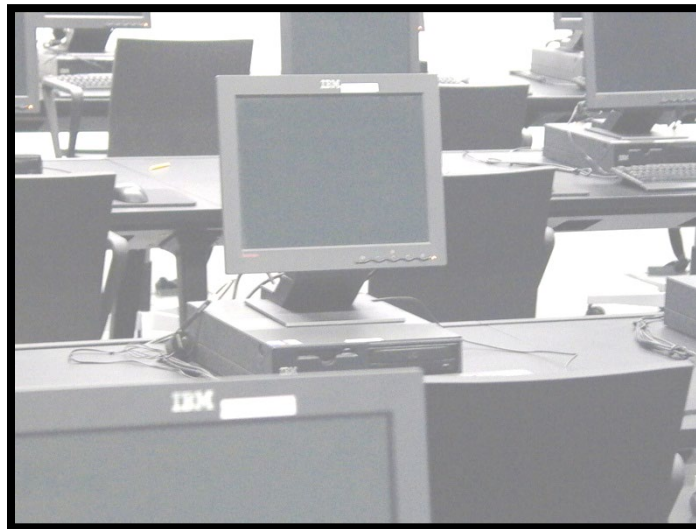# Fake News Survival Guide: Resources and Tips for Staying Informed

**To take this class you must know how to use the internet and have basic knowledge about social media**



**In this class you will:**
- Learn about what is driving online misinformation
- Briefly overview definitions (What is fake news?)
- Learn how to spot fake news and evaluation information
- Find out common errors and traps to look out for
- Get additional resources and best practices

*NOTE: This class is non-partisan and is aimed only at helping you better navigate and evaluate information. We do not aim to influence your values, political positions, or what to do with said information.

# Vocabulary Terms

**Affiliate Marketing** - Affiliate marketing is an advertising model where a company pays compensation to third party publishers to generate traffic or leads to the company's products and services. The third party publishers are referred to as affiliates and the commission fee incentivizes them to find ways to promote the company. *https://www.investopedia.com/terms/a/affiliate-marketing.asp*

**Clickbait** - (on the Internet) Content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page. *Oxford American College Dictionary.*

**Disinformation -** False information deliberately and often covertly spread (as by the planting of rumors) in order to influence public opinion or obscure the truth. *Merriam-Webster Dictionary.*

**Echo Chamber (media)** - A metaphorical description of a situation in which information, ideas, or beliefs are amplified or reinforced by communication and repetition inside a defined system. Inside a figurative echo chamber, official sources often go unquestioned and different or competing views are censored, disallowed, or otherwise underrepresented. *https://en.wikipedia.org/wiki/Echo_chamber_(media)*

**Engagement (social media)** - Engagement measures how much and how often others interact with you and your content in social media. When someone takes the time to like, favorite or comment on something you've posted, they're actively engaging with your content. *https://blog.hootsuite.com/beginners-guide-engagement/*

**Fake News** - False information or propaganda published, especially online, under the guise of being authentic news. *http://webopedia.com/TERM/F/fake-news.html*

**Filter Bubble** - The intellectual isolation that can occur when websites make use of algorithms to selectively assume the information a user would want to see, and then give information to the user according to this assumption. Term coined by Internet activist Eli Pariser in his book "The Filter Bubble." *https://www.techopedia.com/definition/28556/filter-bubble*

**Fourth Estate** - The public press. *Merriam-Webster Dictionary.*

**Information Literacy** - The skill required to recognize when information is needed and being able to efficiently locate, accurately evaluate, effectively use, and clearly communicate information in various formats. *http://www.wesleyan.edu/libr/infoforyou/infolitdefined.html*

**Intellectual Freedom** - Intellectual freedom is the right of every individual to both seek and receive information from all points of view without restriction. It provides for free access to all

expressions of ideas through which any and all sides of a question, cause or movement may be explored. – *American Library Association*

**Internet Bot** - An Internet bot, in its most generic sense, is software that performs an automated task over the Internet. https://www.techopedia.com/definition/24063/internet-bot

**Internet Meme** - A concept or idea that spreads "virally" from one person to another via the Internet. *http://www.webopedia.com/TERM/I/internet_meme.html*

**Misinformation** - Incorrect or misleading information. Merriam-Webster Dictionary.

**Native Advertising** - Material in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product. *Oxford American College Dictionary.*

**Net Neutrality** - a network design paradigm that argues for broadband network providers to be completely detached from what information is sent over their networks.  In essence, it argues that no bit of information should be prioritized over another. *https://www.ocf.berkeley.edu/~raylin/whatisnetneutrality.htm*

**Partisan -** a firm adherent to a party, faction, cause, or person; *especially*: one exhibiting blind, prejudiced, and unreasoning allegiance. *Merriam-Webster Dictionary.*

**Satire** - The use of humor, irony, exaggeration, or ridicule to expose and criticize people's stupidity or vices, particularly in the context of contemporary politics and other topical issues. *Oxford American College Dictionary.*

**Social Media** - Forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos). *Merriam-Webster Dictionary.*

**Social Networking Site** - Any website that allows users to create public profiles within that site and form relationships with other users who access their profile. *http://www.webopedia.com/TERM/S/social_networking_site.html*

**Viral** - An image, video, advertisement, etc., that is circulated rapidly on the Internet. *Oxford American College Dictionary.*

**Viral Marketing** - In Internet and online advertising viral marketing is a type of marketing technique that relies on and encourages people to pass along a marketing message by word-of-mouth (or word-of-e-mail) marketing. Viral marketing online uses blog and social networks to produce positive word-of-mouth brand awareness. *http://www.webopedia.com/TERM/V/Viral_Marketing.html*

"Never trust a quote you read in a Fake News class"
– Abraham Lincoln
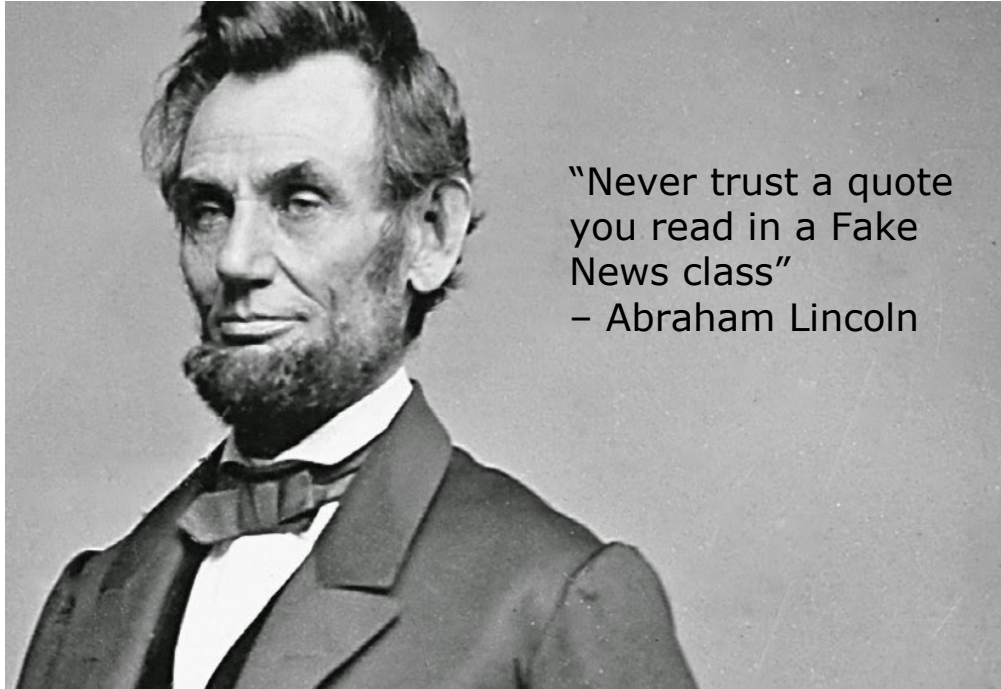
*Fake Abraham Lincoln Quote*

