

FAKE NEWS

How to evaluate news in the digital age.

Presented by Librarian: Sarah Livingston, Huntington Memorial Library

WHAT IS FAKE NEWS?

Fake news is information that is clearly and demonstrably fabricated and that has been packaged and distributed to appear as legitimate news.

<http://mediamatters.org/research/2016/12/15/understanding-fake-news-universe/214819>

1. It can't be verified
2. Fake news appeals to emotion
3. Authors usually aren't experts
4. It can't be found anywhere else
5. Fake news comes from fake sites

BUT...

HOW OTHER FORMS OF MISINFORMATION ARE WEAPONIZED INTO FAKE NEWS

satire

when deceptively
packaged as a legitimate
news story

clickbait

when containing
fabrications and
packaged as
a legitimate news
story

fake news

propaganda

when containing
fabrications and
packaged as
a legitimate
news story

conspiracy theory

when packaged
as a legitimate
news story

misleading or out-of-context information

when also serving
as support for
fabrications

Is In The Eye Of The Beholder

- Already Fake News as a term is suspect
- Fake news means different things to different people
- Fake News is fast becoming a term that people are using to describe news that they disagree with rather than news that is factually incorrect

WHO CREATES FAKE NEWS?



"The story is all over the Internet—I saved two little kids from drowning an hour ago. It's the latest thing: D.I.Y. news."

AND WHERE DO YOU FIND IT?

EVERYWHERE!

Social Media

- Facebook
- Twitter
- Tumblr
- Instagram
- YouTube

Traditional Media

- Newspapers
- Television News
- Websites
- Tabloids
- Radio

WHAT MAKES FAKE NEWS SO SUCCESSFUL?

Fake News is not new

We live in a global
community

News Comes to US

People are lazy



*“I’m sorry, Jeannie, your answer was correct,
but Kevin shouted his incorrect answer over
yours, so he gets the points.”*

Timeline of a viral Fake News Story

NY TIMES

https://www.nytimes.com/2016/11/20/business/media/how-fake-news-spreads.html?_r=0





They found the buses! Dozens lined...



They found the buses! Dozens lined up just blocks away from the Austin protests.

Anti-Trump protestors in Austin today are not as organic as they seem. Here are the busses they came in. #fakeprotests #trump2016 #austin

Nov 10, 2016 · www.freerepublic.com



Visit Link



Share



Save



307,616 people have shared this link



**SO, WHAT DO YOU
DO ABOUT IT?**

BECOME YOUR OWN FACT CHECKER

News Literacy

- *The ability to use critical thinking skills to judge the reliability and credibility of news reports, whether they come via print, television or the Internet.*

EVALUATING THE WEB SITE / SOURCE

- How did you discover the news?
- Blogger, .wordpress, .org, .com, etc.
- Variation of a well known website .com.co, end in lo ex:Newslo
- Search the domain name.
- When was the site last updated?
- Disclaimer section
- Do the ads match the article?
- The “About Us” section

Evaluating the News Article

- Fact check sideways
- Multiple Sources
- Are there quotes and links?
- What style is the article written in?
- How does the article make you feel?
- Is there a byline?
- Consider the headline
- Read the comments

Do Your Research

- Find the Authors
- Did they really say that?
- Is the Headline Real?
- Look up any referenced studies or polls
- Research the Organization or Company behind the Web Site
- Use a Fact Checking Site

Images can be fake also

- Search for the images that are in the article
- Search the images that are news themselves – i.e. memes
- Image Search Sites
 - Google Image Search - <https://images.google.com>
 - TinEye - www.tineye.com

Consult the Experts

- <http://www.thenewsliteracyproject.org/>
- www.snopes.com
- <http://www.factcheck.org/>
- www.PolitiFact.com
- <http://osome.iuni.iu.edu/tools/>
- <http://hoaxy.iuni.iu.edu>
- <http://www.opensources.co/>

Thoughtful Engagement...

Be open to the idea that some falsehoods are sincerely held. In spite of all the warnings here, some inaccurate news stories grow out of haste or misinformation rather than pure cynicism.

Broaden your palate. Make a point to check sites that do not agree with your politics. You may discover stories that are wrong — but you'll know what other people are consuming, which will sharpen your own thinking.

