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

01

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

Disinformation

Knowingly sharing false information for specific purposes

Misinformation

False information regardless of intent to mislead

Fake News

Umbrella term for inaccurate information

02

How is Fake News Created?

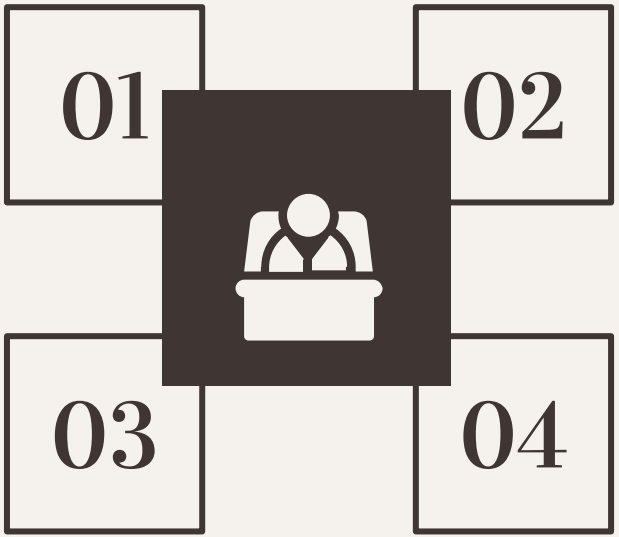
Fake News Through Time

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 Internet Research Agency (IRA)

03 Social Media Groups & Communities

04 Deplatforming

03

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

Fake News Today

Wielded against marginalized communities

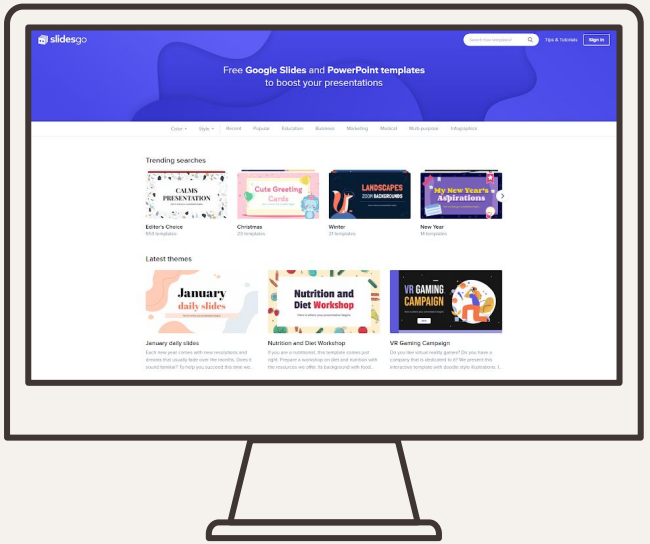
Manifests as groupthink on social media

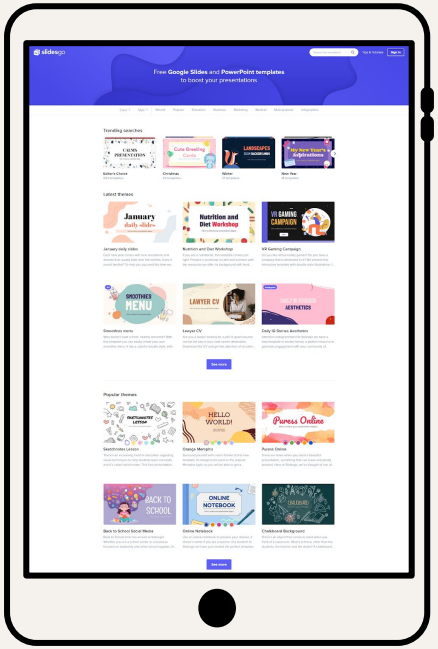
04

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

Websites

Factcheck.org,
Snopes.com,
Politifact.com

Read the “About Us” section

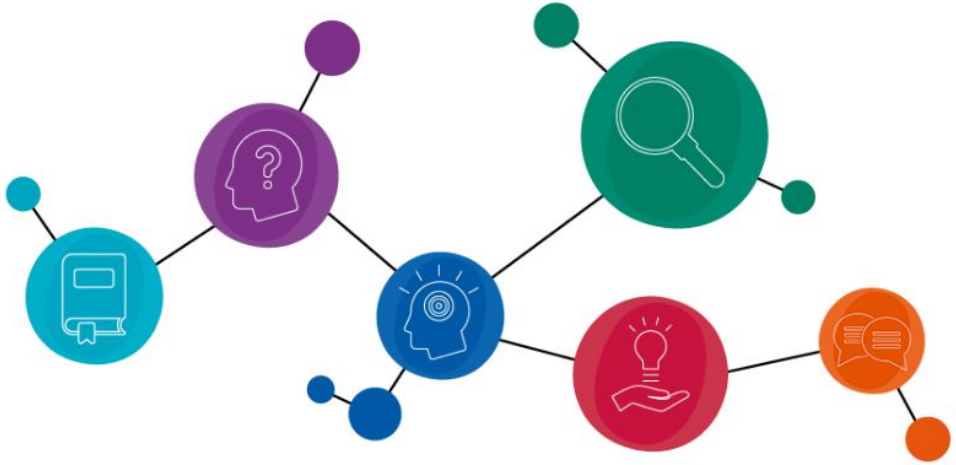
Stop. Pause. Think

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 University Of Sheffield.

The University Library.
Research Skills and Critical Thinking

Discovering. | Understanding. | Questioning. | Referencing. | Creating. | Disseminating.



The Fake News Game.

START

07

Concluding Thoughts

Thanks

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