

Misinformation and the Internet

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This course
based on
work of
Mike
Caulfield

Check, Please Starter Course

<https://bit.ly/3551OTQ>

About Mike Caulfield:

<https://members.educause.edu/michael-caulfield>

Types of Mis- & Dis-information

FIRSTDRAFT

7 TYPES OF MIS- AND DISINFORMATION



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

<https://firstdraftnews.org/articles/fake-news-complicated/>

Be a
skeptic, not
a cynic

We do not need to be cynics and reject everything we hear and see. Instead, we need to be curious, ask questions, respect facts, and evaluate sources – trademarks of a good skeptic!

Bias

We are all biased

EVERYONE has bias. We must assume that all news and information has some degree of bias, just as we must assume that we as individuals approach everything with bias.

Agenda

Agenda is more important

Agenda should be your primary concern for quick fact checks. Agenda is about what a news or research organization is set up to do. Good process and good culture go a long way to mitigating personal bias.

<https://www.notion.so/Smoke-free-discussion-83af5f91e4264a8e937673a52896df6f>

Logical Fallacies

= A LOOK AT LOGICAL FALLACIES =

ROBOTS SHOULD TAKE OVER THE WORLD!

Premise accepted. Please state your arguments.

HASTY GENERALIZATION
I have met a few people, and I conclude that all humans are ugly, evil, and smell like socks.
You have not studied enough examples for such a conclusion.

RED HERRING
You say we should work alongside humans, but what about the human who short-circuited my friend?
That is unfortunate, but it is irrelevant and distracting from the main argument.

SLIPPERY SLOPE
If we act nice to humans now, soon they will demand constant back rubs.
The first event will not necessarily lead to such

GENETIC FALLACY
All humans start out as incompetent babies, so they must grow up to become incompetent adults
You cannot judge a thing

Role of Emotion

Check your emotions!

When you feel strong emotion and that emotion pushes you to share a “fact” with others, STOP. Above all, these are the claims that you must fact-check.

Learn the “Moves”: SIFT

- **Stop:** Ask yourself whether you know the website or source of the info and what the reputation of both claim and website is.
- **Investigate the source:** Know what you are reading before you read it.
- **Find trusted coverage:** When investigating a claim, look for trusted reporting or analysis of the claim.
- **Trace claims, quotes, and media back to original context:** Trace the claim, quote, or media back to its source so you can see it in original context and get a sense if the version you saw was accurately presented.

<https://webliteracy.pressbooks.com/>

SIFT: Stop

- Ask yourself whether you know and trust the website or source of info.
- After you begin your search, if you find yourself down a rabbit hole, stop and take a second to remind yourself what your goal is.

<https://www.notion.so/Introducing-SIFT-04db7879dd7a4efaa76bfb2397d11ffd>

SIFT: Stop

THE WALL STREET JOURNAL.



cbcpubliclibrary.net/collections/eresources



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E-Resources by Topic

- Featured
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- Español/Spanish Language Resources
- Para Niños/Kids Spanish Language Resources
- Finding Good Books
- Health & Medicine
- History & Genealogy
- Kids & Teens
- Legal
- Magazines & Newspapers



Value Line®



The New York Times



SIFT: Investigate

- Know what you're reading *before* you read it.
- Take just 60 seconds to figure out where it is from *before* reading.

<https://www.notion.so/Introducing-SIFT-04db7879dd7a4efaa76bfb2397d11ffd>

acpeds.org

Is this a credible website?

acpeds.org

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 **American College of Pediatricians || Best for Children**
from ACPeds



**Best for
Children**

Icons: Heart, Clock, Arrow

aap.org

Is this a credible website?

The Board of Directors of the American Academy of Pediatrics extends its sincere appreciation to all members of the Academy.

Thank you for all that you do, every day, on behalf of children.

AAP Leaders Thank Pediatricians

A special video message from the AAP Board of Directors to thank pediatricians for their work, sacrifices, voice and continued dedication to Put Kids First, especially during the pandemic.

[View It Here](#)

American Academy
of Pediatrics



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What's New at the AAP

Stanford History Education Group
study: <https://youtu.be/yBU2sDIUbp8>



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American College of Pediatrics || Best for Children
from ACPeds



Best for Children

02:04



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Provide feedback

The Board of Directors of the American Academy of Pediatrics extends its sincere appreciation to all members of the Academy.

Thank you for all that you do, every day, on behalf of children.



AAP Leaders Thank Pediatricians

A special video message from the AAP Board of Directors to thank pediatricians for their work, sacrifices, voice and continued dedication to Put Kids First, especially during the pandemic.

View It Here



Nuclear Matters is a national coalition of grassroots advocates, working to inform the public and policymakers about the clear benefits of nuclear energy. Join us in advocating for the nation's largest, safest and most reliable source of carbon-free energy.

informing the
public & policymakers...

