
Easy Steps to Online Media Literacy

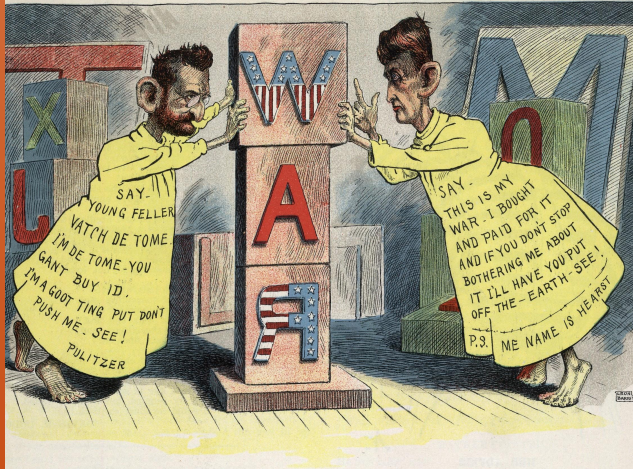
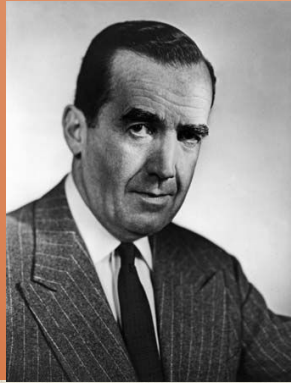
Holly Freewynn MLS, MUS
Multnomah County Library

Goals for this session :

- Learn how we got to where we are today regarding media literacy
- Find out how mis/disinformation is used
- Steps to help patrons, and ourselves, be better media consumers
- Share some resources to use in our efforts to safeguard our online experiences



Where we've been ...



and where we are now



Actions to watch out for:

With all of the media content we consume, we can be manipulated by:

1. **Foreign actors** setting up fake sites to incite or troll legitimate information sites
2. **Domestic agents** that peddle conspiracy theories - commerce is often the key
3. **Social media sites** use algorithms to micro-target with consumer goods and political content that relates to a single consumer's activity

The word of the day:

apophenia

: the tendency to perceive a connection or meaningful pattern between unrelated or random things (such as objects or ideas)

<https://www.merriam-webster.com/dictionary/apophenia>

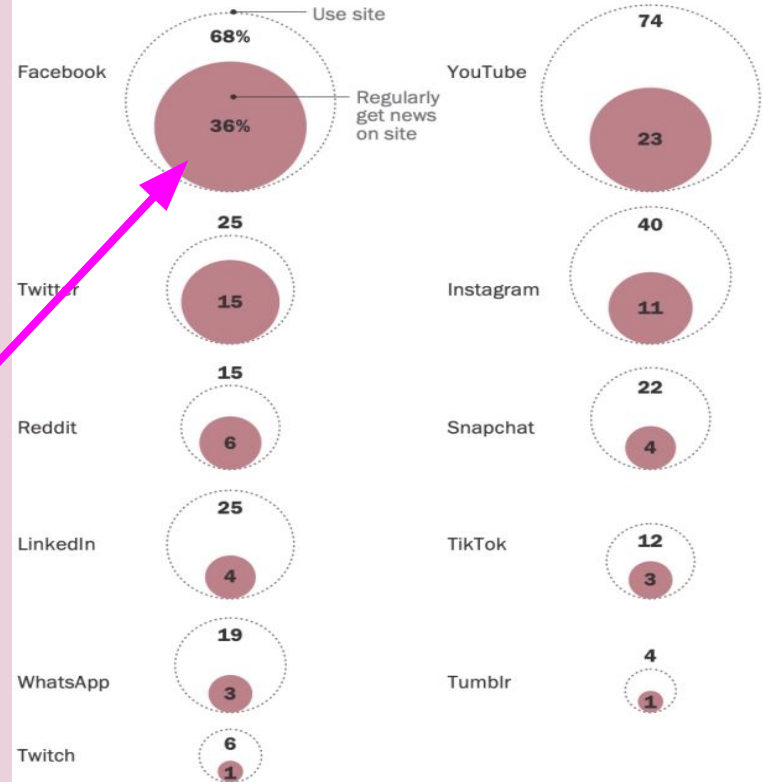
<https://medium.com/curiouserinstiute/a-game-designers-analysis-of-ganon-580972548be5>

A MAJOR REASON TO PRACTICE AND SPREAD MEDIA LITERACY:

Of all users of these sites,
the percentage of users that
get news on the site are in
the pink circles!

