Real Talk About Fake News
Real Talk About Fake News Website:


Slide Deck:

About Us

Shana Ferguson, Teacher Librarian & National Board Certified Teacher, Columbia River HS, Vancouver Public Schools, Vancouver, WA

@medialitnerd
www.medialitnerd.com

Katie Nedved, Teacher Librarian & National Board Certified Teacher, Henrietta Lacks Health & Bioscience High School, Evergreen Public Schools, Vancouver, WA

@katienedved
www.helacell.org/library

Di Zhang, Adult Services Librarian, The Seattle Public Library, Seattle, WA

Di.Zhang@spl.org
Session Overview

Public Libraries & Community Engagement

School Libraries & Teacher Librarians

Sample lessons & topics

Evaluation Overview

Biggest Topics/Pro Tips
Pulse of the Room

Which level of library do you serve?

Have you taught misinformation ("fake news") lessons?

Where do your patrons get their news?
Public Library - Why We Started Talking About Fake News

- Community members asked us (confusion over fraudulent news stories and misinformation during 2016 elections)
- Fake news is here to stay and ramping up
- Digital information literacy is a necessary skill in 21st Century
- Librarians, educators and journalists all have roles to play in combating fake news

Photo credit: University Sunrise Rotary Club
Seattle Public Library’s Approach - Research & Collaboration

- Read wide and deep into issue (with help from other libraries, news orgs).
- Create curriculum for 2 hour class.
- Promote widely, especially with existing media connections.
- Encourage and support staff to teach and assist in classes, adapt curriculum to needs of audience.

This article by @FrankCatalano features advice from SPL librarian Di Zhang. To get more tools for staying an informed citizen, join us for our upcoming Fake News Survival Guide class on Tuesday 9/25 from 2:30 – 4:30 p.m. at the Central Library!
post.spl.org/2Czg20w
Seattle Public Library’s Approach- Partner with Local Orgs

MOHAI Community Conversation on Fake News 9-27-18

Partnerships with:

- MOHAI
- King County TV

Outcomes:

- Follow up program w/ MOHAI
- Panelists & attendees are future potential partners
Seattle Public Library’s Approach - Roadshow

- There is an audience - find them.
- Appreciate hard questions, and ask the audience questions too.
- Build a network.
- It takes time and commitment.
- Don’t be afraid to put yourself out there.
MisInformation Day

- University of Washington iSchool.
- 200 High School Students - Franklin, Nathan Hale, Toledo.
- Lectures from interdisciplinary team + breakout sessions for fact-checking.
- Librarians and educators welcome to participate!
- Goal: 1,000 participants next year and be a model for other institutions.
- Learn more here
Role of the School Libraries & Teacher Librarians

- Provide emerging resources / frameworks to teachers, parents, et al.
- Develop & update curriculum.
- Deliver lessons & co-teach critical media literacy skills.
- Manage school wide efforts, scope and sequence, etc.
- Connect students and teachers to community resources.
Rapid Pace of Digital Information & Education

Challenges we face:

● Lesson materials become quickly outdated.
● Social media platforms are evolving.
● Digital platforms are designed to be addictive and to elicit immediate responses.
● Public schools often block access to social media on school devices.

Overcoming obstacles:

● Many groups developing curriculum and are sharing resources.
● Skills need to be embedded throughout curricular areas / units.
● Students can develop metacognitive awareness.
● Students can provide examples and updates.
8 in ten middle school students **had trouble** distinguishing sponsored content from real news

4 in 10 high schoolers **were swayed** by a powerful photograph even if the story was not from a reliable source

Only one in four children puts “a lot” of trust in the information they receive from news organizations

---

Evaluating Information: The Cornerstone of Civic Online Reasoning, Stanford Education Group 2016

Evaluating Information: The Cornerstone of Civic Online Reasoning, Stanford Education Group 2016

News & America’s Kids, Common Sense Media 2017
"Being media savvy does not mean being media literate"

FRANK BAKER
HS Student Data

Which of the following negative personal experiences are the result of your use of a device?

- Worried about misinformation spreading too fast
- Miscommunication when texting or online
- People check out of events

What kinds of resources or strategies would be helpful to you in solving device-related issues in your personal and academic life?

- Group Discussions
- Related podcasts, articles, & videos
- Strategies for personal moderation
- Lessons on how to use technology
HS Staff Data

Which of the following negative personal experiences are the result of your use of a device?

What kinds of resources or strategies would be helpful to you in solving device-related issues in your personal and academic life?

Points scored:

- Worried about misinformation spreading too fast
- People checking out of events
- Miscommunication when texting or online
- Filter Bubble Concerns

New vs. Common Ground:

- Partnerships with Local Organizations
- Strategies for personal moderation
- Group Discussions
Social Media Literacy & Fake News

Children are frequently getting news and news headlines from their social-networking sites. Among children who use social media, 76 percent get news or news headlines from a social networking site.