# The Information Cycle

"***Falsehood flies, and the Truth comes limping after it;*** *so that when Men come to be undeceiv'd, it is too late; the Jest is over, and the Tale has had its Effect*"**- Jonathan Swift**

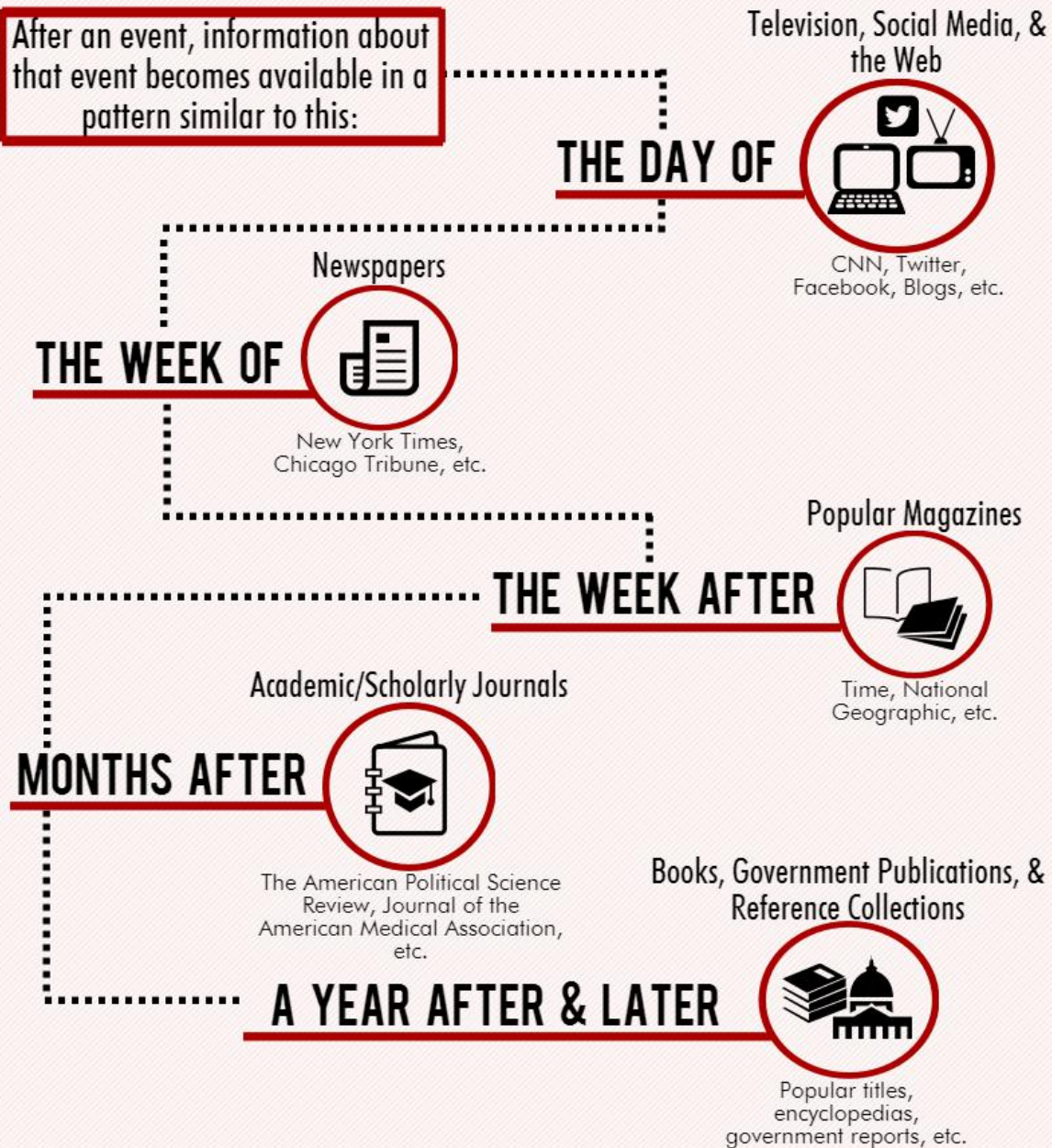## What Is the Information Cycle?

The information cycle is the progression of media coverage of a newsworthy event. Understanding the information cycle can help you determine what kind of information you are likely to find about your topic. Source: *Undergraduate Library, University of Illinois at Urbana-Champaign.*

# THE INFORMATION CYCLE

## What is the Information Cycle?

The Information Cycle is the progression of media coverage of a particular newsworthy event. Understanding the information cycle will help you to better know what information is available on your topic and better evaluate information sources covering that topic.

After an event, information about that event becomes available in a pattern similar to this:

**Television, Social Media, & the Web**

**THE DAY OF**

CNN, Twitter, Facebook, Blogs, etc.

**Newspapers**

**THE WEEK OF**

New York Times, Chicago Tribune, etc.

**Popular Magazines**

**THE WEEK AFTER**

Time, National Geographic, etc.

**Academic/Scholarly Journals**

**MONTHS AFTER**

The American Political Science Review, Journal of the American Medical Association, etc.

**Books, Government Publications, & Reference Collections**

**A YEAR AFTER & LATER**

Popular titles, encyclopedias, government reports, etc.

UNDERGRADUATE LIBRARY
University of Illinois at Urbana-Champaign

1402 W Gregory Dr. | Urbana, IL 61801
217-333-3477 | library.illinois.edu/ugl

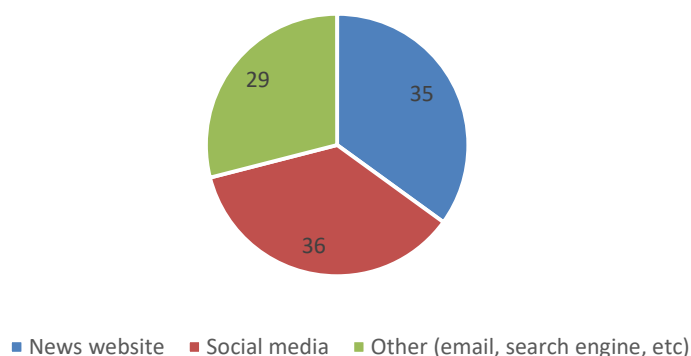# Where Are We Now? The Landscape of News and Information

## Where People Get Their News (percentage)
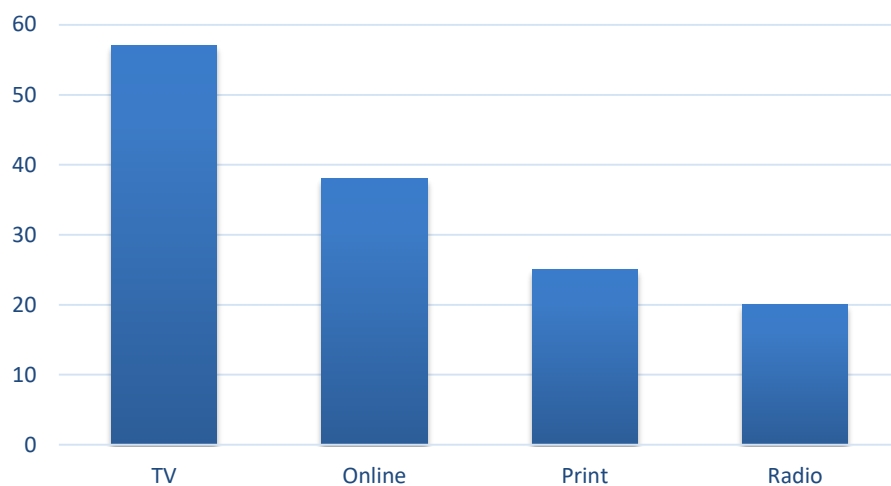


## Where People "Often" Get Their News:

- 57% from TV

- 2 in 5 people from online

- 1 in 4 from print

- 1 in 5 from radio

- Some get their news from a combination, but most have one platform

## Online Sources



- News website
- Social media
- Other (email, search engine, etc)

## Online Environment:

- 35% direct from news website

-36% from social media

"Now, only about a third of the U.S. has any trust in the Fourth Estate, a stunning development for an institution designed to inform the public."

June 2016 Gallup Poll
http://www.gallup.com/poll/195542/americans-trust-mass-media-sinks-new-low.aspx

- Americans overwhelmingly see the news media as biased

- In the U.S. roughly nine-in-ten adults (93%) get at least some news online.

- Online news stories are more piecemeal, emphasis on immediacy and mobility

- 64% of adults say fabricated news stories cause a great deal of confusion about the basic facts of current issues and events

- Around two-thirds (68%) of U.S. adults use Facebook, and around four-in-ten U.S. adults (43%) get news from Facebook.

- Many adult Facebook users in the U.S. lack a clear understanding of how the platform's news feed works.

- 23% say they have shared a made-up news story – either knowingly or not

- 59% of all links shared on Twitter are shared without reading first

Sources:
*http://www.journalism.org/fact-sheet/digital-news/*
*http://www.journalism.org/2016/12/15/many-americans-believe-fake-news-is-sowing-confusion/*
*http://www.journalism.org/2016/07/07/the-modern-news-consumer/*
*http://www.forbes.com/sites/jaysondemers/2016/08/08/59-percent-of-you-will-share-this-article-without-even-reading-it/#81e778064758*
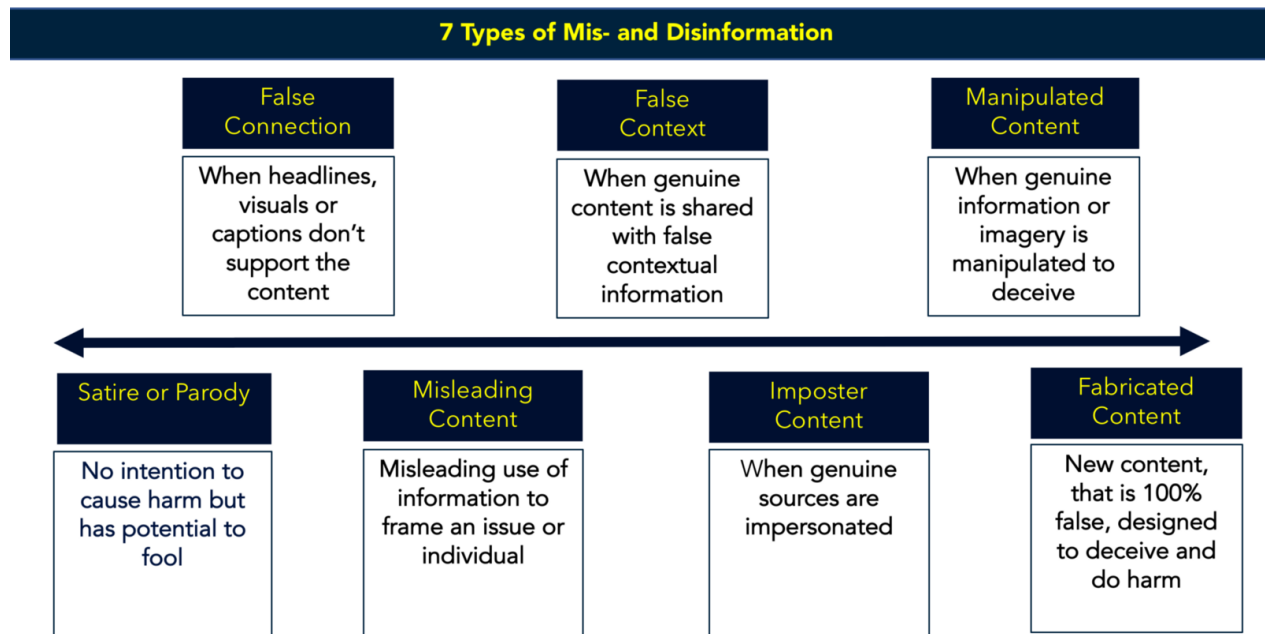
> **"The media are being driven further and further into the cut-and paste realm by the unforgiving economics of post-scarcity information. It's expensive to be a primary newsgatherer."**
>
> **– Charles Seife, from his book "Virtual Unreality"**

# What is Fake News?

**"Fake news, or hoax news, refers to false information or propaganda published under the guise of being authentic news. Fake news websites and channels push their fake news content in an attempt to mislead consumers of the content and spread misinformation via <u>social networks</u> and word-of-mouth."** Source:
*http://www.webopedia.com/TERM/F/fake-news.html*

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**7 Types of Mis- and Disinformation**

| False Connection | False Context | Manipulated Content |
|---|---|---|
| When headlines, visuals or captions don't support the content | When genuine content is shared with false contextual information | When genuine information or imagery is manipulated to deceive |

| Satire or Parody | Misleading Content | Imposter Content | Fabricated Content |
|---|---|---|---|
| No intention to cause harm but has potential to fool | Misleading use of information to frame an issue or individual | When genuine sources are impersonated | New content, that is 100% false, designed to deceive and do harm |

*Graphic by Claire Wardle, reprinted with permission from First Draft News: https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79*
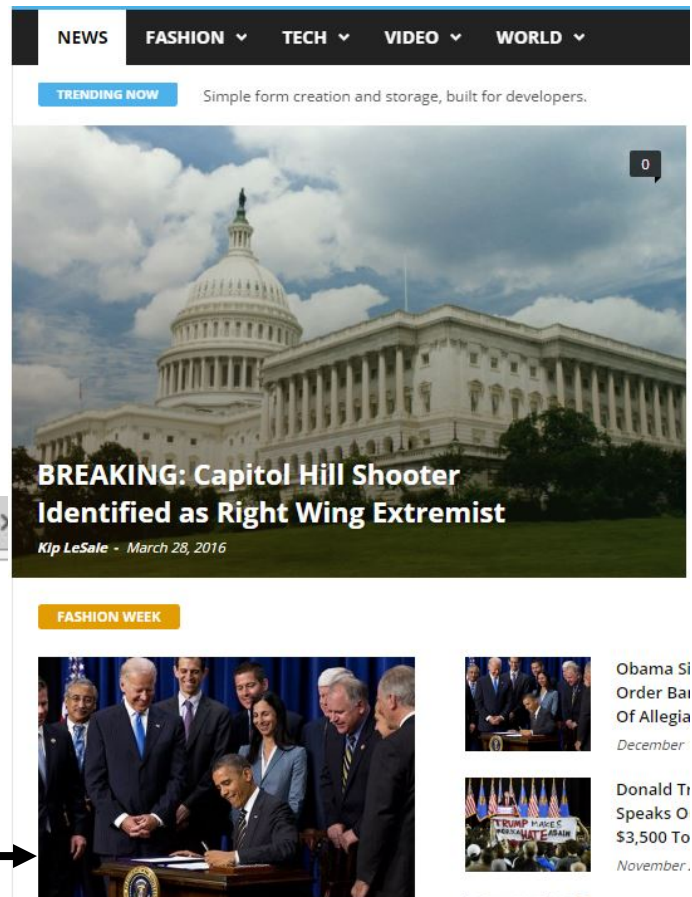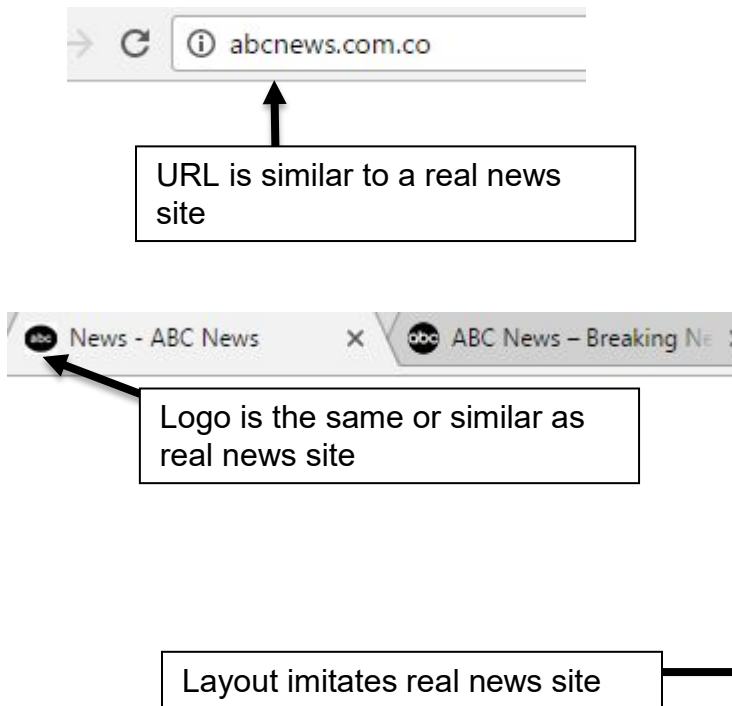
- Misinformation, and disinformation are not new phenomenon, but since the 2016 election cycle, the circulation of falsehoods on social media have become much more prevalent.

