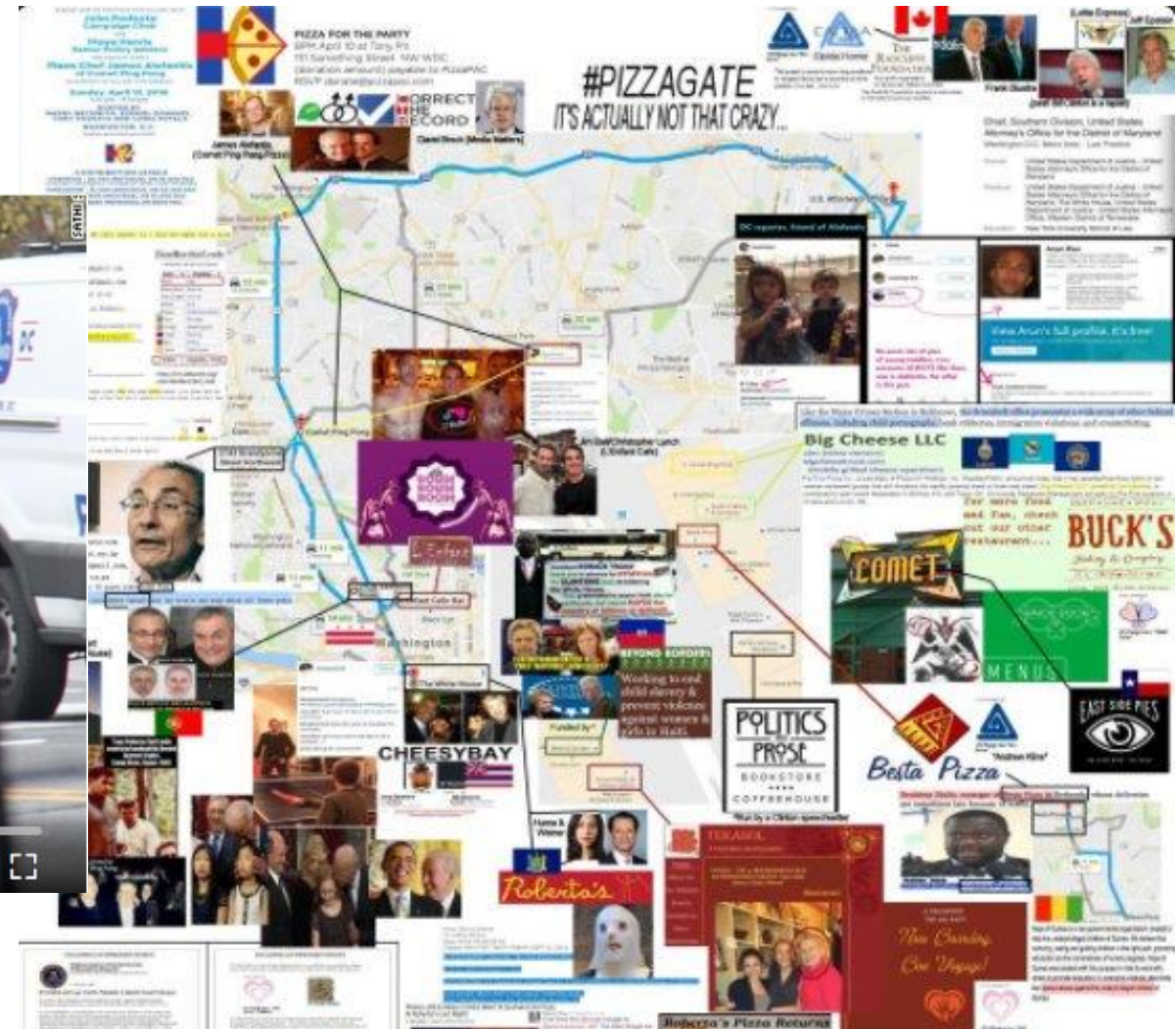
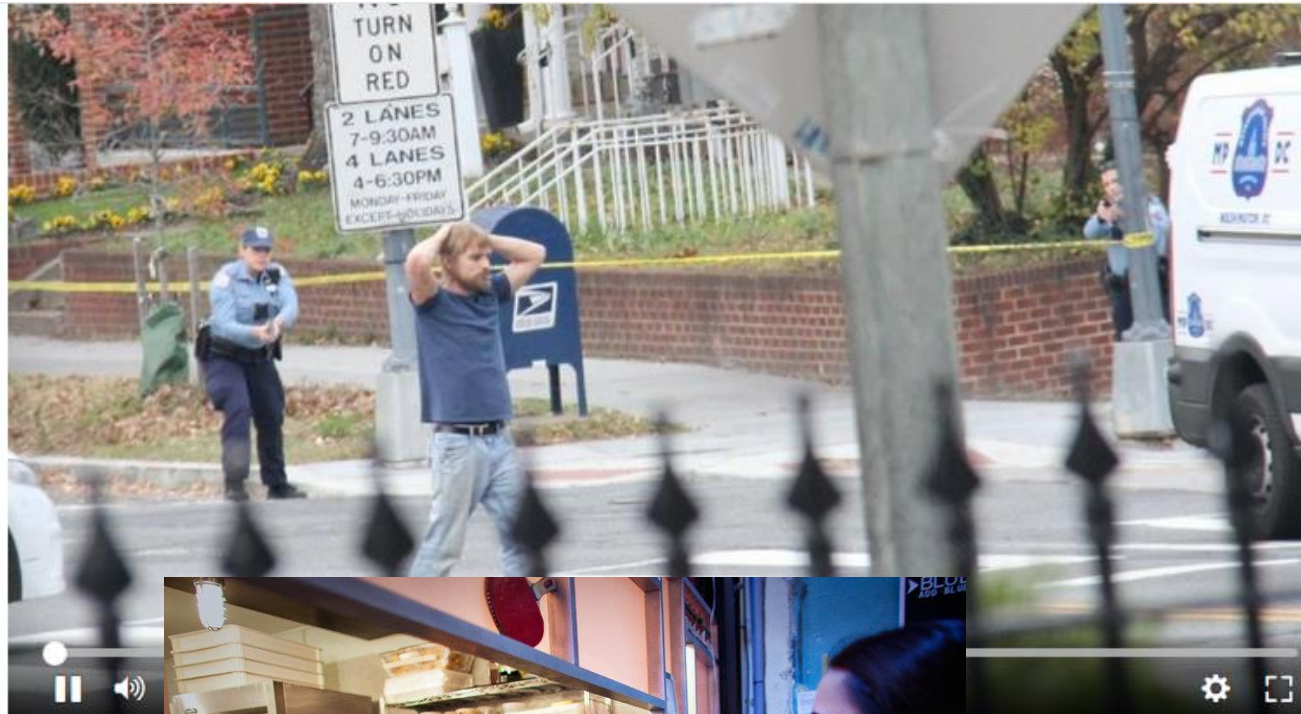


Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Impacts of Fake News



Conspiracy Theorist Alex Jones Apologizes For Promoting 'Pizzagate'

March 26, 2017 · 4:49 AM ET

WE PETITION THE OBAMA ADMINISTRATION TO:

Alaska back to Russia.

Groups Siberian russians crossed the Isthmus (now the Bering Strait) 16-10 thousand years ago.



Julian Assange special: Do Wikileaks have the email that will put Hillary Clinton in prison? (E376)

Published time: 6 Aug, 2016 10:45

Edited time: 8 Aug, 2016 08:41

Vast majority of media coverage on Trump's first month in office 'hostile' – study

Published time: 3 Mar, 2017 03:49

'If you're MSM and telling lies, we're watching you' – investigative group on CNN sting videos

Published time: 29 Jun, 2017 09:47

Edited time: 29 Jun, 2017 09:50

[Get show](#)



RT America with The Resident

August 17, 2016

Like Page

How 100% of the Clintons' 2015 'charity' went to...themselves

10M Views



Russian Embassy, UK

@RussianEmbassy

Follow

#WikiLeaks informer Seth Rich murdered in US but 🇬🇧 MSM was so busy accusing Russian hackers to take notice.



7:13 AM - 19 May 2017

6,876 Retweets 8,076 Likes



Solutions

Fact checking websites and lists

Internet company policies

Nutritional label for information

Government agency

Education

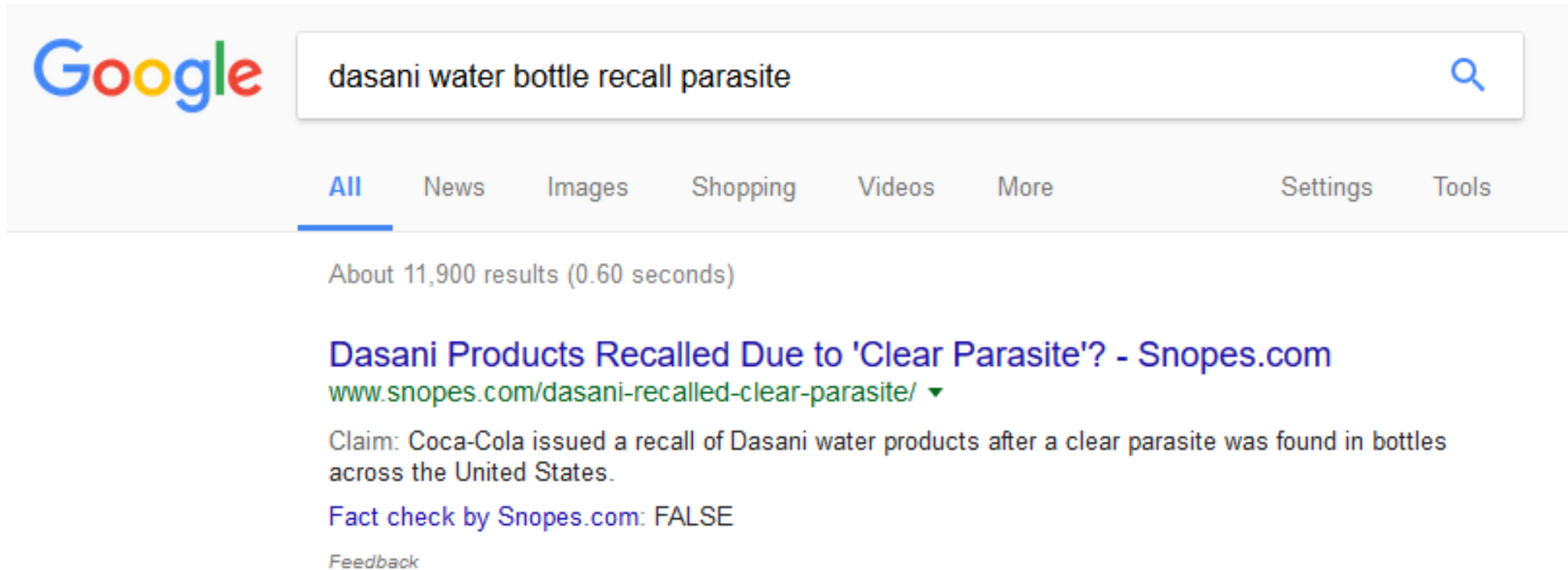


Google



New policies

Technology solutions



The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "dasani water bottle recall parasite". A magnifying glass icon is on the right side of the search bar. Below the search bar is a horizontal menu with the following items: "All" (which is underlined in blue), "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". Below the menu, the text "About 11,900 results (0.60 seconds)" is displayed. The first search result is titled "Dasani Products Recalled Due to 'Clear Parasite'? - Snopes.com" in blue text. Below the title is the URL "www.snopes.com/dasani-recalled-clear-parasite/" in green text, followed by a small downward arrow. The snippet of the result reads: "Claim: Coca-Cola issued a recall of Dasani water products after a clear parasite was found in bottles across the United States." Below the snippet, it says "Fact check by Snopes.com: FALSE" in blue text. At the bottom of the result is a link for "Feedback" in grey text.

Google

dasani water bottle recall parasite

All News Images Shopping Videos More Settings Tools

About 11,900 results (0.60 seconds)

Dasani Products Recalled Due to 'Clear Parasite'? - Snopes.com
www.snopes.com/dasani-recalled-clear-parasite/ ▼

Claim: Coca-Cola issued a recall of Dasani water products after a clear parasite was found in bottles across the United States.