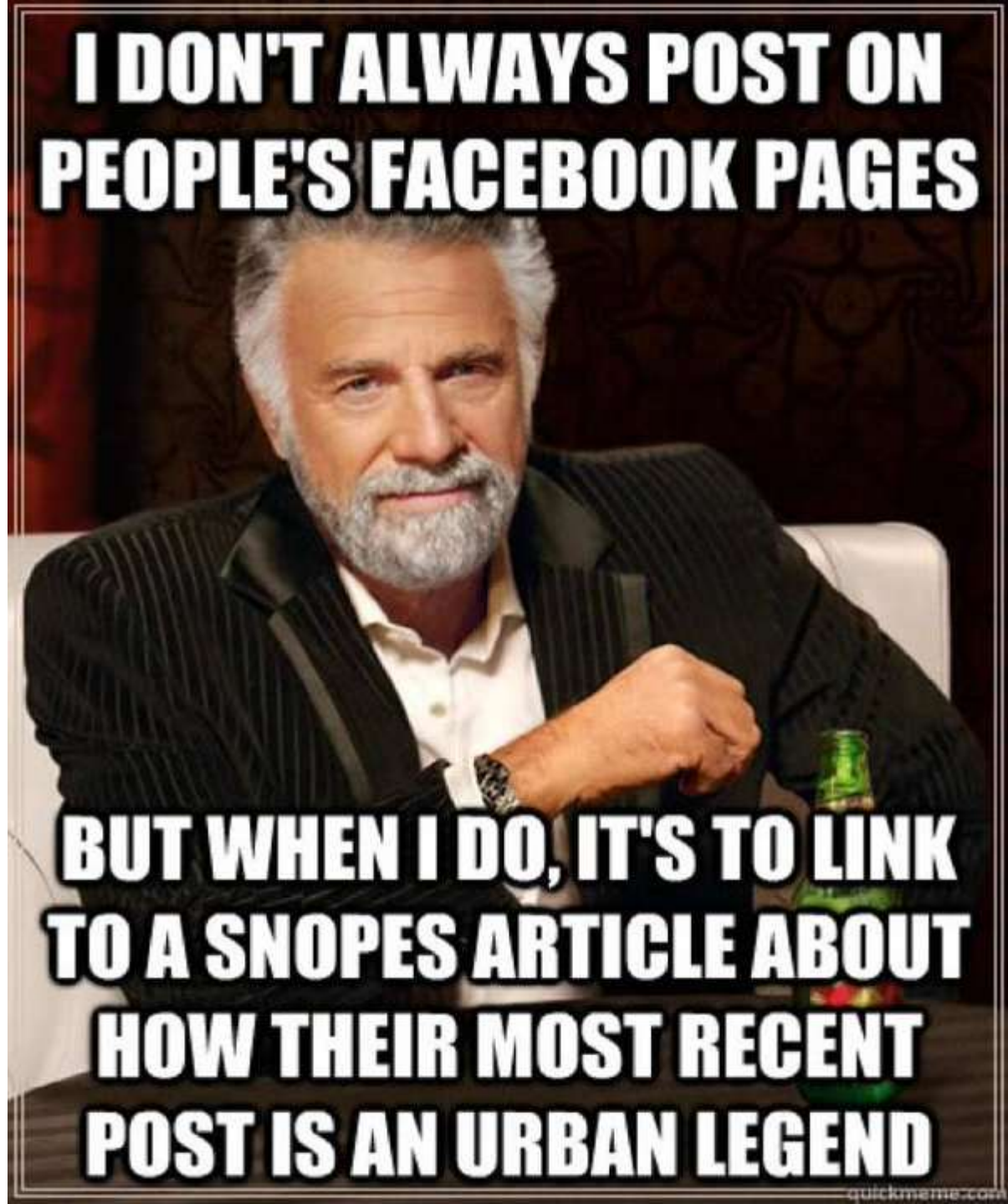
Does the story attack a generic enemy? Vague denunciations of "Washington" or "the media" or "Trump supporters" or "the left" should be marked down 99 percent. Good reporting doesn't make these kinds of generalizations and is specific about who is making a claim about what.

