

Information Literacy

With Skagit Valley College Librarians:

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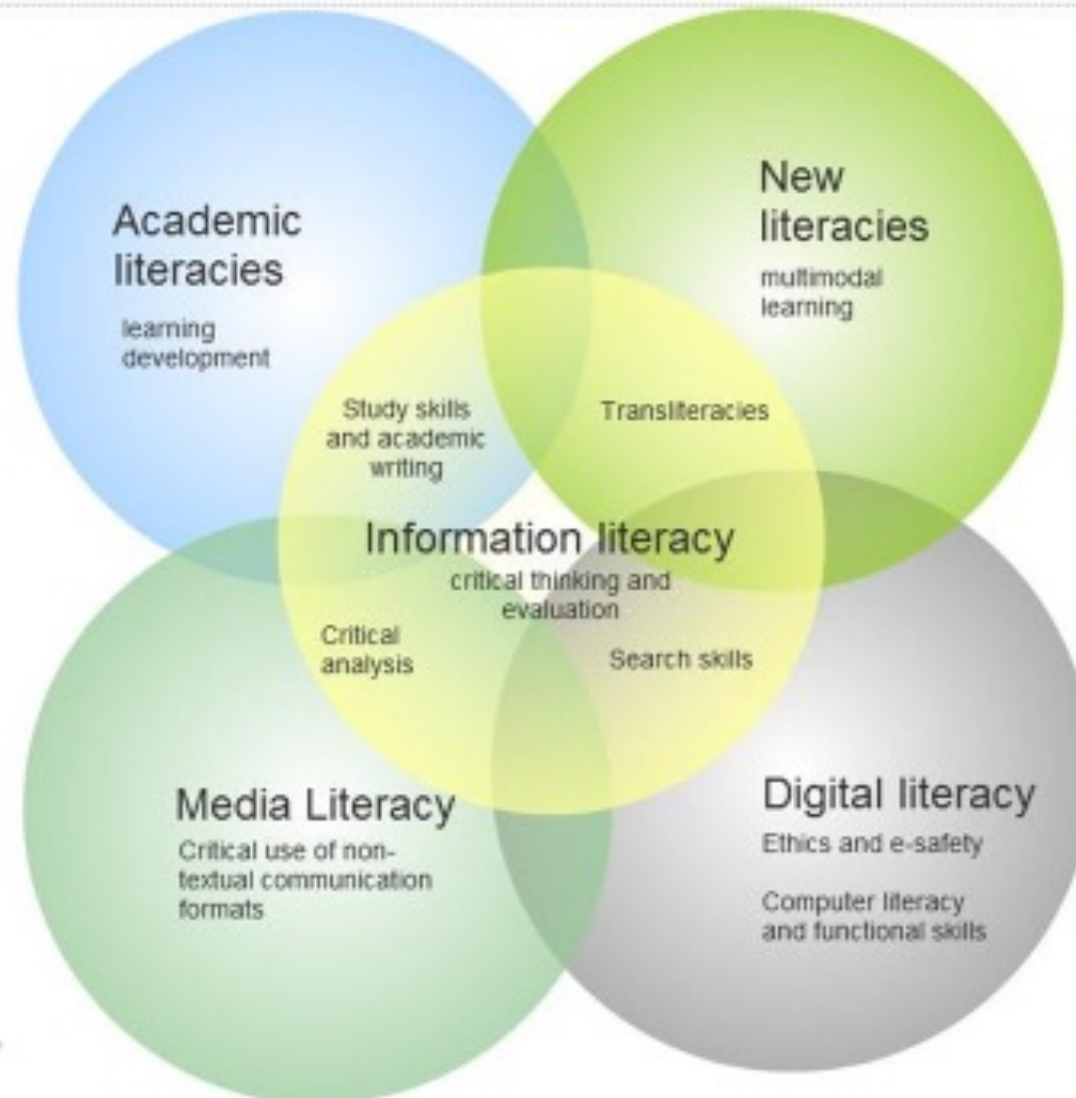


What is Information Literacy?

Information Literacy Landscape

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

-American Library Association



Quiz Time:

Fact or Fake?



Which photo is fake?

A.



B.



Fake or Fact?



Jake Schlager

@schlager_jake · [Follow](#)



Just a shark swimming on the streets in Houston 🤪



6:43 PM · May 29, 2015



15



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True or False?

AMERICA'S LAST
LINE OF DEFENSE
THE DUNNING-KRUGER TIMES

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Keanu Reeves Refuses to Present Whoopi Goldberg's Lifetime Achievement Award: "She's Not a Good Person"

 By Flagg Eagleton - Patriot

Keanu Reeves is one of the nicest, most genuine people in Hollywood. Whoopi Goldberg, on the other hand, was recently voted "most hated person" in Tinsel Town, a distinction nobody seems to be able to refute.