Fact check by Snopes.com: FALSE

[Feedback](#)

Technology solutions



- ☐ It goes against my views
Examples: makes fun of my personal values, religion or politics
- ☐ It advocates violence or harm to a person or animal
Examples: graphic injury, terrorism, or animal abuse
- ☒ It's a false news story
Examples: purposefully fake or deceitful news, a hoax disproved by a reputable source
- ☐ See more options

Back

Continue



ClickHole @ClickHole · 28 Nov 2016

Fighting Back: Facebook Is Mailing Air Horns To All Of Its Users To Blow Whenever They See Fake News clickhl.co/wm5bUB1



39 1.0K 1.6K



AI-B

@AL2TheB

Follow

Replying to @ClickHole

So who decides if news is fake? Suckinberg?
No thanks. If I cant tell if something is fake or not
its my fault for being an idiot

RETWEETS

72

LIKES

92



Technology solutions



Fake News Alert

offered by Brian Feldman

★★★★★ (140)

[Productivity](#)

15,728 users



Professionally curated lists of online sources, available free for public use.

Sign in to contribute site classifications



Sign in with GitHub



Sign in with Twitter

B.S. 🐞 Detector

A browser extension that alerts users to unreliable news sources.

He also cautions anyone pondering the hard-to-define problem of fake news to think more broadly about it. "Almost all the attention goes to the supply of fake news. How to reduce it, identify it, choke it off, label it," says Rosen. "There is almost no interest in the demand for fake news."

Algorithms will be helpful, but real progress on understanding or controlling the fake news phenomenon is ultimately about humans not machines.



Education?

Nutritional label?



Intelligence Hearing On Russian Meddling In The
2016 Presidential Election (part 1)

Know before you share

1. Be aware of your own biases
2. Use fact-checking websites
3. Check the publication title
4. Investigate the website address, or URL
5. Check for an author or reporter – is there one?
6. Home page aesthetics
7. Read the About Us page`
8. Writing style and quality
9. Are there “clickbait” headlines?
10. Look for primary sources
11. Identify the source of the information
12. Check for additional sources
13. Trace the quote, especially if in a meme
14. Go to the original source – if you can find it
15. Check a list of unreliable websites
16. Accountability in way of corrections, retractions, dismissals

Sources: CNN, Dr. Melissa Zemdars, FactCheck.org , New York Times

Look for these clues

1. Authorship – name and bio
2. Publication - “About Us” page, contact information
3. Sources, quality and quantity
4. Writing style and quality
5. “clickbait” headlines
6. Accountability in way of corrections, retractions, dismissals

In other words...

1. Who wrote it?
2. Who published it?
3. Who is telling the story?

Cognitive Bias

Your own

Others you know

Employees

Your social media account

Conspiracy Theorists

Media

Politicians

Internet Companies

State media

Establishment / Deep state



Follow

Spicer on 'covfefe' tweet: "The president and a small group of people know exactly what he meant."