From NPR.ORG

What Can You Do About It?

- THINK before you forward it on
- TELL your friends they have sent you fake news
- Always Fact Check and think about the source behind the source!
- Use validated and established media resources
 - For a non-web version of the news try the Four County Research Center with databases of Newspapers and Journals.

Can You
Spot Fake
News?



Sources Used:

1. "The Battle Against Fake News On Facebook by 21st Show," 21st Show. URL: <https://soundcloud.com/21st-show/the-battle-against-fake-news-on-facebook#> Accessed January 30 2017
2. "Evaluating internet information | University Libraries | Virginia Tech," Auer, Nicole. URL: <http://www.lib.vt.edu/instruct/evaluate#> Accessed January 30 2017
3. "Ranking the media from liberal to conservative, based on their audiences - The Washington Post," Blake, Aaron. URL: https://www.washingtonpost.com/news/the-fix/wp/2014/10/21/lets-rank-the-media-from-liberal-to-conservative-based-on-their-audiences/?utm_term=.4640cc7e2d8c#. 10/21/2014. Accessed January 30 2017
4. "News Literacy- How to Spot Fake News - Brookline Public Library," Brookline Public Library. URL: <http://bplnh.weebly.com/news-literacy--how-to-spot-fake-news.html#> Accessed January 30 2017
5. "Continuing Our Updates to Trending | Facebook Newsroom," Cathcart, Will. URL: <http://newsroom.fb.com/news/2017/01/continuing-our-updates-to-trending/#>. 1/25/2017. Accessed January 30 2017
6. "The Definitive List of 25 Fake News Sites on Facebook | The Daily Dot," Couts, Andrew. URL: <http://www.dailydot.com/layer8/fake-news-sites-list-facebook/#>. 11/16/2016. Accessed January 30 2017
7. "Fake News Or Real? How To Self-Check The News And Get The Facts : All Tech Considered : NPR," Davis, Wynne. URL: <http://www.npr.org/sections/alltechconsidered/2016/12/05/503581220/fake-or-real-how-to-self-check-the-news-and-get-the-facts#>. 12/5/2016. Accessed January 30 2017
8. "Benjamin Franklin's bag of scalps: 3 historical examples of fake news - Salon.com," D'Costa, Krystal. Scientific American. URL: http://www.salon.com/2016/12/05/benjamin-franklins-bag-of-scalps-3-historical-examples-of-fake-news_partner/#. 12/5/2016. Accessed January 30 2017
9. "3 Historical Examples of "Fake News" - Scientific American Blog Network," D'Costa, Krystal. Scientific American. URL: <https://blogs.scientificamerican.com/anthropology-in-practice/three-historical-examples-of-fake-news/#>. 1/1/2016. Accessed January 30 2017
10. "Can You Tell Fake News From Real? Study Finds Students Have Dismaying Inability to Tell Fake News From Real : The Two-Way : NPR," Domanoske, Camila. URL: <http://www.npr.org/sections/thetwo-way/2016/11/23/503129818/study-finds-students-have-dismaying-inability-to-tell-fake-news-from-real#>. 11/23/2016. Accessed January 30 2017
