



Real Talk
About

FAKE NEWS


Real Talk About Fake News Website:

<http://bit.ly/2qgeaQZ>



Slide Deck:

<http://bit.ly/2SihcE9>

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.



Seattle Library
@SPLBuzz

Follow

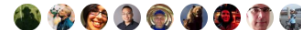
This article by [@FrankCatalano](#) features advice from SPL librarian Di Zhang. To get more tools for staying an informed citizen, join us for our upcoming Fake News Survival Guide class on Tuesday 9/25 from 2:30 – 4:30 p.m. at the Central Library!
post.spl.org/2Czg20w

Frank Catalano @FrankCatalano

5 tips for surviving #election2018 if you get news online? Slow down. Click through. Check angles. Verify sources. Words matter. My @GeekWire Media/Tech column bit.ly/2CyYZeY

11:51 AM - 9 Sep 2018

5 Retweets 11 Likes



5



11

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

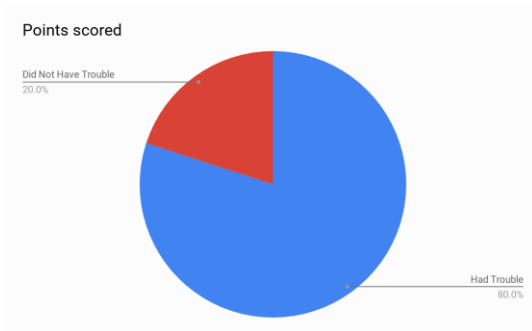
Challenges we face:

- 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:

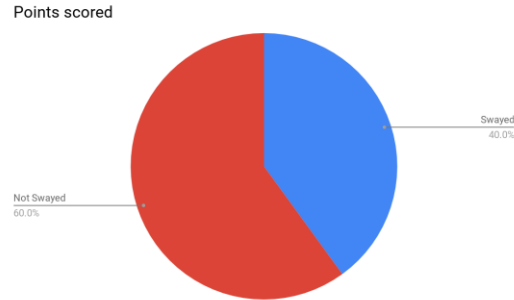
- Many groups developing curriculum and are sharing resources.
- Skills need to be embedded throughout curricular areas / units.
- Students can develop metacognitive awareness.
- Students can provide examples and updates.

Stanford Ed. Group & Common Sense Media Studies



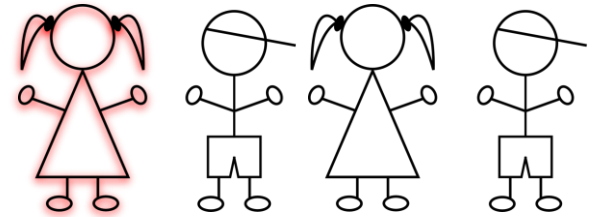
8 in ten middle school students **had trouble** distinguishing sponsored content from real news

[Evaluating Information: The Cornerstone of Civic Online Reasoning, Stanford Education Group 2016](#)



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

[Evaluating Information: The Cornerstone of Civic Online Reasoning, Stanford Education Group 2016](#)



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

[News & America's Kids, Common Sense Media 2017](#)



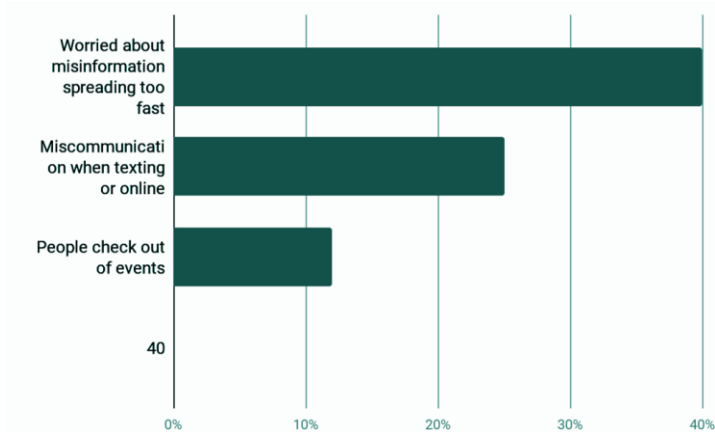
"Being media savvy does
not mean being media
literate"