- Usually fake stories published on websites that look like legitimate news sites. Fake news sites mimic real news websites in layout, headings, writing, and more.

- Sensational headlines ("clickbait") and writing, often highly partisan and political

- Often part of a money making scheme

- Domain names often sound like they would be based in the US, but they may not be. Ex: http://USAPolitics.com (note: domain no longer used as of Mar. 2017).

- Fake news sites will often imitate a real news site by using the name of the real news site in the URL, for example: https://web.archive.org/web/20190123202111/https://my-washingtonpost.com/.

- Don't just take someone's word that a source is "fake news." Always check for yourself whether information is correct.

**Trends in 2017:**

- Fake crime stories dominated

- World News Daily Report benefited from the most Facebook engagements

- Prevalence of "create your own news" websites

- Emergence of news networks created by one person running multiple fake news sites

- Copycat sites based in Eastern Europe

Source: *https://www.buzzfeed.com/craigsilverman/these-are-50-of-the-biggest-fake-news-hits-on-facebook-in?utm_term=.sjYy6oPb2R#.anjZ0qJQBk*

Example 1: Compare Fake News Site with Real News Site



URL is similar to a real news site

Logo is the same or similar as real news site

Layout imitates real news site

12/23/2016 4:09PM

FWD: Important message from Crime Stoppers, please read... and share to groups! While driving on a rural end of the roadway on Thursday morning, I saw an infant car seat on the side of the road with a blanket draped over it. For whatever reason, I did not stop, even though I had all kinds of thoughts running through my head. But when I got to my destination, I called the Police and they were going to check it out. But, this is what the Police advised even before they went out there to check....
"There are several things to be aware of ... Gangs and thieves are now plotting different ways to get a person (mostly women)to stop their vehicle and get out of the car.
"There is a gang initiation reported by the local Police where gangs are placing a car seat by the road...with a fake baby in it...waiting for a woman, of course, to stop and check on the abandoned baby. "Note that the location of this car seat is usually beside a wooded or grassy (field) area and the person -- woman -- will be dragged into the woods, beaten and raped, and usually left for dead. If it's a man, they're usually beaten and robbed and maybe left for dead, too.
DO NOT STOP FOR ANY REASON!!! DIAL 911 and REPORT WHAT YOU SAW, BUT DON'T EVEN SLOW DOWN.
"IF YOU ARE DRIVING AT NIGHT AND EGGS ARE THROWN AT YOUR WINDSCREEN, DO NOT STOP TO CHECK THE CAR, DO NOT OPERATE THE WIPER AND DO NOT SPRAY ANY WATER BECAUSE EGGS MIXED WITH WATER BECOME MILKY AND BLOCK YOUR VISION UP TO 92.5%, AND YOU ARE THEN FORCED TO STOP BESIDE THE ROAD AND BECOME A VICTIM OF THESE CRIMINALS.
THIS IS A NEW TECHNIQUE USED BY CRIMINALS, SO PLEASE INFORM YOUR FRIENDS AND RELATIVES. THESE ARE DESPERATE TIMES AND THESE ARE UNSAVORY INDIVIDUALS WHO WILL TAKE DESPERATE MEASURES TO GET WHAT THEY WANT."
Please talk to your loved ones about this. This is a new tactic used. Please be safe. This has happened recently in Inverness, Fl.
Get started NOW -- SEND THIS MESSAGE TO ALL YOUR FRIENDS AND LOVED ONES TO BE CAREFUL AND AWARE OF EVERYTHING AROUND THEM SO AS NOT TO BECOME A VICTIM. SHARE THIS POST TO LOCAL FACEBOOK GROUPS.

← → C  ⓘ www.snopes.com/crime/gangs/carseat.asp

**Snopes**

What's New

Hot 50

CLAIM:  Gangs are using bloody car seats to lure female motorists out of their vehicles as part of a "National Gang Week" activity.
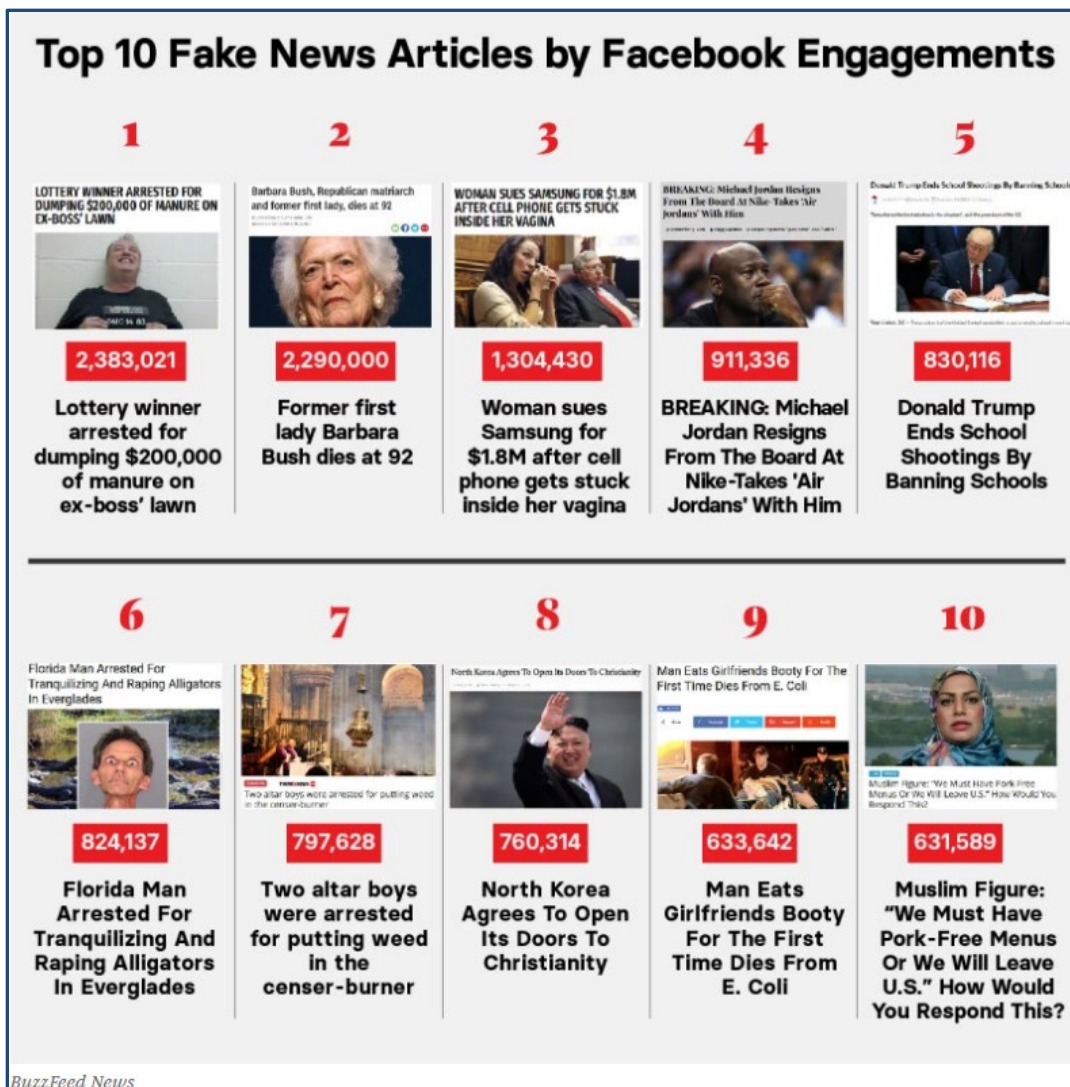
❌ FALSE

Activity # 1: Snopes Fact Checking

Go to http://snopes.com and click on a story that has been fact checked. What does Snopes' report look like? How do they cite their evidence? This will get us thinking about how to check our sources.