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Send account activation

Or sign up with

FACEBOOK

TWITTER

Already have an account? [Log in here](#)


Sign Up or Log In to Take Action

We need your help! Sign up for Nuclear Matters to unlock opportunities to take action in support of nuclear energy. When you sign up, you'll receive timely news updates, event invitations and action alerts – real-time opportunities that enable you to advocate for nuclear carbon-free energy with just a few clicks.

SIFT: Investigate

Lateral Reading

- Look at what other websites and resources say about the resource you are using.
- Websites often look professional, may not have ads, and/or appear as nonprofits – this is not a sign of credibility.



Arteza Liquid Highlighter Pens, Set of 12, ...
★★★★★ 384
\$11.99
[Add to Cart](#)



Could Too Much Coffee Lead to Alzheimer's? New Study Finds Link

 Karen Asp | Published: September 2, 2021



It's no secret that Americans have a love affair with coffee. Almost six in 10 of us drink coffee every day *and* choose it over any other beverage. We now sip two cups per day, on average, according to the [National Coffee Drinking Trends report](#). Up until now, it's believed to be the best way to get antioxidants, help us focus, and even boost brain health.



Yet now a new study adds a caveat to all this good news about America's favorite beverage: If

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RECOMMENDED FOR YOU



Every Danny Boyle Film Ranked From Worst To Best



FBI Confirms Body Found Is Gabby Petito & Reveals Cause Of Death

SIFT: Investigate

Nature of Scientific Research

- Scientific knowledge is always tentative and subject to revision should new evidence come to light
- Results of scientific studies are often just a drop in the bucket - they are rarely a complete picture
- **News media often make the conclusions found in studies seem more conclusive than they really are**

How do we determine expertise?

SIFT:
Investigate



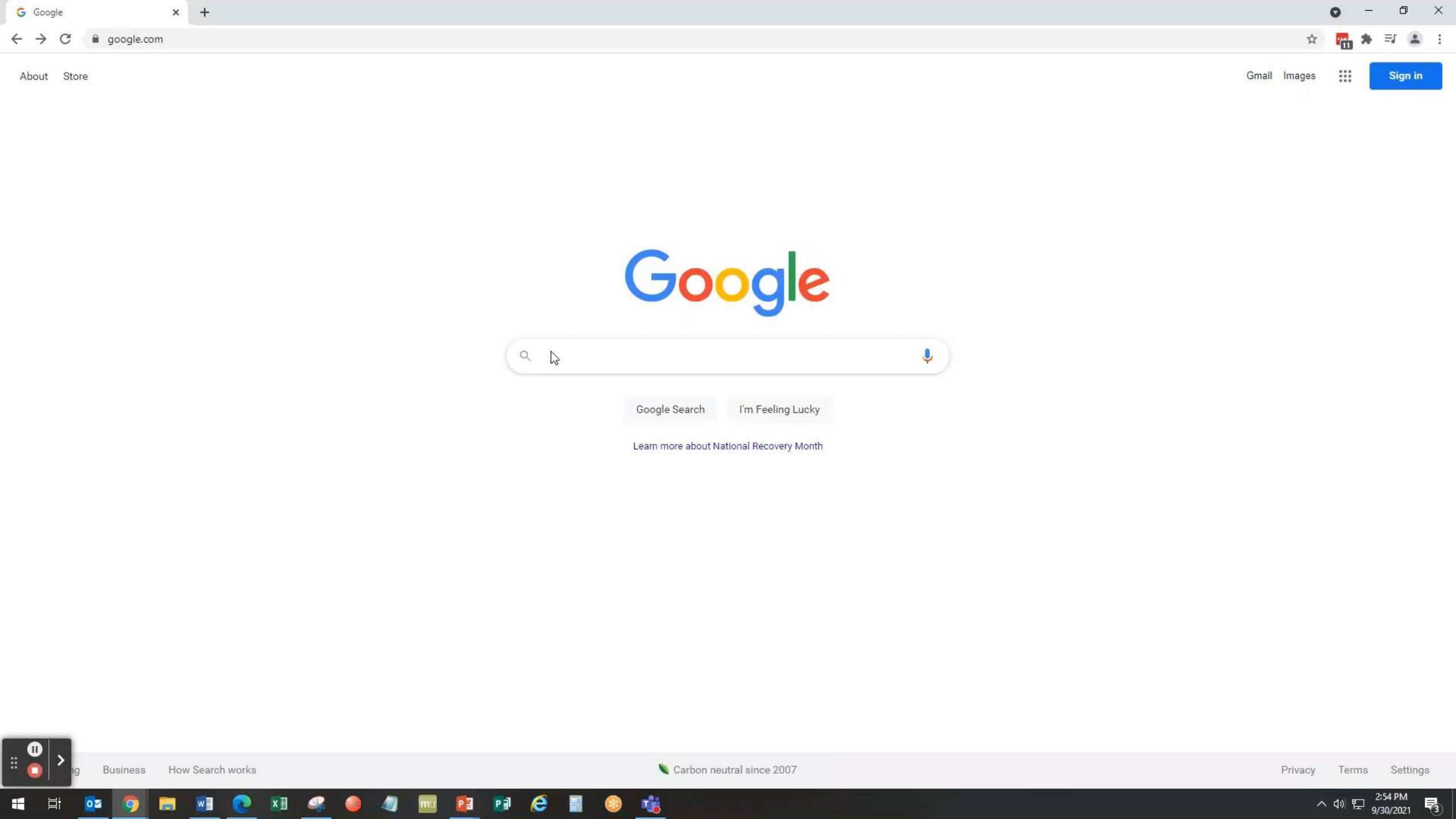
Reuter, M. (2020). [Cartoon satirizing social media misinformation]
Retrieved from <https://www.instagram.com/p/CCrcmdCDXm/>

Are they experts?