FRANK BAKER

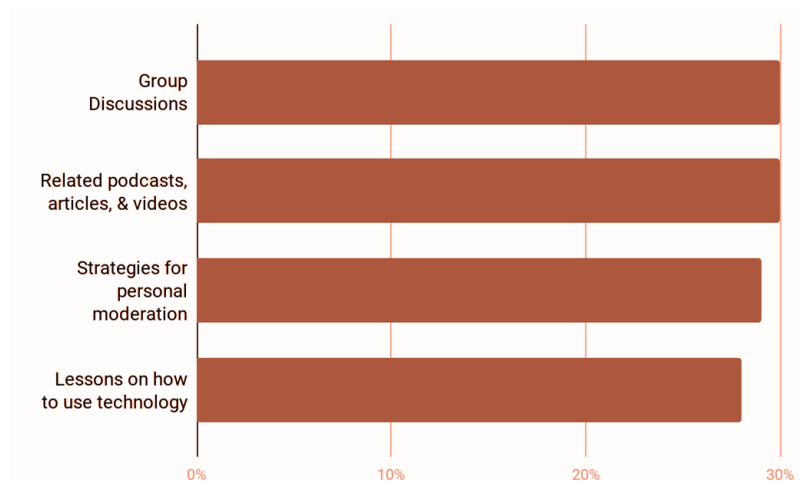
Created in Canva by Katie Nedved
Baker, Frank W. "March Is Media Literacy Month at PTL!" *Peterborough Town Library*, 23 Feb. 2017,
peterboroughtownlibrary.org/medialiteracymonth/.

HS Student Data

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

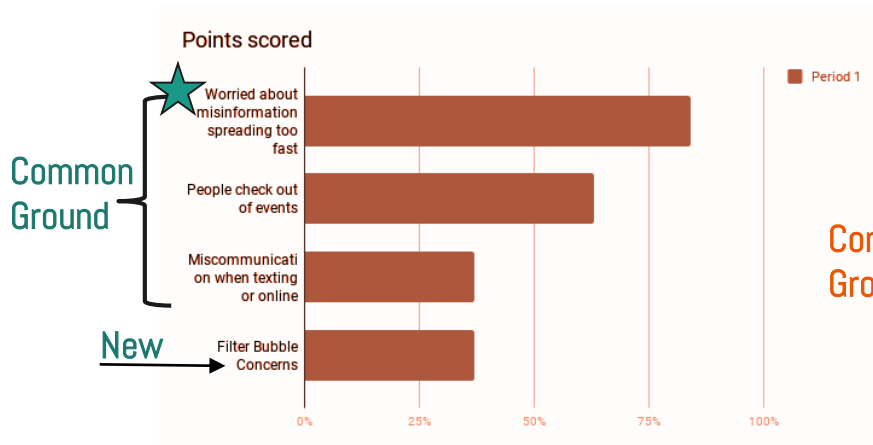


What kinds of resources or strategies would be helpful to you in solving device-related issues in your personal and academic life?

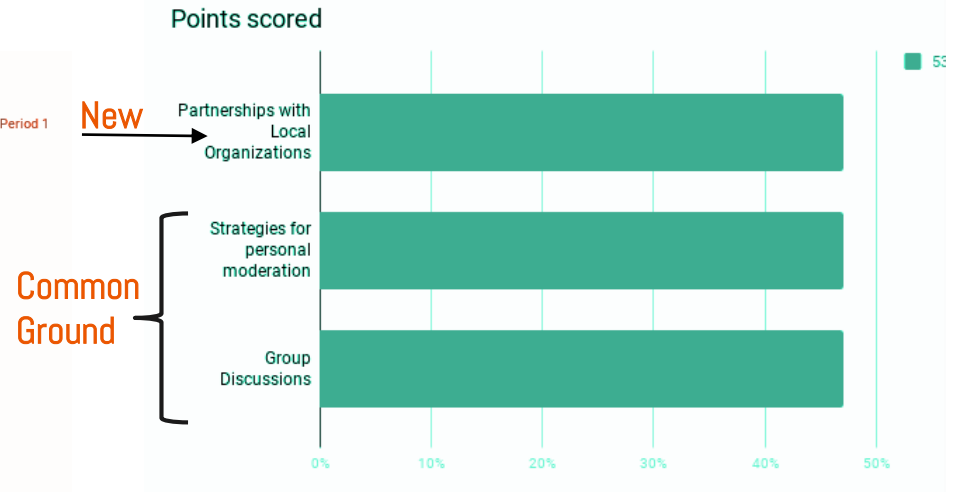


HS Staff Data

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?



Social Media Literacy & Fake News



Created in Canva by Katie Nedved
Related Article: Martin & Roberts. "Digital Native ≠ Digital Literacy." *Principal*, Jan/Feb 2015.
http://www.ala.org/aasl/sites/ala.org/aasl/files/content/aaslissues/MartinRoberts_JF15.pdf

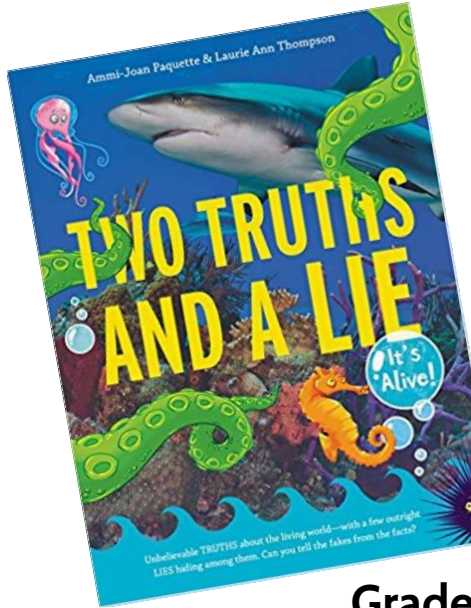


Children are frequently getting news and news headlines from their social-networking sites. Among children who use social media, 76 percent get news or news headlines from a social networking site.

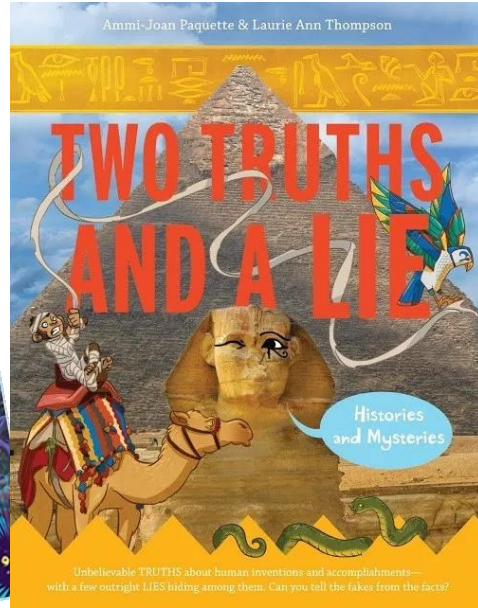


[News & America's Kids, Common Sense Media 2017](#)

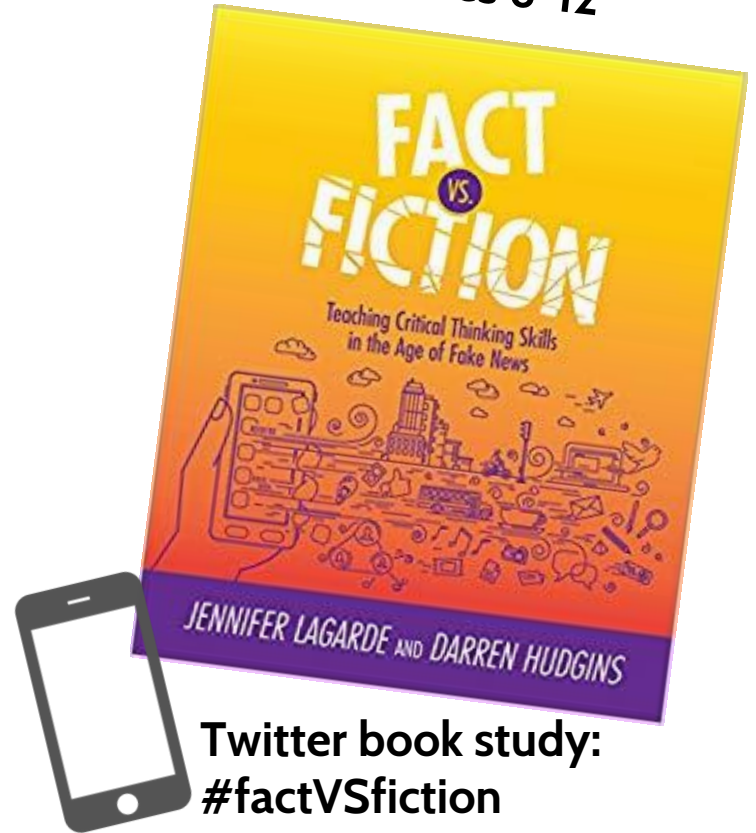
Book Picks & Lessons Around the Room



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

The image shows a screenshot of the NASA Twitter profile page. The header features the NASA logo, a banner image of a city skyline, and a '50,775 Tweets' counter. Below the header, statistics are listed: Tweets (50.8K), Following (270), Followers (28.6M), Likes (2,959), Lists (9), and Moments (13). The profile bio reads: 'Explore the universe and discover our home planet with @NASA. We usually post in EST (UTC-5)'. Links for 'nasa.gov', 'View broadcasts', and 'Joined December 2007' are visible, along with the birth date 'Born on October 1, 1958'. A 'Tweet to NASA' button is at the bottom. A tweet from NASA is shown, mentioning NOAA satellites and a storm, with an image of a storm. Red arrows point to the profile picture, bio, website link, join date, tweet text, and the storm image.