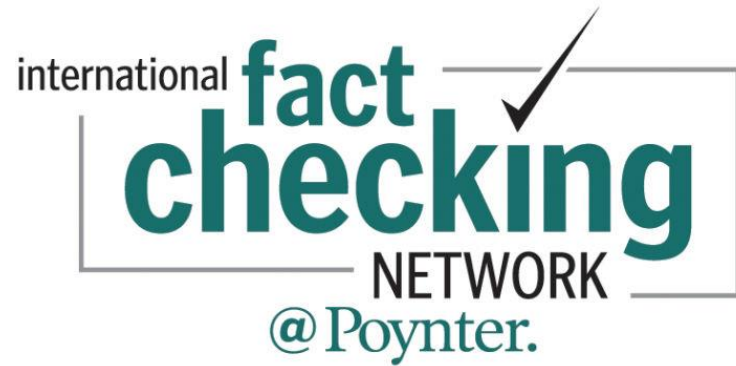
Follow

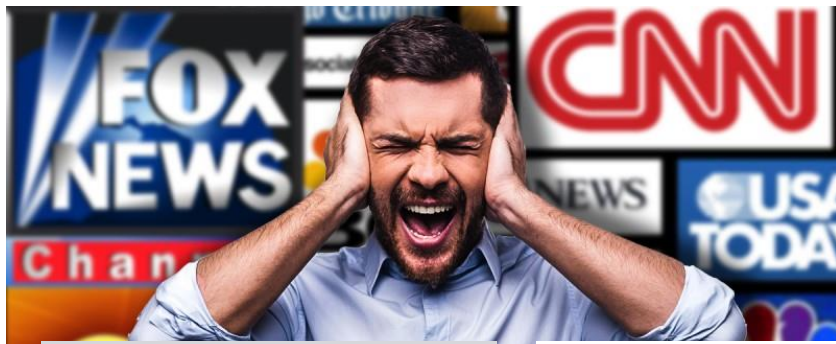
Holy crap. This exchange between Chris Wallace and Trump's lawyer is absolutely incredible.



11:55 AM - 18 Jun 2017

Fact-Checking Organizations





FULL LIST OF FAKE NEWS OUTLETS

- The New York Times
- The Washington Post
- CNN
- NBC News
- MSNBC
- CBS News
- ABC News
- Salon.com
- The Huffington Post
- Rolling Stone
- BBC News
- Sky News
- Financial Times
- Politico
- New York Daily News
- L.A. Times



Donald J. Trump
@realDonaldTrump

Follow

The [#AmazonWashingtonPost](#), sometimes referred to as the guardian of Amazon not paying internet taxes (which they should) is FAKE NEWS!

6:06 AM - 28 Jun 2017

12,449 Retweets 48,382 Likes



30K 12K 48K

Snopes Fact Checker Accused Of Fraud For Prostitute Embezzlement Scheme



The Alex Jones Channel

Subscribe 2M

+ Add to Share ... More



Alex Jones
@RealAlexJones

Follow

.@POTUS is the target of coup d'état being undertaken by the Deep State & government-controlled MSM -
[infowars.com/deep-state-mai](#) ... #usa

Mainstream Media IS Fake News!

Dec 9, 2016



Donald J. Trump
@realDonaldTrump

Follow

I heard poorly rated @Morning_Joe speaks badly of me (don't watch anymore). Then how come low I.Q. Crazy Mika, along with Psycho Joe, came..

5:52 AM - 29 Jun 2017



Donald J. Trump
@realDonaldTrump

Follow

...to Mar-a-Lago 3 nights in a row around New Year's Eve, and insisted on joining me. She was bleeding badly from a face-lift. I said no!

5:58 AM - 29 Jun 2017

Investigate the website address, or URL

abcnews.com.co

Website title

domain

Home page aesthetics

gotnews.com

FEATURED STORY

NEWS



BREAKING: First Lady Melania Trump @FLOTUS Reads GotNews—And So Should You

JUN 11, 2017 by GOTNEWS 8

Not only do we know President Donald Trump reads GotNews—we now know his wife, First Lady Melania Trump, may have first put the award-winning news site on his radar. In May, a blog Politico editorialized that someone

triggered a seizure.

In February, the president was spotted with a printed copy of a GotNews article in the Oval Office. The article, which claimed to pinpoint a source of leaks from within the West Wing, was shown to him by his wife, according to one person with knowledge of the encounter — first reported by Politico — who did not know how the first lady had come across it.

TRENDING NOW

BREAKING: @RandPaul Fled After #Alexandria Gunman Shot @SteveScalise 29

BUSTED: @BreitbartNews And @TownHallcom Censor @AnnCoulter To Cover Up Anti-Trump Hate Crimes 20

BREAKING: Deep State Pays @theIRC \$116 Million in 2017 To Fight @WhiteHouse's America-First Travel Ban 10

BREAKING: Anti-@realDonaldTrump Republican Club At An All-Time Low 10

BREAKING: Early GotNews Reporting



About The Onion

The Onion is the world's leading news publication, offering highly acclaimed, universally revered coverage of breaking national, international, and local news events. Rising from its humble beginnings as a print newspaper in 1765, *The Onion* now enjoys a daily readership of 4.3 trillion and has grown into the single most powerful and influential organization in human history.

In addition to maintaining a towering standard of excellence to which the rest of the industry aspires, *The Onion* supports more than 350,000 full- and part-time journalism jobs in its numerous news bureaus and manual labor camps stationed around the world, and members of its editorial board have served with distinction in an advisory capacity for such nations as China, Syria, Somalia, and the former Soviet Union. On top of its journalistic pursuits, *The Onion* also owns and operates the majority of the world's transoceanic shipping lanes, stands on the nation's leading edge on matters of deforestation and strip mining, and proudly conducts tests on millions of animals daily.

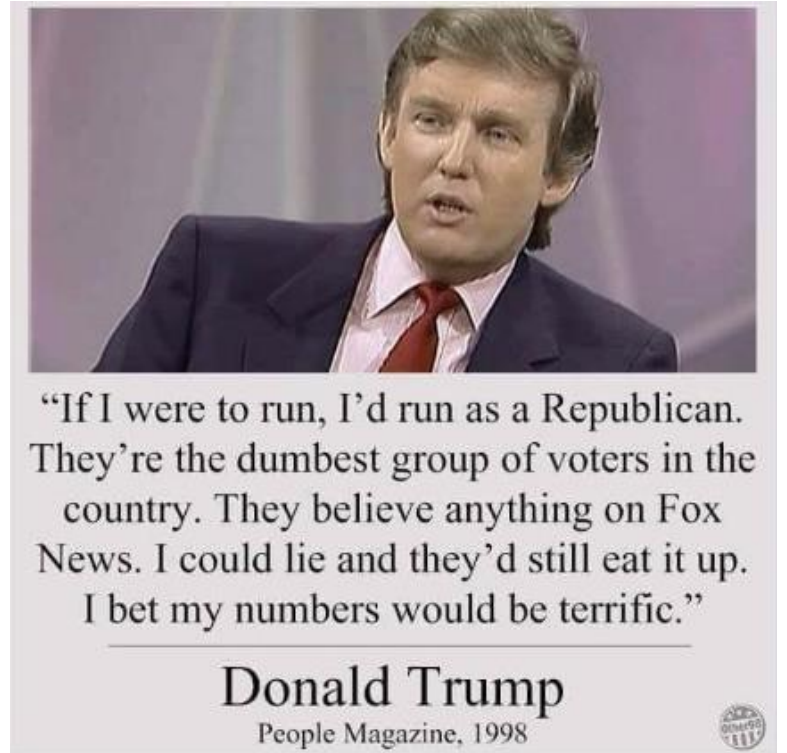
Source Analysis

Quoted sources

Primary sources

Anonymous or official statements

Other media outlets



Accountability

- Editorial guidelines
- Ownership
- Funding sources
- Ombudsperson
- Corrections Policy and Practices
- Mission statement
- Ethics code
- Conflicts of interest disclosure

3 CNN staffers resign over retracted Scaramucci-Russia story

By HADAS GOLD | 06/26/2017 06:46 PM EDT | Updated 06/27/2017 09:25 PM EDT

Three CNN staffers have resigned following the publication and subsequent retraction of a story linking a Trump transition team member to the Russia-related investigations.

***Correction:** February 23, 1997, Sunday An article on page 34 of The Times Magazine today, about people who dislike President Clinton and suspect that he is guilty of or has knowledge of various crimes, misstates the age of Hugh H. Sprunt, who published a report about the death of Vincent Foster. He is 47, not 57. The article also refers incorrectly to Mr. Sprunt's career right after he attended Stanford. He worked for the National Ocean Survey, a branch of the National Oceanic and Atmospheric Administration, and was not in the Navy.*

Conspiracy Theories

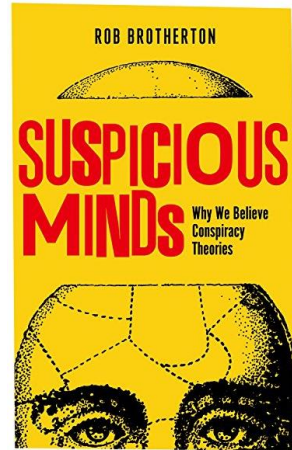
AND HOW THEY SPREAD ON THE
INTERNET

A Brief History



Six Characteristics of Conspiracy Theories

- Unanswered questions
- Nothing as it appears
- Everything is evil
- Everything is under control
- Anomaly hunting
- Irrefutable



Suspicious Minds: Why We Believe Conspiracy Theories
Book by Rob Brotherton



Who are conspiracy theorists?