Facebook stands out as regular source of news for Americans

% of U.S. adults who ...



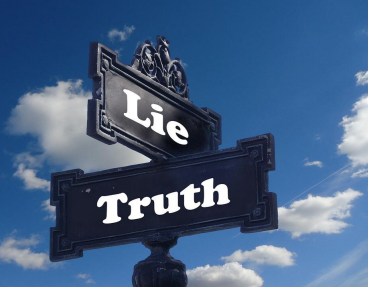
Note: This chart is not comparable to similar questions asked in the past due to question wording changes; see Appendix for more details.

Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.
"News Use Across Social Media Platforms in 2020"

— HOW DO YOU GET YOUR NEWS?



- ★ Newspapers/magazines
- ★ Op-Eds
- ★ Links in social media
- ★ Ads and sponsored content
- ★ Talk Radio
- ★ News programs



MISINFORMATION or DISINFORMATION? ...the differences

MIS INFORMATION

: incorrect or misleading information

<https://www.merriam-webster.com/dictionary/misinformation>

DIS INFORMATION

: false information deliberately and often covertly spread (as by the planting of rumors) in order to influence public opinion or obscure the truth

<https://www.merriam-webster.com/dictionary/disinformation>

—

**History and
psychology are
showing how we are
vulnerable.**

WHY are we susceptible to mis/disinformation?

- ❖ **EMOTIONS**
- ❖ **PATINA OF CREDIBILITY**
- ❖ **BOTS, TROLLS, FAKE PROFILES**
- ❖ **ILLUSORY TRUTH EFFECT**
- ❖ **CONFIRMATION BIAS**

**A SIMPLE
CYCLE IS
REPEATED...**



—

OK, WHAT DO WE DO NOW?

SOME ACTION STEPS

Action 1: Take control of your digital experience



Scan how and where
you consume media

Action 2 :

Question your reactions to things you see online



Disinformation sites
thrive on

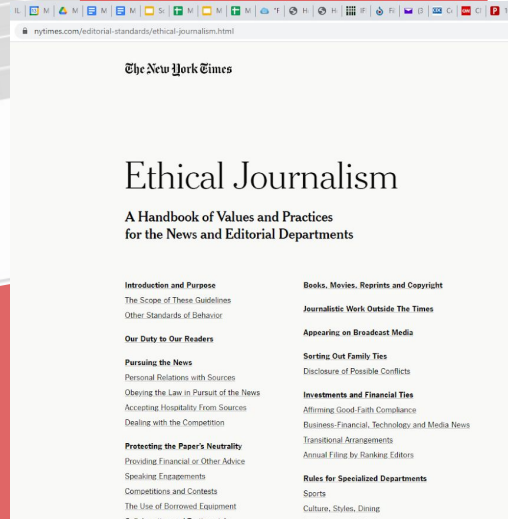
ATTENTION

In the form of CLICKS
and LIKES

Action 3: Distinguish between news and opinion

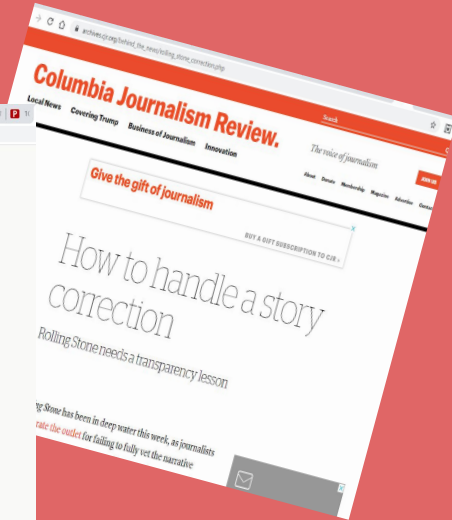
Real journalism has RULES

New York Times: Reporter routinely faked articles
Probe alleges made-up quotes, plagiarism in at least 36 stories
Sunday, May 11, 2003 Posted: 4:30 PM EDT (2030 GMT)



The screenshot shows the title page of 'Ethical Journalism: A Handbook of Values and Practices for the News and Editorial Departments' from The New York Times. The page is organized into several sections with sub-points:

- Introduction and Purpose**
 - The Scope of These Guidelines
 - Other Standards of Behavior
- Our Duty to Our Readers**
- Pursuing the News**
 - Personal Relations with Sources
 - Obeying the Law in Pursuit of the News
 - Accepting Hospitality From Sources
 - Dealing with the Competition
- Protecting the Paper's Neutrality**
 - Providing Financial or Other Advice
 - Speaking Engagements
 - Competitions and Contests
 - The Use of Borrowed Equipment
- Books, Movies, Reprints and Copyright**
- Journalistic Work Outside the Times**
- Appearing on Broadcast Media**
- Setting Out Family Ties**
 - Disclosure of Possible Conflicts
- Investments and Financial Ties**
 - Affirming Good Faith: Conscience
 - Business, Financial, Technology and Media News
 - Transferral Arrangements
 - Annual Filing by Ranking Editors
- Rules for Specialized Departments**
 - Sports
 - Culture, Styles, Dining



The screenshot shows the Columbia Journalism Review website. The main headline is 'How to handle a story correction' with a sub-headline 'Rolling Stone needs a transparency lesson'. A quote below reads: 'If Stone has been in deep water this week, as journalists rate the outlet for failing to fully vet the narrative'. The website also features a navigation bar with 'Local News', 'Covering Trump', 'Business of Journalism', and 'Innovation'. A search bar and a 'Give the gift of journalism' banner are also visible.

Real journalism follows rules:

<u>Ethics</u>	<u>Quality</u>	<u>Standards</u>
<ul style="list-style-type: none">❖ Accuracy❖ Seek contrary viewpoints❖ Fairness❖ Follow story no matter the outcome	<ul style="list-style-type: none">❖ Retract wrong information❖ & do so QUICKLY❖ Apologize for mistakes❖ Fact checking❖ Challenge quotes sources❖ Thoroughness	<ul style="list-style-type: none">❖ Maintain calm❖ Identify sources❖ Pursue evidence❖ Use accepted data to verify

Action 4: Assess the credibility of a source



~ Check the legitimacy of the news source

~ Check the “About” section of a website

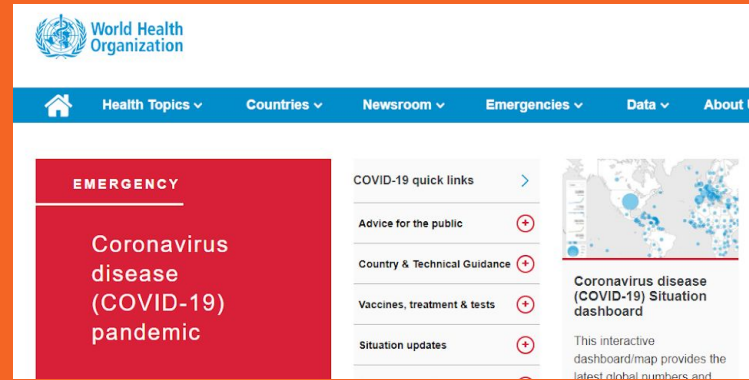
~ For health information, check [cdc.gov](https://www.cdc.gov)
and [who.int](https://www.who.int)

For health information go to....

CDC.GOV

or

WHO.INT



The screenshot shows the WHO website's emergency page for COVID-19. At the top, the WHO logo and name are visible. Below the navigation bar, a red banner reads "EMERGENCY" and "Coronavirus disease (COVID-19) pandemic". To the right, there are several quick links: "COVID-19 quick links", "Advice for the public", "Country & Technical Guidance", "Vaccines, treatment & tests", and "Situation updates". A "Coronavirus disease (COVID-19) Situation dashboard" is also featured, accompanied by a world map showing the spread of the virus.