NASA 
@NASA

Explore the universe and discover our home planet with @NASA. We usually post in EST (UTC-5)

[nasa.gov](https://www.nasa.gov)

[View broadcasts](#)

[Joined December 2007](#)

[Born on October 1, 1958](#)

[Tweet to NASA](#)

Tweets **Tweets & replies** **Media**

NASA  @NASA · 44m

Spotted by @NOAASatellites' #GOES16 satellite: today's #noreaster is seen spinning off the Atlantic Northeast. This storm is slamming the East Coast with intense winds, snow, rain and hail. More: star.nesdis.noaa.gov/GOES/GOES16_se...



Sponsored Content: Your Friends Love Us

Facebook ads embedded
in news feed

Leveraging information
about your social groups
to influence you

The image shows a screenshot of a Facebook news feed. At the top, there are three profile pictures and the text "and 1 other like Honda." Below this is a sponsored post from Honda. The post features a red Honda Fit Sport car with a large white Honda logo on the rear. The text reads "For any fituation. The new 2018 Fit Sport. #CurrentFituation". Below the image is the text "The New 2018 Fit Sport" and "HONDA.COM". At the bottom of the post, it says "1.3K" with reaction icons, "124 Comments", "101 Shares", and "2.2M Views". To the right of the Honda post is another sponsored ad for a Canon EOS 80D Video Creator Kit. The ad features a black Canon camera with a microphone. The text reads "amazon Best Seller" and "Canon EOS 80D Video Creator Kit amazon.com". Below the camera image are two smaller images: one showing a group of people in a fitness studio and another showing a person lying on a mat. The text below these images reads "24 Hour Fitness 24hourfitness.com".

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.

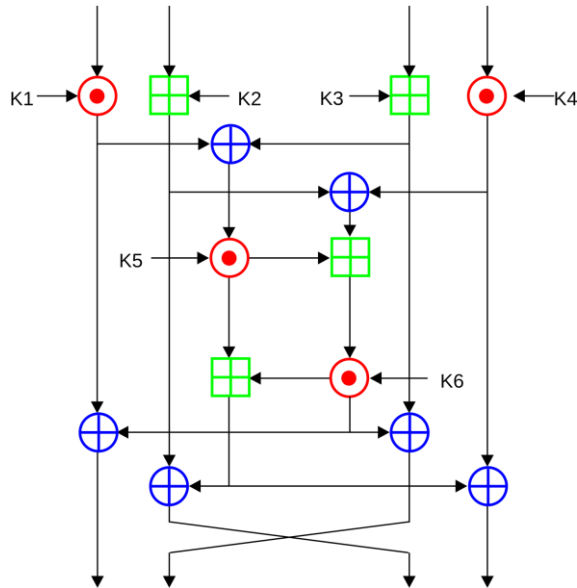
Reverse Image Search

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



Youngson, Nick. "Reverse." Picpedia.org, <http://www.picpedia.org/highway-signs/r/reverse.html>.

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

Multiple Perspectives: Allsides.com

see more on
ELECTION: PRESIDENTIAL



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 [L](#) [L](#) [C](#) [R](#) [R](#)

From the Right

Eric Swalwell Announced His Candidacy Tonight And People's Reactions Are...

Townhall [L](#) [L](#) [C](#) [R](#) [R](#)

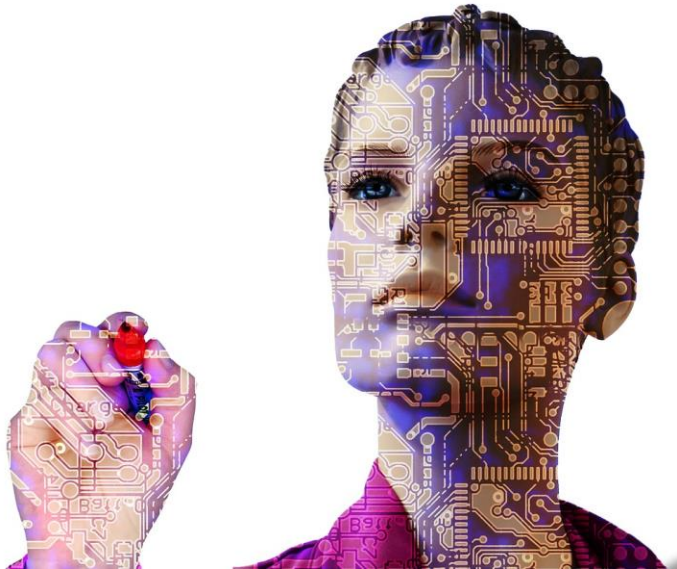
From the Center

Swalwell announces he is running for president

The Hill [L](#) [L](#) [C](#) [R](#) [R](#)