11. "A Hillary Clinton Administration May be Entirely Run by a FIGUREHEAD – Eagle Rising," Elliott, Tony. URL: <http://eaglerising.com/36880/a-hillary-clinton-administration-may-be-entirely-run-by-a-figurehead/#>. Oct-16. Accessed January 30 2017
12. "The scourge of fake news | Fox News Video," Fox News. URL: <http://video.foxnews.com/v/5243615908001/?sp=show-clips>. 12/11/2016. Accessed January 30 2017
13. "Science And Facts, Alternative Or Otherwise : 13.7: Cosmos And Culture : NPR," Frank, Adam. URL: <http://www.npr.org/sections/13.7/2017/01/24/511348618/science-and-facts-alternative-or-otherwise#>. 1/24/2017. Accessed January 30 2017
14. "NPR And The Word Liar's Intent Is Key : The Two-Way : NPR," Gonzales, Richard. URL: <http://www.npr.org/sections/thetwo-way/2017/01/25/511503605/npr-and-the-l-word-intent-is-key#>. 1/25/2017. Accessed January 30 2017
15. "A Media Specialist's Guide to the Internet: Can Your Students Spot Fake News? Here are 48 Links to Help," Greller, Julie. URL: <http://mediaspecialistsguide.blogspot.com/2017/01/can-your-students-spot-fake-news-here.html#>. 1/1/2017. Accessed January 30 2017
16. "How to avoid getting conned by fake news sites - CBS News," Hautala, Laura. URL: <http://www.cbsnews.com/news/how-to-avoid-getting-conned-by-fake-news-sites/?ftag=CNM-00-10aab6a#>. 11/21/2016. Accessed January 30 2017
17. "Can you spot the real fake news story? – quiz | From the Guardian | The Guardian," Haynes, Gavin. URL: <https://www.theguardian.com/theguardian/2016/dec/28/can-you-spot-the-real-fake-news-story-quiz#>. 12/28/2016. Accessed January 30 2017
18. "Reliable Resources--website evaluation--citing sources - Google Slides," Hinger, Shawn. URL: https://docs.google.com/presentation/d/1rErf3TRJ1m8Fu3h2Q74_1_9IwBnNnnTnOldxzmPTZNA/pub?start=false&loop=false&delayms=3000#slide=id.g1e505a26_0_39 Accessed January 30 2017
19. "Why News Literacy Matters | Stony Brook Center for News Literacy," Hornik, Richard. URL: <http://drc.centerfornewsliteracy.org/why-news-literacy-matters#> Accessed January 30 2017
20. "How To Tell Fake News From Real News In Post-Truth Era : NPR," Inskeep, Steve. URL: http://www.npr.org/2016/12/11/505154631/a-finders-guide-to-facts?utm_source=facebook.com&utm_medium=social&utm_campaign=npr&utm_term=nprnews&utm_content=2039#. 12/11/2016. Accessed January 30 2017
21. "The Smell Test: Educators can counter fake news with information literacy. Here's how. | School Library Journal," Jacobson, Linda. URL: <http://www.slj.com/2017/01/industry-news/the-smell-test-educators-can-counter-fake-news-with-information-literacy-heres-how/#>. 1/1/2017. Accessed January 30 2017
22. "How to Spot Fake News," Kiely, Eugene and Lori Robertson. URL: <http://www.factcheck.org/2016/11/how-to-spot-fake-news/#>. 11/18/2016. Accessed January 30 2017
23. "Snopes' Field Guide to Fake News Sites and Hoax Purveyors : snopes.com," LaCapria, Kim. URL: <http://www.snopes.com/2016/01/14/fake-news-sites/#>. 1/25/2017. Accessed January 30 2017