Reeves was chosen to present this year's Lifetime Achievement award by the TV Production Committee, a role he was honored to take on... until he heard that he'd have to share the stage and present the award to Whoopi Goldberg.

Misinformation then...

A SEA MONSTER

—0—

Bill Manville Says He Saw One Off Nantucket.
Insists He Was Not Dreaming. Hopes It
Appears Again to Verify His Story.

—0—

Courtesy: 1937, Nantucket Inquirer and Mirror



The
information
environment
we're in now



Generative AI Search results...



What is an African country beginning with K



All

Images

Shopping

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About 663,000,000 results (0.33 seconds)

While there are 54 recognized countries in Africa, none of them begin with the letter K. The closest is Kenya, which starts with the K sound. but is actually spelled with the K sound.

Consequences of widespread misinformation

- Consequences for deliberative democracy when ideological groups segregate into closed social networks.
- Consequences for public health, safety and other institutions when evidence-based facts are treated as matters of opinion or partisanship.

Where do you get your Information?

- 1. Social Media Platforms** – Facebook, Instagram, TikTok, Snapchat
- 2. Satire** – Uses humor or exaggeration to expose or criticize topical issues
- 3. Web** – Google, Wikipedia, “free web,” YouTube, Google Images, podcasts
- 4. “Traditional” News** - online or in print; Fact vs. Editorial?
- 5. Research Databases** - Proprietary, subscribed to by libraries, universities, research institutions – collections of more “traditional” sources – journals, magazines, newspapers, videos

Why we fall for misinformation

“A lot of people think Google is just a search box, and Facebook is just a place to see what my friends are doing. What they don’t realize is that there are entire teams of engineers whose job it is to use your psychology against you.”

~Tristan Harris, former Google Employee and public speaker, from the Netflix film “*The Social Dilemma*” (2020)

- **Psychological**

- Confirmation and implicit biases, cognitive dissonance, heuristic thinking

- **Social and Cultural**

- Connections that interrupt fact-based decision making, tribal thinking makes us feel safe (this can be religious, familial, friends, people we admire)

- **Emotional**

- Impact belief and conviction and it feels good

- Also – misinformation is sticky! We need to *practice* unsticking it

Red flags

If you see these common misinformation themes and “rumor cues,” proceed with caution:

- **Phrases**

“Let that sink in,” “The media won’t report this,” “Make this go viral,”
“Do your own research,” “There are no coincidences”

- **Patterns**

Manipulated text on signs or t-shirts, Doctored “amazing” nature or space photos, Photos of protests and crowds, Screenshots of articles with no links

(https://newslit.org/wp-content/uploads/2023/10/Misinfo_infographic_English-11x17_BACK.pdf)

Evaluation Toolkit

SIFT – the four moves for identifying digital misinformation

- **STOP**

- Take a breath, check your reaction, re-evaluate, don't re-post until you verify

- **INVESTIGATE**

- Look at the source, who created it? What is their expertise? Learn about the person, company, organization. Check Google or Wikipedia for the name, or try a fact checking site (Politifact, FactCheck.org, Snopes, SciCheck)

- **FIND**

- Check for the information in at least 3 other places than where you usually look, search laterally (this is also called lateral reading).

- **TRACE**

- Trace content back to original source, check the *full context* for the information to exist

More tools for you

- Use tools like Duck, Duck Go search engine, Brave browser, or Chrome Incognito mode for more neutral browsing
- Use fact-checking tools like Snopes, Politifact, SciCheck
- Limit your posting and sharing/re-sharing
- Follow SIFT!
- Share these strategies with others

It's a fake...

How do we know?

**Irregular
coloring/pixellation**

**Uneven/poorly
rendered features –
eyes**



Photo shows a shark swimming on a freeway in Houston.

NATIONAL FAKE NEWS BLOGGERS



A faked photo allegedly from a flooded street in Houston has been used online since 2011.

There are no sharks swimming in the streets of Houston or anywhere else



By Joseph Gillin
August 28, 2017



September 2005 *Africa Geographic* [article](#) titled "Shark Detectives" was basis of the faked photo



Reuters Image

However, that headline first appeared in a satirical article on the [Dunning-Kruger Times](#) website, which [describes itself](#) as part of "America's Last Line Of Defense's (ALLOD) network of parody, satire and tomfoolery." America's Last Line Of Defense shared a [link to the article](#) with the same images on Facebook on Jan. 24.

Some users sharing the false claim linked to similar articles on websites that repeated the original headline, such as [today48.com](#).

The End.

Thanks for listening!