Deep Fakes & Image Ethics



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

Image: geralt. Pixabay. <https://pixabay.com/illustrations/robot-artificial-intelligence-woman-507811/>



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)

[@MediaLitNow](#)

[@MedEduLab](#) (Univ Rhode Island)

[@MediaSmarts](#) (Canadian Media Lit)

[@MediaLiteracyEd](#) (NAMLE)

[@NewsLitProject](#) / [The Sift](#)

News Literacy Project- The Sift

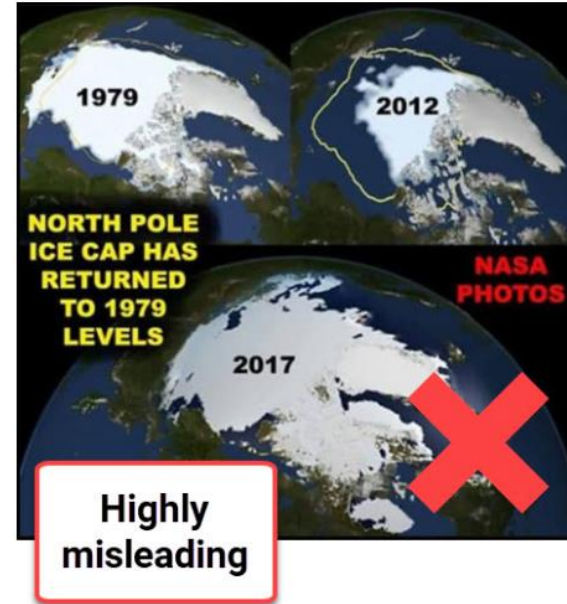


THE
SIFT



AN EDUCATOR'S GUIDE TO THE WEEK IN NEWS LITERACY

BROUGHT TO YOU BY
SAMUEL HUBBARD.
FOUNDED 2014



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

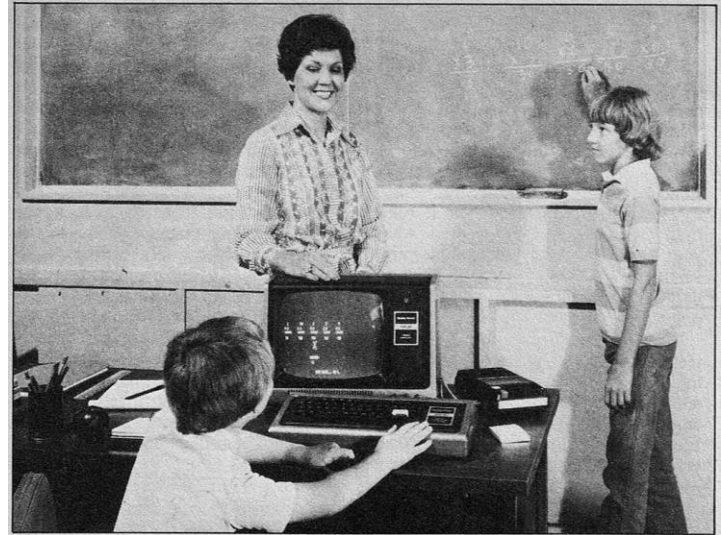
[Calling Bull](#)

[Civic Online Reasoning](#)

[Common Sense Media](#)

[How to Choose Your News](#)

[NewsFeed Defenders](#)



Simpson, Tom. "TRS-80 in the Classroom." Flickr, 21 Dec 2016, <https://www.flickr.com/photos/randar/31640756002>.

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



<https://www.pexels.com/photo/bubble-soap-macro-51339/>

[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](#)

Final Tip- Cultivate a Community that Cares about the Truth

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

...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: 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!

Real Teaching in an Era of Fake News: <http://bit.ly/2RFpJ09>

The Challenge That's Bigger Than Fake News: <http://bit.ly/2EbDuSh>



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:

<http://bit.ly/2qgeaQZ>

Slide Deck:

<http://bit.ly/2SihcE9>