24. "6 Quick Ways to Spot Fake News : snopes.com," LaCapria, Kim. URL: <http://www.snopes.com/2016/01/21/6-quick-ways-spot-fake-news/#>. 1/21/2016. Accessed January 30 2017
25. "How Fake News Goes Viral: A Case Study - The New York Times," Maheshwari, Sapna. URL: https://www.nytimes.com/2016/11/20/business/media/how-fake-news-spreads.html?_r=2# Accessed January 30 2017
26. "How Does One Create A Fake News Masterpiece And What Happens Next? : NPR," Martin, Michel. URL: <http://www.npr.org/2017/01/22/511103621/how-does-one-create-a-fake-news-masterpiece-and-what-happens-next#>. Accessed January 30 2017
27. "10 Ways to Spot a Fake News Story.," McManus, Melanie Radzicki. URL: <http://history.howstuffworks.com/history-vs-myth/10-ways-to-spot-fake-news-story11.htm#> Accessed January 30 2017
28. "Understanding The Fake News Universe," Media Matters. URL: <https://mediamatters.org/research/2016/12/15/understanding-fake-news-universe/214819#>. 12/15/2016. Accessed January 30 2017
29. "Lesson_Hoax.pdf," MediaSmarts. URL: http://mediasmarts.ca/sites/mediasmarts/files/pdfs/lesson-plan/Lesson_Hoax.pdf#. 7/8/1905. Accessed January 30 2017
30. "Microsoft Word - CRAAP.doc - eval_websites.pdf," Meriam Library, California State Univeristy, Chico. URL: http://www.csuchico.edu/lins/handouts/eval_websites.pdf# Accessed January 30 2017
31. "Debunking Obama's Dubai Domicile," Nurik, Chloe. URL: <http://www.factcheck.org/2016/02/debunking-obamas-dubai-domicile/#>. 2/10/2016. Accessed January 30 2017
32. "Fake news? That's a very old story. - The Washington Post," Parkinson, Robert G. URL: https://www.washingtonpost.com/opinions/fake-news-thats-a-very-old-story/2016/11/25/c8b1f3d4-b330-11e6-8616-52b15787add0_story.html?utm_term=.93ec573a6ac5#. 11/25/2016. Accessed January 30 2017
33. "Lesson plan: How to teach your students about fake news | Lesson Plan | PBS NewsHour Extra," Pasquantonio, Victoria. URL: http://www.pbs.org/newshour/extra/lessons_plans/lesson-plan-how-to-teach-your-students-about-fake-news/#. 12/13/2016. Accessed January 30 2017
34. "Deception Detection for News: Three Types of Fake News - 194poster.pdf," Rubin, Victoria L, Yimin Chen and Niall J. Conroy. URL: <https://www.asist.org/files/meetings/am15/proceedings/submissions/posters/194poster.pdf#> Accessed January 30 2017
35. "SchoolJournalism.org : Lesson Plans," SchoolJournalism.org. URL: <http://www.schooljournalism.org/lesson-plans-4/#> Accessed January 30 2017
36. "From Hate Speech To Fake News: The Facebook Content Crisis Facing Mark Zuckerberg : All Tech Considered : NPR," Shahani, Aarti. URL: <http://www.npr.org/sections/alltechconsidered/2016/11/17/495827410/from-hate-speech-to-fake-news-the-content-crisis-facing-mark-zuckerberg#>. 11/17/2016. Accessed January 30 2017
37. "Facebook, Google Take Steps To Confront Fake News : All Tech Considered : NPR," Shahani, Aarti. URL: <http://www.npr.org/sections/alltechconsidered/2016/11/15/502111390/facebook-google-take-steps-to-confront-fake-news#>. 11/15/2016. Accessed January 30 2017
38. "Boston Bombings Reveal Media Full Of Mistakes, False Reports (VIDEO) | The Huffington Post," Siddiqui, Sabrina. URL: http://www.huffingtonpost.com/2013/04/22/boston-bombings-media-mistakes_n_3135105.html#. 4/22/2013. Accessed January 30 2017
39. "The Long and Brutal History of Fake News - POLITICO Magazine," Soll, Jacob. URL: <http://www.politico.com/magazine/story/2016/12/fake-news-history-long-violent-214535#>. 12/18/2016. Accessed January 30 2017
40. "Executive Summary 11.21.16.pdf," Stanford History Education Group. URL: <https://sheg.stanford.edu/upload/V3LessonPlans/Executive Summary 11.21.16.pdf#>. 11/22/2016. Accessed January 30 2017
41. "It's time to retire the tainted term 'fake news' - The Washington Post," Sullivan, Margaret. URL: https://www.washingtonpost.com/lifestyle/style/its-time-to-retire-the-tainted-term-fake-news/2017/01/06/a5a7516c-d375-11e6-945a-76f69a399dd5_story.html?utm_term=.f9e79b41d858#. 1/8/2017. Accessed January 30 2017
42. "We Tracked Down A Fake-News Creator In The Suburbs. Here's What We Learned : All Tech Considered : NPR," Sydell, Laura. URL: <http://www.npr.org/sections/alltechconsidered/2016/11/23/503146770/npr-finds-the-head-of-a-covert-fake-news-operation-in-the-suburbs#>. 11/23/2016. Accessed January 30 2017
43. "Facebook Trending Topics Algorithm Changes Again To Better Reflect Real News : All Tech Considered : NPR," Sydell, Laura. URL: <http://www.npr.org/sections/alltechconsidered/2017/01/25/511641939/facebook-tweaks-its-trending-topics-algorithm-to-better-reflect-real-news#>. 1/25/2017. Accessed January 30 2017
44. "The Word - Truthiness-The Colbert Report - Video Clip | Comedy Central," The Colbert Report. URL: <http://www.cc.com/video-clips/63ite2/the-colbert-report-the-word---truthiness#>. 10/17/2016. Accessed January 30 2017
45. "Fake News Antidote: Teaching Kids To Discern Fact From Fiction : NPR Ed : NPR," Turner, Cory. URL: <http://www.npr.org/sections/ed/2016/12/22/505432340/the-classroom-where-fake-news-fails#>. 12/22/2016. Accessed January 30 2017
46. "The real history of fake news - Columbia Journalism Review," Uberti, David. URL: http://www.cjr.org/special_report/fake_news_history.php#. 12/15/2016. Accessed January 30 2017
47. "Checklist for Evaluating Web Resources | USM Libraries | University of Southern Maine," University of Southern Maine Libraries. URL: <http://usm.maine.edu/library/checklist-evaluating-web-resources#> Accessed January 30 2017
48. "Why Students Can't Google Their Way to the Truth - Education Week," Wineburg, Sam and Sarah McGrew. URL: <http://www.edweek.org/ew/articles/2016/11/02/why-students-cant-google-their-way-to.html#>. 1/1/2016. Accessed January 30 2017
49. "False, Misleading, Clickbait-y, and Satirical 'News' Sources," Zimdars, Melissa. URL: https://docs.google.com/document/d/10eA5-mCZLSS4MQY5QGb5ewC3VAL6pLkT53V_81ZyitM/preview#. 2016. Accessed January 30 2017
50. ""Supplement to the Boston Independent Chronicle," [before 22 April 1782].," . URL: <https://founders.archives.gov/documents/Franklin/01-37-02-0132#> Accessed January 30 2017
51. "The Central Park Zoo Escape (text)," . URL: http://hoaxes.org/text/display/the_central_park_zoo_escape_text/P1# Accessed January 30 2017

52. "Whois Lookup & IP | Whois.net," . URL: <https://www.whois.net/#> Accessed January 30 2017
53. "Google Images," . URL: https://images.google.com/?gws_rd=ssl# Accessed January 30 2017
54. "30 results - TinEye," . URL: https://www.tineye.com/search/ecec8d62439cfdd82a92575e5651cc237e61c4b8/?sort=crawl_date&order=asc# Accessed January 30 2017
55. "The News Literacy Project," . URL: <http://www.thenewsliteracyproject.org/#> Accessed January 30 2017
56. "Rumor has it : snopes.com," . URL: <http://www.snopes.com/#> Accessed January 30 2017
57. "<http://www.factcheck.org/>," . URL: <http://www.factcheck.org/#> Accessed January 30 2017
58. "Fact-checking U.S. politics | PolitiFact," . URL: <http://www.politifact.com/#> Accessed January 30 2017
59. "OSoMe: Social Media Observatory," . URL: <http://osome.iuni.iu.edu/tools/#> Accessed January 30 2017
60. "Hoaxy," . URL: <http://hoaxy.iuni.iu.edu/#query=paid%20protestors%20anti-trump%20buses&sort=relevant> Accessed January 30 2017
61. "OpenSources," . URL: <http://www.opensources.co/#> Accessed January 30 2017
62. "The News Literacy Project Classroom Guide - GO-TenQuestionsForFakeNewsFINAL.pdf," . URL: <http://www.thenewsliteracyproject.org/sites/default/files/GO-TenQuestionsForFakeNewsFINAL.pdf#> Accessed January 30 2017
63. "Martin Luther King Jr. - A True Historical Examination," . URL: <http://www.martinlutherking.org/#> Accessed January 30 2017
64. "News - ABC News," . URL: <http://abcnews.com.co/#> Accessed January 30 2017
65. "Quiz: Are These Hurricane Sandy Photos Real Or Fake," . URL: https://www.buzzfeed.com/katienotopoulos/quiz-hurricane-sandy-photos-real-or-fake?utm_term=.lkMLKjW9B#.hbalvdqzN Accessed January 30 2017
66. "The Gallery of Fake Viral Images," . URL: http://hoaxes.org/photo_database/viral_images# Accessed January 30 2017
67. "Did Kellyanne Conway's Inaugural Dress Copy a 1970s Simplicity Pattern? : snopes.com," . URL: <http://www.snopes.com/kellyanne-conway-simplicity-pattern/#> Accessed January 30 2017
68. "People Are Becoming Disabled By Choice And Calling Themselves 'Transabled' - Can A Disability Be A Choice? | Guff," . URL: http://guff.com/people-are-becoming-disabled-by-choice-and-calling-themselves-transabled?utm_source=facebook&utm_campaign=20170117&utm_medium=social&utm_term=organic# Accessed January 30 2017
69. "Save The Pacific Northwest Tree Octopus," . URL: <http://zapatopi.net/treeoctopus#> Accessed January 30 2017
70. "The Ova Prima Foundation," . URL: <http://www.ovaprima.org/#> Accessed January 30 2017
71. "TinEye Reverse Image Search," . URL: <https://www.tineye.com/#> Accessed January 30 2017
72. "| ICANN WHOIS," . URL: <https://whois.icann.org/en/lookup?name=hmloneonta.org#> Accessed January 30 2017
73. "factfictionteacherguide - factfictionteacherguide.pdf," . URL: http://projectlooksharp.org/books_general_media_literacy_lessons/fact_or_fiction/factfictionteacherguide.pdf# Accessed January 30 2017
74. "Word of the Year 2016 is... | Oxford Dictionaries," . URL: <https://en.oxforddictionaries.com/word-of-the-year/word-of-the-year-2016#> Accessed January 30 2017
75. "Since Donald Trump Won The Presidency... Ford Shifts Truck Production From Mexico To Ohio | EndingFed News Network," . URL: <https://web.archive.org/web/20170130005449/http://endingthefed.com/since-donald-trump-won-the-presidency-ford-shifts-truck-production-from-mexico-to-ohio.html#> Accessed January 30 2017
76. "'Can You Hear Me?' Scam Warning : snopes.com," . URL: <http://www.snopes.com/can-you-hear-me-scam/#> Accessed January 30 2017
77. "Media Fluency | Global Digital Citizen Foundation," . URL: <https://globaldigitalcitizen.org/21st-century-fluencies/media-fluency#> Accessed January 30 2017
78. "Episode 739: Finding The Fake-News King : Planet Money : NPR," . URL: <http://www.npr.org/sections/money/2016/12/02/504155809/episode-739-finding-the-fake-news-king#.12/2/2016>. Accessed January 30 2017
79. "Roundtable panel | WAMC," . URL: <http://wamc.org/term/roundtable-panel#> Accessed January 30 2017
80. "Community Standards," . URL: <https://www.facebook.com/communitystandards#bullying-and-harassment> Accessed January 30 2017
81. "Vaughan Memorial Library : Tutorials : Credible Sources Count!," . URL: <http://library.acadiau.ca/sites/default/files/library/tutorials/webevaluation/#>. 2008. Accessed January 30 2017
82. "Lesson Idea: Media Literacy and Fake News | C-SPAN Classroom," . URL: <http://www.c-spanclassroom.org/Lesson/2500/Lesson+Idea+Media+Literacy+and+Fake+News.aspx#> Accessed January 30 2017
83. "Educator Resources | Center for Media Literacy," . URL: <http://www.medialit.org/educator-resources#> Accessed January 30 2017
84. "In the war on fake news, school librarians have a huge role to play - The Verge," . URL: <http://www.theverge.com/2016/11/16/13637294/school-libraries-information-literacy-fake-news-election-2016#> Accessed January 30 2017
85. "Search Results | PBS NewsHour," . URL: <http://www.pbs.org/newshour/search-results/?q=fake%20news#gsc.tab=0&gsc.q=fake%20news&gsc.page=1> Accessed January 30 2017
86. "How to choose your news - Damon Brown | TED-Ed," . URL: <http://ed.ted.com/lessons/how-to-choose-your-news-damon-brown#watch> Accessed January 30 2017
87. "Robert Neuwirth: The hidden world of shadow cities | TED Talk | TED.com," . URL: http://www.ted.com/talks/robert_neuwirth_on_our_shadow_cities# Accessed January 30 2017