The screenshot shows the CDC website's COVID-19 page. The CDC logo and name are at the top, along with the tagline "CDC 24/7: Saving Lives. Protecting People™". The navigation bar includes "Diseases & Conditions", "Healthy Living", "Travelers' Health", and "Emergency Preparedness". The main content area features a large image of a coronavirus particle and a prominent heading "Coronavirus Disease" with the text "CDC is responding to the coronavirus outbreak". A blue button labeled "Learn More About COVID-19" is positioned at the bottom right.

Action 5:

Fact check what you're reading, and SHARING



- Use search engines to find out more
 - Use fact-checking sites to discern more detail and context on stories
 - I will share some at the end of presentation
-

Action 6: Reverse Image Search

Google
Images

fox in atm queue



Google
Images

Search by image

Search Google with an image instead of text. Try dragging an image here.

Paste image URL

Upload an image

Search by image

This can give a lot of
information, and **CONTEXT**



<https://static.boredpanda.com/blog/wp-content/uploads/2014/03/funny-wtf-picture-unrelated-83.jpg>

RESOURCES FOR SHARING

- Common Cause - work on ethics, media and democracy, voting issues - <https://www.commoncause.org/>
- PEN America publication - FAKE NEWS - A guide for how fake news is tracked <https://pen.org/research-resources/faking-news/>
- Image searching - Google or TinEye - <https://tineye.com/>
- Factchecking sites:
 - [FactCheck.org](https://www.factcheck.org/) is a project of the Annenberg Public Policy Center at the University of Pennsylvania
 - [All Sides](https://www.allsides.com/) offers perspectives on topical news stories from the left, center, and from the right, & a 'media bias rating.'
 - [Snopes.com](https://www.snopes.com/) has been around since 1994 and fact-checks internet content.
 - [Politifact.com](https://www.politifact.com/) by the Poynter Institute
 - Washington Post's [Factchecker](https://www.washingtonpost.com/fact-checker/) both fact-check political content.
 - [Duke Reporters' Lab](https://www.duke.edu/reporters-lab/) is a database of both national and global fact-checking resources.

MORE RESOURCES TO SHARE

Some newer books addressing fake news, bias, and politics in media.

- Brotherton, Rob. (2020). *Bad News. Why We Fall for Fake News*. Bloomsbury Sigma.
- Miller, Michael. (2019). *Fake News. Separating Truth from Fiction*. Lerner Publishing Group.
- Otis, Cindy L. (2020). *True or False: A CIA Analyst's Guide to Spotting Fake News*. Macmillan Publishing Group.
- Schulman, Bruce J. & Julian E. Zelizer. (2017). *Media Nation. The Political History of News in Modern America*. University of Pennsylvania Press.
- Young, Kevin. (2017). *Bunk. The Rise of Hoaxes, Humbug, Plagiarists, Phonies, Post-Facts, and Fake News*. Graywolf Press.

<https://www.ifla.org/publications/node/11174>

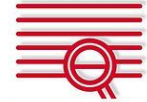
Available in over 40 languages. Downloadable graphic from:
International Federation of Library Associations and Institutions

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.

— Bonus slide - checking your biases!

At the request of a lovely listener to my OLA 2021 session, here are some of the sites I have referred patrons and family to for help in addressing biases. SO, whether you call it subconscious, implicit, or unconscious bias, here are some tools to help you to uncover biases to help address them.

American Association of Family Physicians - <https://bit.ly/2QEz6BY>

Learning for Justice - included on their page is a link to Harvard's Project Implicit bias test - <https://bit.ly/3v4ll7H>

SHRM - Human Resource perspective - articles, books, videos, infographics about bias in the workplace - <https://bit.ly/32xaiyw> (multiple sources of information!)

Teen Vogue - article about implicit bias training - <https://bit.ly/3xd5Cfe>

QUESTIONS?

Contact: hollyf@multco.us