Public Libraries and Fake News: How to Educate and Inform in the Age of Disinformation

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Today’s Agenda

- Introduction
- What is fake news, misinformation, and disinformation?
- How is fake news created?
- Why does this matter?
- The role of the public library
- How to educate our communities
- Resources for educating ourselves and the public
- Concluding Thoughts
01

Introduction
Meet Barbara & Sam
Fake News vs Misinformation vs Disinformation
Disinformation: “deliberately misleading or biased information; manipulated narrative or facts; propaganda.”

dictionary.com
### Disinformation vs. Misinformation vs. Fake News

<table>
<thead>
<tr>
<th>Disinformation</th>
<th>Misinformation</th>
<th>Fake News</th>
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<tbody>
<tr>
<td>Knowingly sharing false information for specific purposes</td>
<td>False information regardless of intent to mislead</td>
<td>Umbrella term for inaccurate information</td>
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02

How is Fake News Created?
Fake News Through Time

William Randolph Hearst
“You furnish the pictures and I’ll furnish the war.”

Voting Rights
Literacy tests and poll taxes for Black Americans

Henry Ford
Antisemitic newspaper

Media Changes
From cable to social media
Terms to Know

**Clickbait**
Mars is actually a cold place

**Going Viral**
Venus has a beautiful name

**Hits**
It’s the farthest planet from the Sun

**Traffic**
Jupiter is the biggest planet
What drive fake news?

01 Advertising Dollars
02 Social Media Groups & Communities
03 Internet Research Agency (IRA)
04 Deplatforming
Why Does This Matter?
The allure of fake news

- A sense of community
- Distrust of media, as well as information overload
- Implicit and explicit biases, as well as seeking validation
Fake news is created and cultivated in groups.
<table>
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<th>Fake News Today</th>
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<td>Wielded against marginalized communities</td>
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The Role of the Public Library
Information Literacy

The ability to “recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.”
Media Literacy

The ability to “access, analyze, evaluate, and create media.”
For every $1 that communities invest in libraries, they get $5 back
Libraries need to stand up for **what** is right
05

How to Educate Our Communities
What can libraries do?

- Workshops & Computer Classes
- Book displays
- Partnerships & Panels
- Community engagement
- Getting your info out there!
Teaching Our Communities

- Define
- Identify
- Stop the Spread
“Getting Political”

- Fake News affects everyone
- Avoid Direct Political Examples
- Redirect Conversation
06

Resources for Educating Ourselves & the Community
Fact Checking

Check the URL

Search for Images

Read the “About Us” section

Stop. Pause. Think

Websites
Factcheck.org, Snopes.com, Politifact.com
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.
The Fake News Game.
Concluding Thoughts
Thanks

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Resources

Resources

Resources