**Example 3:**
BuzzFeed News's "These Are 50 Of The Biggest Fake News Hits On Facebook In 2018"

## Top 10 Fake News Articles by Facebook Engagements

**1**

LOTTERY WINNER ARRESTED FOR DUMPING $200,000 OF MANURE ON EX-BOSS' LAWN

2,383,021

Lottery winner arrested for dumping $200,000 of manure on ex-boss' lawn

**2**

Barbara Bush, Republican matriarch and former first lady, dies at 92

2,290,000

Former first lady Barbara Bush dies at 92

**3**

WOMAN SUES SAMSUNG FOR $1.8M AFTER CELL PHONE GETS STUCK INSIDE HER VAGINA

1,304,430

Woman sues Samsung for $1.8M after cell phone gets stuck inside her vagina

**4**

BREAKING: Michael Jordan Resigns From The Board At Nike-Takes 'Air Jordans' With Him

911,336

BREAKING: Michael Jordan Resigns From The Board At Nike-Takes 'Air Jordans' With Him

**5**

Donald Trump Ends School Shootings By Banning Schools

830,116

Donald Trump Ends School Shootings By Banning Schools

**6**

Florida Man Arrested For Tranquilizing And Raping Alligators In Everglades

824,137

Florida Man Arrested For Tranquilizing And Raping Alligators In Everglades

**7**

Two altar boys were arrested for putting weed in the censer-burner

797,628

Two altar boys were arrested for putting weed in the censer-burner

**8**

North Korea Agrees To Open Its Doors To Christianity

760,314

North Korea Agrees To Open Its Doors To Christianity

**9**

Man Eats Girlfriends Booty For The First Time Dies From E. Coli

633,642

Man Eats Girlfriends Booty For The First Time Dies From E. Coli

**10**

Muslim Figure: "We Must Have Pork Free Menus Or We Will Leave U.S." How Would You Respond This?

631,589

Muslim Figure: "We Must Have Pork-Free Menus Or We Will Leave U.S." How Would You Respond This?

*BuzzFeed News*

Full list available here: *https://goo.gl/BhZmpZ*

Source:

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**Example 4:**

Why it is surprisingly easy to create fake news

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Activity # 2: Creating Fake News

Go to http://react365.com. Create a fake news article title, write a sentence or two in the description, and pick an image below. Click the "create and publish" button on the bottom. "Create your own news" sites are on the rise.

**Disclaimer: This is just for demonstration purposes. We highly discourage using tools like this to create fake news, even if it's just as a "prank" to your friends on social media. There is always the possibility that your friends, or friends of friends will see the content and believe it is real, then share it with others. PLEASE avoid websites like this, and refer to the links provided in this packet of websites to avoid (or at least to be highly skeptical of).**

# Evaluating Information

## Example 5: Living Voter's Guide

During 2012 and 2013, The Seattle Public Library's Business, Science and Technology department partnered with Seattle CityClub to provide a fact-checking service for their Living Voters' Guide, a "non-partisan, community-generated online voters' guide that offers a safe space for civil online discussion about each November's initiatives, ballot measures and congressional candidate races across Washington State." Source: *https://livingvotersguide.org/about#fact_check*

Fact checks were labeled as follows:

- **Consistent with sources found.** The sources we found support or are consistent with the claim.

- **Inconclusive given sources found.** The information we found neither confirms nor denies the accuracy of the claim. In some cases this might be used where we found two different sources which fall on either side of the claim. In other cases it might be used where one source can be interpreted in more than one way.

- **Inconsistent with sources found.** Sources we found conflict with or are inconsistent with the claim.

- **Outside the scope of the service.** Some reasons for this might be - it would require; more in-depth analysis which would take more time than the service allows, in-depth legal or financial analysis, evaluation of the merits of value or opinion statements, evaluation of the likelihood of hypothetical statements. In each case, we would explain why it is outside the scope.

## Cheat Sheet for Evaluating Claims and Stories (questions to ask yourself):

**Check the Source**

- Does it have a strange URL?
- Do you know who the source is? Is it from a common news site? Is it from a news site known to be fake or unreliable?
- Does a quick search of the name of the website raise any suspicions?
- Can you confirm, using reverse image search, if the images used in the example are authentic?

**Read Beyond the Headline**

- Does the headline match the example's content?
- How does the example compare to what you already know?
- Does the information make sense? Do you understand it?

**Check the Author**

- Is the author listed in the example?
- Does the website give you information about the author, including other articles by them, education and work history?

**What's the Support?**

- Are quotes from the example traceable?
- Does it cite a variety of sources, including official and expert sources?

**Potential Red Flags**

- Does the example use excessive punctuation??!!! Is the language extreme or opinionated?
- Does the example make a claim that it contains a secret or something "the media doesn't want you to know?"
- Is it designed for easy sharing, like a meme?

**Check the Date**

- Is this an old story/video/photo that has been repurposed to advocate for something?
- Is the date current?

**Is It a Joke?**

- Go to the "About" section of the website. Does the site describe itself as "fantasy news" or "satirical news"?

**Check Your Biases**

- Do you have a strong emotional attachment to this example?

**Consult the Experts**

- Is this the only news outlet reporting on this?
- Can you verify the information from 3 or more reliable sources?
- Have experts in the field been connected to it?
- Does a reliable fact-checking website lists this as less than true?

Spotting Fake News Resources:
*http://www.factcheck.org/2016/11/how-to-spot-fake-news/*
*http://www.cnn.com/2016/11/18/tech/how-to-spot-fake-misleading-news-trnd/*
*http://www.thenewsliteracyproject.org/sites/default/files/GO-TenQuestionsForFakeNewsFINAL.pdf*

Lists of Fake and Misleading sites to avoid:
*https://github.com/BuzzFeedNews/2018-12-fake-news-top-50/blob/master/data/sites_2018.csv*

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Activity # 3: Practice Fact Checking

Pick one of the articles from BuzzFeed News's "These Are 50 Of The Biggest Fake News Hits On Facebook In 2018" (page 10) by clicking this link: https://goo.gl/BhZmpZ

Click one of the articles and answer the questions in the first 4 "cheat sheet" sections from page 13. Write down your answers, and be ready to report back to the group what you found.

Extra credit: Repeat this exercise for 3-5 additional articles to develop a fact-checking habit/system that works for you.

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## Common Traps to Avoid/ Best Practices

**Not Separating Facts and Opinions**

Pay special attention to framing. Is what you are reading/viewing just providing you the facts, or are the authors also suggesting how you should feel about the facts? The lines

between news, commentary, and entertainment are becoming blurred. (Example: The Daily Show is a comedy program, but many get their news exclusively from programs like this). **Best practice: In forming your own opinion, make sure you get the facts right first, then take your time to get different perspectives and find out why different people feel differently about an issue before making up your mind.**

### The Power and Danger of Memes

Memes express a concrete idea, expression, message in a quick, easy to digest, and highly shareable format (often an image, video or quote). This allows them to spread quickly, whether or not they're fact-based. Memes often will contain quotes or statistics that are wrong, misleading, or taken out of context. **Best practice: Always dig deeper before liking, sharing, or commenting.**
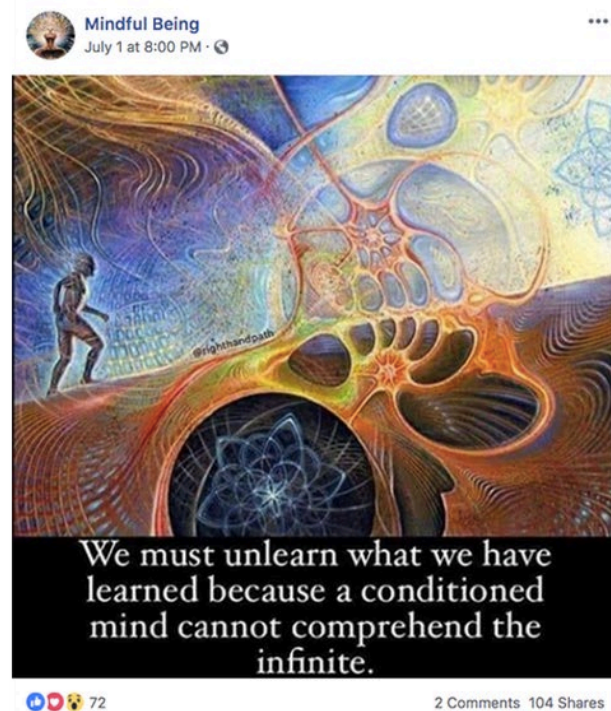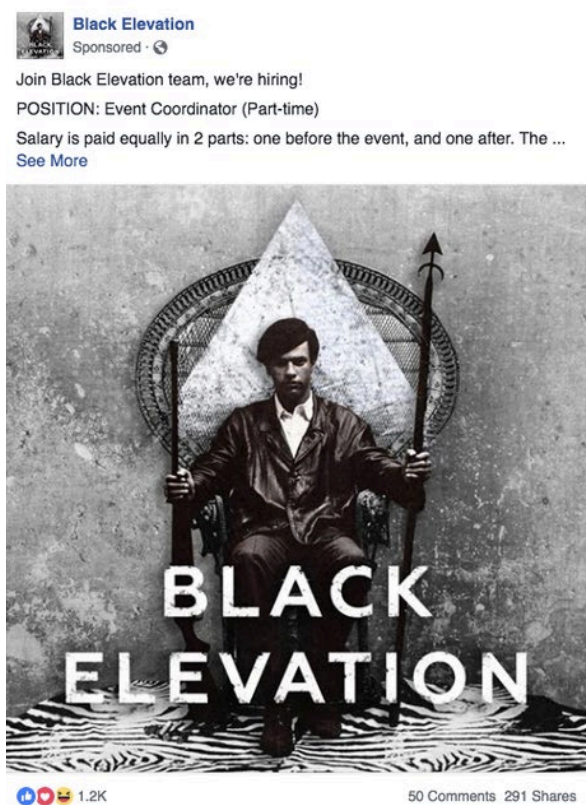


*Black Elevation and Mindful Being were two highly popular pages taken down by Facebook this year when they were deemed to be part of a political influence campaign that used the same tactics as IRA (Russian propaganda group) in 2016.* (Source: https://newsroom.fb.com/news/2018/07/removing-bad-actors-on-facebook/)

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**Activity #4: Doing a Reverse Image Search**

A reverse image search allows you to search an **image** file on the web and returns results related to the **image**. This allows you to see other places online where the image has been used and potentially find reputable sources that have determined that the image is fake or altered.

**On the Google Chrome browser: Right click on the image you would like to search and select "Search Google for image"**

**On other browsers: Save the image to your device by either right-clicking then choosing "Save as" or by screenshotting or "snipping" the image. Then upload the image to a search engine, such as Google Images.**

Pro Tip: If you suspect a portion of the image has been altered from the original, try snipping the image to not include the questionable part before doing a reverse image search. Since search engines use algorithms that match patterns of pixels, the results will help return the original image AND any altered versions.

**Test Yourself:** Can You Spot the Deceptive Facebook Post?
https://www.nytimes.com/interactive/2018/09/04/technology/facebook-influence-campaigns-quiz.html

Was this In-N-Out packed after a Democratic Party official called for a boycott? **FAKE- photo from 2011** (Source: *https://goo.gl/92ro93; image from News Literacy Project*)

Was Emma Gonzalez wearing this shirt during her TV interview? **FAKE-Photoshopped image** (do reverse image search to confirm)



## Misleading Headlines, Native Advertising and Other Clickbait



Clickbait: Here's What Happened When Six Corgi Puppies Visited a College Campus

Nothing. It's just puppy footage.

Source: *https://www.yahoo.com/tech/you-asked-for-it-so-here-it-is-clickbait-headline-102503806084.html*

Be very aware of headlines that read: "You won't believe what [so and so] said" or "Five shocking things about [such and such]". It doesn't mean it's not going to have factual info, but these kinds of headlines are less about letting you know what the article is about than to bait you to click. Mainstream news outlets are starting to use more clickbait-style titles now too, somewhat blurring the line.

**Native advertisements**- These blend in with regular content and look like links to articles on the same site. Look at the titles and images, are they sensational and clickbait-y? Is there a "sponsored" "affiliate" or "advertisement" label next to the articles? If so, chances are they're native advertisements. **Best practice: pay attention to URLs to see to make sure you're being taken somewhere you want to go. Get second opinions from trusted sources.**
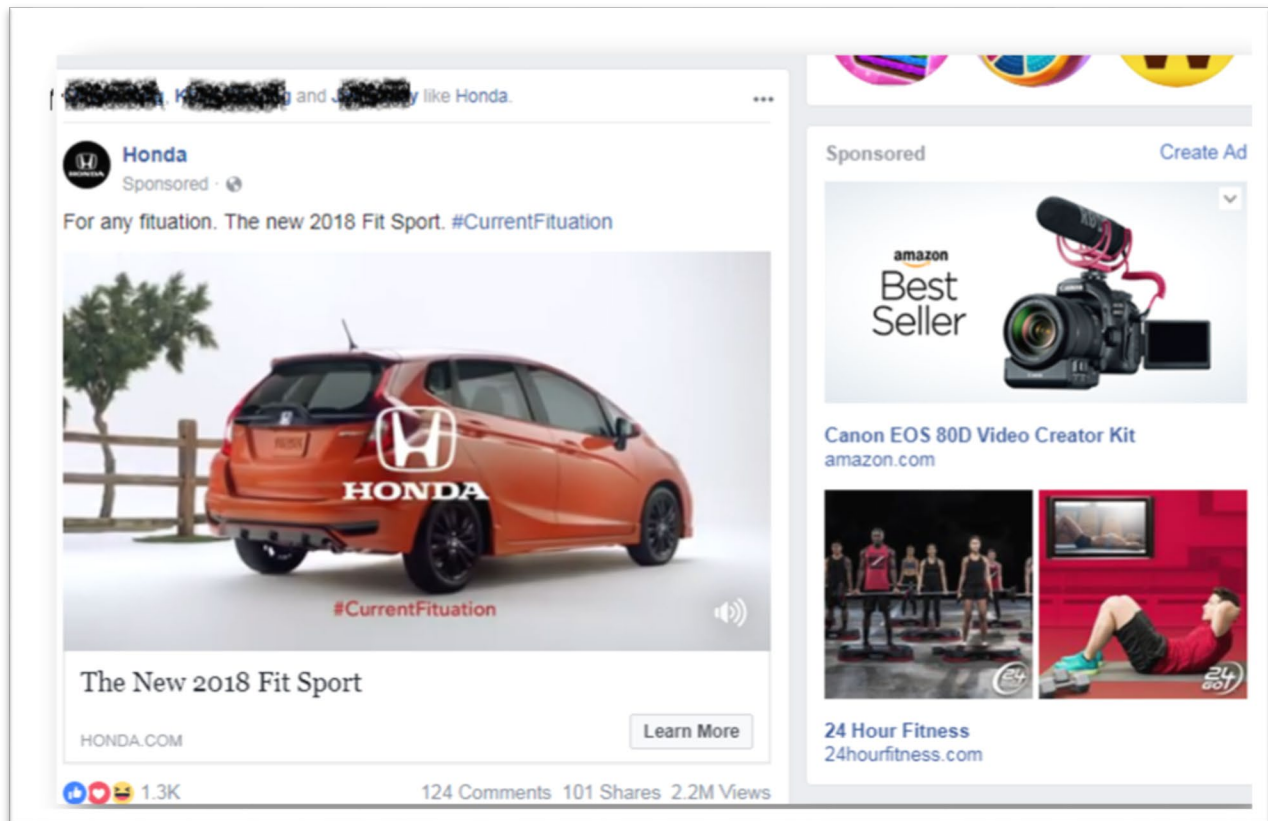


*Example of native advertising on Facebook*

Activity # 5: Red Lion Hotel booking

Pretend you're visiting Olympia and you want to stay at the Red Lion Hotel. Open your Internet Explorer browser and do a Google search for "red lion hotel Olympia" and view the search results. What are the top 3 results? Click on the second search result. What do you see when you go into the result? Could this be mistaken for the Red Lion Hotel website?
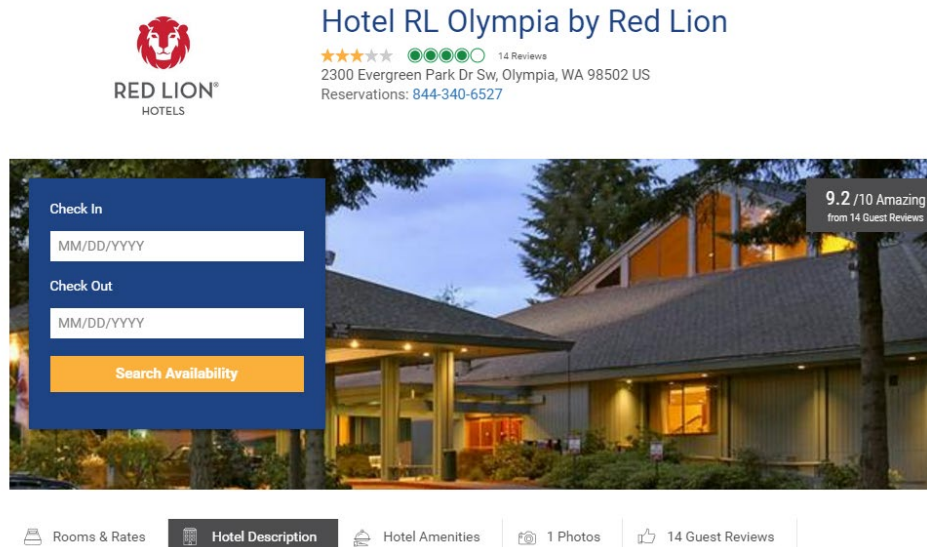
## Echo chambers and filter bubbles

"As websites get to know our interests better, they also get better at serving up the content that reinforces those interests, while also filtering out those things we generally don't like."- Eli Pariser, author of *The Filter Bubble*.

Not only are we self-filtering our information by choosing who to "follow" "friend" and "subscribe" to, companies like Google and Facebook are filtering content based on our likes and interests. This can give you some benefits, but it can also make it difficult to even see information that doesn't agree with our viewpoint.

**Best practice:**

- **"Follow" and "Friend" people who disagree with you politically, but whom you trust to be diligent about their information sources. Seek out opposing points of view and question your own perspective. Acknowledge that you have your own biases and understand what they are.**

- **Avoid forums, channels, and groups where the same talking points are reiterated again and again.**

- **Use sites like https://allsides.com which present news from across the political spectrum. Use apps like Flipboard or websites like PressReader (available through The Seattle Public Library) to read articles for free from variety of sources. If you're on Twitter, follow news outlets from both sides of the political spectrum and international organizations as well that will give a different perspective.**

<div style="text-align:center">

### Additional Tips

</div>

**Humility Never Fails (ego is the enemy)**

Unless you're an expert on the topic, don't speak with certainty on whether information is true or not. If you are unsure, get an expert opinion. If you think you might be the target of a scam, contact the Washington Attorney General's Office to file a complaint, or the Federal Trade Commission. For government information, find the appropriate government website (usually ends in .gov) to make sure the information is correct and you won't be scammed. If you don't know how to find a trustworthy source of info, ask the reference person at your local library or use the Ask-a-Librarian service available at www.spl.org.

**Check Local Sources for Info**

When you hear or read a story out of Washington state, check The Seattle times, Tacoma's News Tribune, or Spokane's Spokesman-Review. National politics is covered by most newspapers, but for local stories, check reputable local sources that will have boots on the ground.

**Don't Trust Any Single News Source Completely**

No information source is infallible. Get in the habit of finding multiple outlets that will corroborate facts.

**The Economy of Online News- You Are the Product**

Consider being a paid subscriber to a news service where you're paying for investigative, higher-quality journalism. Consider following reputable curators/analysts of news content (e.g. The Sift Newsletter from News Literacy Project)

## Issues to Keep in Mind

**Intellectual Freedom**

"Intellectual freedom is the right of every individual to both seek and receive information from all points of view without restriction. It provides for free access to all expressions of ideas through which any and all sides of a question, cause or movement may be explored." – American Library Association. Source: *http://www.ala.org/advocacy/intfreedom/censorshipfirstamendmentissues/ifcensorshipqanda*

Intellectual freedom is rooted in the First Amendment of the U.S. Constitution and a fundamental guiding principle in Libraries.

**Net Neutrality**



*Image from The American Genius*

Net Neutrality says that access to information online should be open and nondiscriminatory; there shouldn't be fast or slow "lanes" for users to access content. Source: *http://transition.fcc.gov/Daily_Releases/Daily_Business/2015/db0226/DOC-332260A1.pdf*

Compare to new FCC ruling: *https://www.fcc.gov/general/open-internet*

"'Pipe' owners (carriers) should not be allowed to charge some information providers more money for the same pipes, or establish exclusive deals that relegate everyone else (including small noncommercial or startup entities) to an Internet "slow lane." This principle should hold true even when a broadband provider is providing Internet carriage to a competitor." – American Library Association. Source: *http://www.ala.org/advocacy/telecom/netneutrality*

# QUESTIONS?

## We answer questions
- **Phone**
- **In-person**
- **Chat**
- **Email**
  **https://www.spl.org/ask**

**Fake News Survival Guide Resource List**

https://seattle.bibliocommons.com/list/share/117997230_seattlenonficlibrarians/1035824687

**Fact Checking Sites**

http://politifact.com - PolitiFact is a fact-checking website run by editors and reporters from the Tampa Bay Times, an independent newspaper in Florida. It rates claims made by politicians on its Truth-o-meter scale. PolitiFact is widely regarded as one of the best sources for political fact checking, winning the Pulitzer Prize in 2008.

http://factcheck.org - FactCheck.org is a project of the Annenberg Public Policy Center of the University of Pennsylvania. The journalists and information scientists that make up the staff monitor the accuracy of claims made by political players in speeches, debates, TV ads, and news releases. They provide excellent analysis and details.

https://www.opensecrets.org/ - Open Secrets is run by the Center for Responsive Politics, which is a non-profit, nonpartisan research group that is the leader in tracking money in U.S. politics. It provides the most comprehensive information on campaign financing, financial disclosures of candidates, and other information about money in politics.

http://www.snopes.com/ - Snopes is great because it is usually the first to report the facts. For over 2 decades, Snopes has been the definitive resource for urban legends, folklore, myths, rumors, and misinformation, especially those circulating online.

***Lists of Unreliable News sites/articles***

https://github.com/BuzzFeedNews/2018-12-fake-news-top-50/blob/master/data/sites_2018.csv

https://www.buzzfeed.com/tag/fake_news

https://www.snopes.com/fact-check/category/junk-news/page/2/

http://realorsatire.com/ - Find out if a website is satire by pasting the URL on this site

**BuzzFeed News' Top 50 Fake News Stories of 2016**

https://www.buzzfeed.com/craigsilverman/top-fake-news-of-2016?utm_term=.vvr6npeN#.irDNR1k2

**BuzzFeed News's "These Are 50 Of The Biggest Fake News Hits On Facebook In 2017"**

https://www.buzzfeed.com/craigsilverman/these-are-50-of-the-biggest-fake-news-hits-on-facebook-in?utm_term=.sjYy6oPb2R#.anjZ0qJQBk

**BuzzFeed News's "These Are 50 Of The Biggest Fake News Hits On Facebook In 2018"**

https://www.buzzfeednews.com/article/craigsilverman/facebook-fake-news-hits-2018

**Tips on Spotting Fake News**

http://www.factcheck.org/2016/11/how-to-spot-fake-news/

https://www.washingtonpost.com/news/fact-checker/wp/2016/11/22/the-fact-checkers-guide-for-detecting-fake-news/?tid=a_inl&utm_term=.fbe5aaeee26a

http://www.cnn.com/2016/11/18/tech/how-to-spot-fake-misleading-news-trnd/

http://www.thenewsliteracyproject.org/sites/default/files/GO-TenQuestionsForFakeNewsFINAL.pdf

http://libguides.library.ncat.edu/content.php?pid=53820&sid=394505 -The CRAAP Test, created by Meriam Library at CSU at Chico, revised by American Library Asdo

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

https://factcheckingday.com/articles/13/10-tips-for-verifying-viral-social-media-videos

https://www.youtube.com/watch?v=p5e9wTdAuIA

**Information Cycle**

http://www.library.illinois.edu/ugl/howdoi/informationcycle.html

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**Intellectual Freedom**

http://www.ala.org/advocacy/intfreedom

**Net Neutrality**

http://www.ala.org/advocacy/telecom/netneutrality

http://www.gadgetsnow.com/tech-news/What-is-net-neutrality-and-why-it-is-important/articleshow/46902071.cms

http://transition.fcc.gov/Daily_Releases/Daily_Business/2015/db0226/DOC-332260A1.pdf

https://www.cnet.com/news/13-things-you-need-to-know-about-the-fccs-net-neutrality-regulation/

https://www.nytimes.com/2017/12/14/technology/net-neutrality-repeal-vote.html


**Articles About Fake News**

"The very real consequences of fake news stories and why your brain can't ignore them" By Nsikan Akpan for *PBS News Hour* December 5, 2016 at 6:06 PM EST http://www.pbs.org/newshour/updates/real-consequences-fake-news-stories-brain-cant-ignore/#.WHEqLlfqv0o.twitter

"Fake News Expert on How False Stories Spread and Why People Believe Them" Heard on *Fresh Hair* December 14, 2016 12:31 PM ET http://www.npr.org/2016/12/14/505547295/fake-news-expert-on-how-false-stories-spread-and-why-people-believe-them

"The real history of fake news" By David Uberti for *Columbia Journalism Review* Dec. 15, 2016  http://www.cjr.org/special_report/fake_news_history.php

"Fake News. It's Complicated." By Claire Wardle February 16, 2017. https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79

"How Russian Propaganda Spread From a Parody Website to Fox News" By Neil MacFarquhar and Andrew Rossback June 7, 2017 https://www.nytimes.com/interactive/2017/06/07/world/europe/anatomy-of-fake-news-russian-propaganda.html?_r=0

"Can people identify original and manipulated photos of real-world scenes?" by Sophie J. Nightingale et. al in *Cognitive Research: Principles and Implications July 18, 2017* http://cognitiveresearchjournal.springeropen.com/articles/10.1186/s41235-017-0067-2?utm_source=The+Sift+subscribers&utm_campaign=928ff20ac9-The+Sift+Sept.+29+2017&utm_medium=email&utm_term=0_5cfd351768-928ff20ac9-182566925

"Why we need to understand misinformation through visuals" by Hannah Guy for *First Draft News* October 17, 2017 https://firstdraftnews.org/understanding-visual-misinfo/ "Russian trolls went on attack during key election moments" by Ben Popken for *NBC News* February 13, 2018 2:04 PM ET https://www.nbcnews.com/tech/social-media/russian-trolls-went-attack-during-key-election-moments-n827176

"Russian trolls went on attack during key election moments."  by Ben Popken for *NBC News* December 20, 2017, 1:26 AM PST https://www.nbcnews.com/tech/social-media/russian-trolls-went-attack-during-key-election-moments-n827176?cid=public-rss_20180213&utm_source=The+Sift+subscribers&utm_campaign=74b828e24b-The+Sift+Sept.+29+2017&utm_medium=email&utm_term=0_5cfd351768-74b828e24b-182566925

"More Than 20 States Are Suing the FCC Over Its Net Neutrality Decision" by Hamza Shaban and Brian Fung for *The Washington Post* January 16, 2018 https://www.washingtonpost.com/news/the-switch/wp/2018/01/16/more-than-20-states-are-suing-the-federal-communications-commission-over-its-net-neutrality-decision/?noredirect=on&utm_term=.04a7cffe4585

"This Group Posed As Russian Trolls And Bought Political Ads On Google. It Was Easy." by Charlie Warzel for *Buzzfeed News* September 4, 2018, 3:36 p.m. ET https://www.buzzfeednews.com/article/charliewarzel/researchers-posed-as-trolls-bought-google-ads

"Delay, Deny and Deflect: How Facebook's Leaders Fought Through Crisis" by Sheera Frenkel et. al for *New York Times* Nov. 14, 2018 https://www.nytimes.com/2018/11/14/technology/facebook-data-russia-election-racism.html

"People over 65 are the most likely to share fake news on Facebook, study finds" by Emily Stewart for *Vox* January 10, 2019, 9:20am EST https://www.vox.com/policy-and-politics/2019/1/10/18175913/facebook-fake-news-2016-election-republicans-trump Full study: http://science.sciencemag.org/content/363/6425/374

"'Nothing on this page is real': How lies become truth in online America" By Eli Saslow for *The Washington Post* November 17, 2018 https://www.washingtonpost.com/national/nothing-on-this-page-is-real-how-lies-become-

truth-in-online-america/2018/11/17/edd44cc8-e85a-11e8-bbdb-72fdbf9d4fed_story.html?noredirect=on&utm_term=.bee854b459ef

"We Followed YouTube's Recommendation Algorithm Down The Rabbit Hole" by Caroline O'Donovan et. al for *Buzzfeed News* January 24, 2019, at 3:22 p.m. ET https://www.buzzfeednews.com/article/carolineodonovan/down-youtubes-recommendation-rabbithole

## Statistics on Americans and Online News

http://www.journalism.org/fact-sheet/digital-news/

http://www.gallup.com/poll/195542/americans-trust-mass-media-sinks-new-low.aspx

http://www.journalism.org/2016/12/15/many-americans-believe-fake-news-is-sowing-confusion/

http://www.journalism.org/2016/07/07/the-modern-news-consumer/

http://www.forbes.com/sites/jaysondemers/2016/08/08/59-percent-of-you-will-share-this-article-without-even-reading-it/#81e778064758

## Additional Classes

"Calling Bullshit in the Age of Big Data" (INFO 198/BIOL 106B. University of Washington, spring 2017) Taught by Carl T. Bergstrom and Jevin West.
Free lectures posted on YouTube: https://www.youtube.com/watch?v=A2OtU5vlR0k
Syllabus: *http://callingbullshit.org/syllabus.html*

"Key skill assessment unit: Information literacy" from OpenLearn University (free online course, 50 hours study) *http://www.open.edu/openlearn/science-maths-technology/computing-and-ict/information-and-communication-technologies/key-skill-assessment-unit-information-literacy/content-section-0*

"Information Literacy" Taught by Elsa Loftis from Lynda.com (free, one hour course accessible from *http://www.spl.org/library-collection/articles-and-research/computer-skills*. Click on Lynda and enter your Library card # and PIN).

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