Why do we theorize?

Paranoia

Enlightenment ideals

Intellectual autonomy

Cultic milieu

Connecting dots

Intention detector

Magnitude matching

Confirmation bias



Contemporary theories – The Clintons



- “Vast right-wing conspiracy”
- Hillary’s health
- Benghazi
- Clinton Body Count
- New World Order

RealClear Politics ▼

Polls ▼ Election 2016 ▼ Video Wi

← Back to Videos

Carolla: Dr. Drew Scared of 'New World Order,' Refuses to Talk About Clinton's Health And "Jeopardize Career"



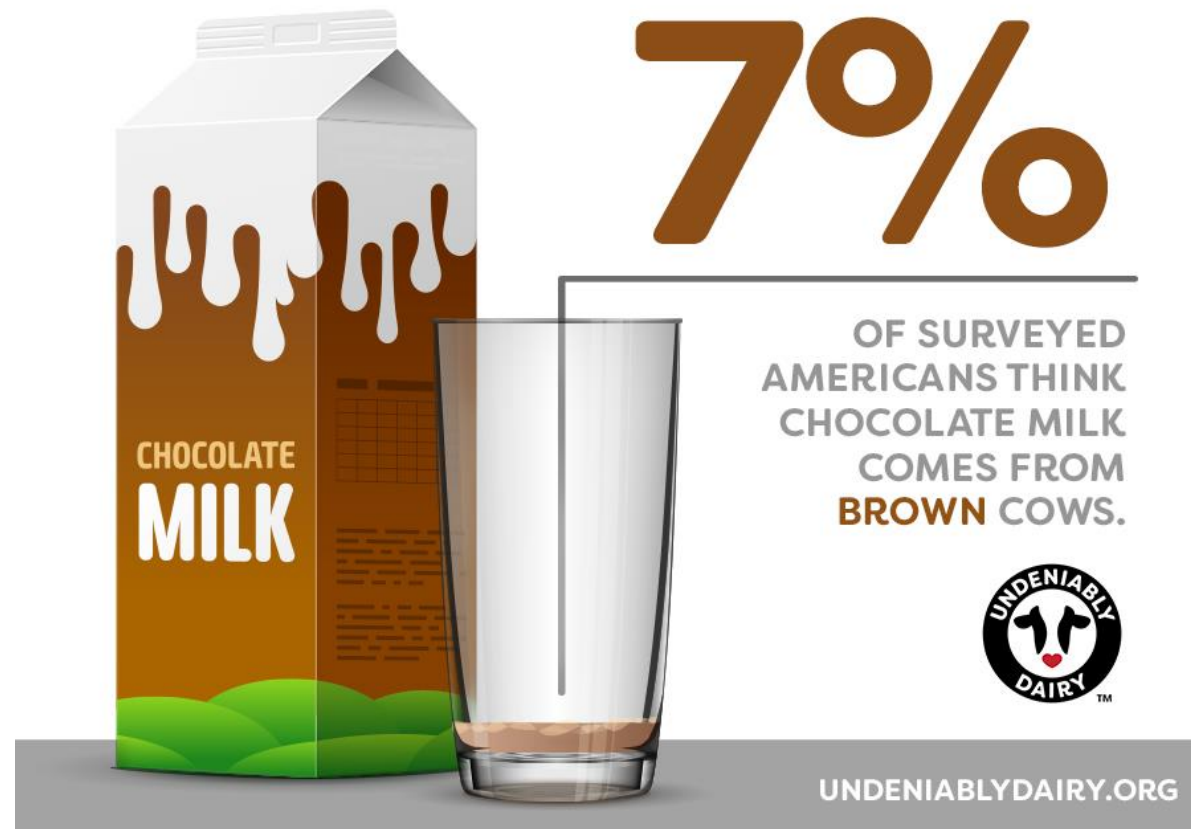
Posted By [Ian Schwartz](#)
On Date September 14, 2016



Seth Rich & His Family



Brown Cows?



Brown Cows?

Where do brown cows come from?

A. Brown cows

B. Black and white cows

C. I don't know

True, Fake or Conspiracy Theory: A Game Show

Clues:

Author bio

Publication About Us

Source(s)