News & America’s Kids, Common Sense Media 2017

http://www.ala.org/aasl/sites/ala.org.aasl/files/content/aaslissues/MartinRoberts_JF15.pdf
Book Picks & Lessons
Around the Room

Grades K-5

Grades 6-12

Twitter book study:
#factVSfiction
Evaluation Frameworks

Social media demands updated skills:

- Tracking down the original source
- Looking at an account’s activity for bias/perspective/purpose
- Evaluating replies/responses
- Determining photo or video manipulation

Beyond Fake News: 10 Types of Misleading News

Five Key Questions of Media Literacy

10 Questions for Fake News Detection

What’s in Your Social Media Feed?
Social Media Evaluation
Sponsored Content: Your Friends Love Us

Facebook ads embedded in news feed

Leveraging information about your social groups to influence you
Co-opting Social Movements

“The people behind the websites and the Facebook page also encouraged people to donate through various online fundraising platforms, including Donorbox.”

- Donie O’Sullivan, CNN
Visual Literacy & Digital Manipulation

- Information is increasingly visual.
- Media outlets and manipulators use images to evoke reactions.
- Copyright and personal image violation is rampant.
- Seeing is still believing.
Profiting from Tragedy

Targeted advertising

Manipulation of images without permission
Reverse Image Search

- Google Chrome function
- Right click or long press on image to find similar images.
- Works differently on tablets, phones and computers.

Algorithms, Filter Bubbles & the Echo Chamber

At its best:
- Shows us what we’re interested in
- Help sift out unwanted information

At its worst:
- Limits our news feeds
- Spreads misinformation
- Promotes stereotypes
- Increases fear and discord
Congressman Eric Swalwell Of California Is Running For President

California Congressman Eric Swalwell announced he is running for President on "The Late Show with Stephen Colbert."

From the Left
Eric Swalwell, California Democrat, says he’s running for president
CBS News

From the Right
Eric Swalwell Announced His Candidacy Tonight And People’s Reactions Are...
Townhall

From the Center
Swarwell announces he is running for president
The Hill
Deep Fakes & Image Ethics

- Human image synthesis with the use of AI
- Superimpose images onto other source images or videos

Deep Fakes & SBA Prep

Take a position: What guidelines/laws do we need to protect people from deep fakes?

○ Should people be allowed to create deep fakes of themselves to post to their Instagram or Snapchat?
○ Does your image belong to you after you post it to social media?
○ Should social media sites censor images/videos that it suspects are deep fakes?
○ Should celebrities have the same rights over their images/films?
Deep Fakes for ES/MS

Carrie Fisher as Princess Leia

- Who owns the rights to your image?
- Should someone be able to make a film with you in it if you can’t give consent?

NY Times Article
Keeping up with the shifting landscape

@IEthics (Internet Ethics)

@MedEduLab (Univ Rhode Island)

@MediaLiteracyEd (NAMLE)

@MediaLitNow

@MediaSmarts (Canadian Media Lit)

@NewsLitProject / The Sift
News Literacy Project - The Sift

**NO:** Sea ice at the North Pole has not returned to 1979 levels. **YES:** These images are illustrations based on NASA satellite imagery, though the bottom image appears to have been altered to increase the size of the sea ice. **NO:** They are not presented in context; instead, they compare sea ice from different seasons in the year, which is highly misleading.

*Photo Credit: From March 18th edition of "The Sift"*
Classroom Resources

Calling Bull

Civic Online Reasoning

Common Sense Media

How to Choose Your News

NewsFeed Defenders

Fake News Generators

Break Your Own News

Breaking News Generator

Linkbait Title Generator

Newspaper Generator

Newspaper Clipping Generator

Prank Your Friends Now

Presentation Magazine

Twitter Tweet Generator
Analyzing our own filters

Internet Privacy: Filter Bubbles and the Deep Web: How to Burst Your Filter Bubble!

Filter Bubble Slideshow and Activity

Filter Bubble Library Guide

PolitEcho Chrome Extension

https://www.pexels.com/photo/bubble-soap-macro-51339/
Final Tip- Cultivate a Community that Cares about the Truth

...I can't lament my students’ inability to decipher fake news if I haven’t given them a chance to practice doing it.  

~Will Colglazier

Tip: Don’t curate everything! (Cue cringing librarian)

Tip: Practice “click restraint” by not settling on the first two results of a database or Google search (McGrew 2017)

Tip: Dive into databases and partnerships!

Evaluating Media: A Never-ending Process

Which actions will you take first?

- Survey audience / patrons
- Forge potential partnerships
- Develop Critical Framework(s)
- Build curriculum
Real Talk About Fake News Website:


Slide Deck: