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...
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

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?

http://www.snopes.com/2016/01/14/fake-news-sites/#
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?

I don't always post on people's Facebook pages, but when I do, it's to link to a Snopes article about how their most recent post is an urban legend.
Sources Used:

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In the war on fake news, school librarians have a huge role to play.


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75. "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