Nils Bildt and Randall Akee



The study's authors, Randall Akee of UCLA, Emilia Simeonova of Johns Hopkins, and E. Jane Costello and William Copeland of Duke, suggest that children's well being may improve along with household income. In order to investigate the impact of an increase in household income—while omitting the positive impact that a change in career or education among parents might play—the study took a look at unearned income. Researchers looked at



SIFT: Find Trusted Coverage

- When you care about the claim an article is making and want to know if it is true or false, your best strategy is to find trusted coverage.

<https://www.notion.so/Introducing-SIFT-04db7879dd7a4efaa76bfb2397d11ffd>

SIFT: Find Trusted Coverage

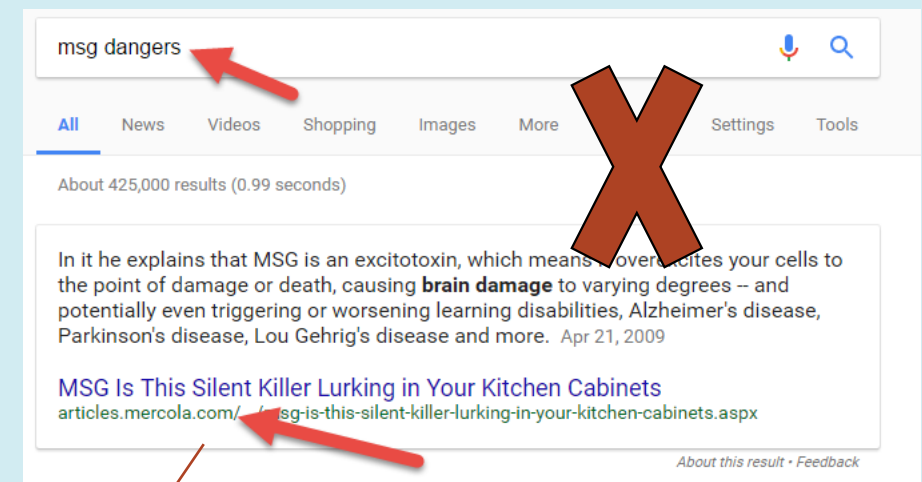
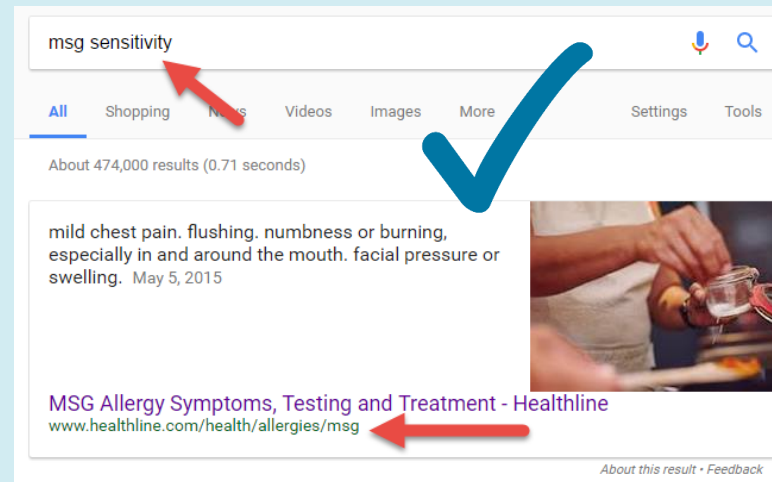
Bias in Algorithms/Search Engines

- Algorithms have bias, just as people do
- Search engine optimization
- Filter bubbles
- Confirmation bias

SIFT: Find Trusted Coverage

Confirmation Bias

Bad answers are sometimes the result of asking questions in ways that tap into the language or concerns of pseudoscience, conspiracy theory, or fringe beliefs.



From a physician warned by FDA to stop making false claims: www.quackwatch.org/11Ind/mercola.html

SIFT: Find Trusted Coverage

Avoid Confirmation Bias in Searches

- Avoid asking questions that imply a certain answer
- Avoid using terms that imply a certain answer
- Avoid culturally loaded terms
- Plan to reformulate
- Scan results for better terms

Fact Checking Claims



John D'oh
@citizenkeene



That's an expensive lunch!



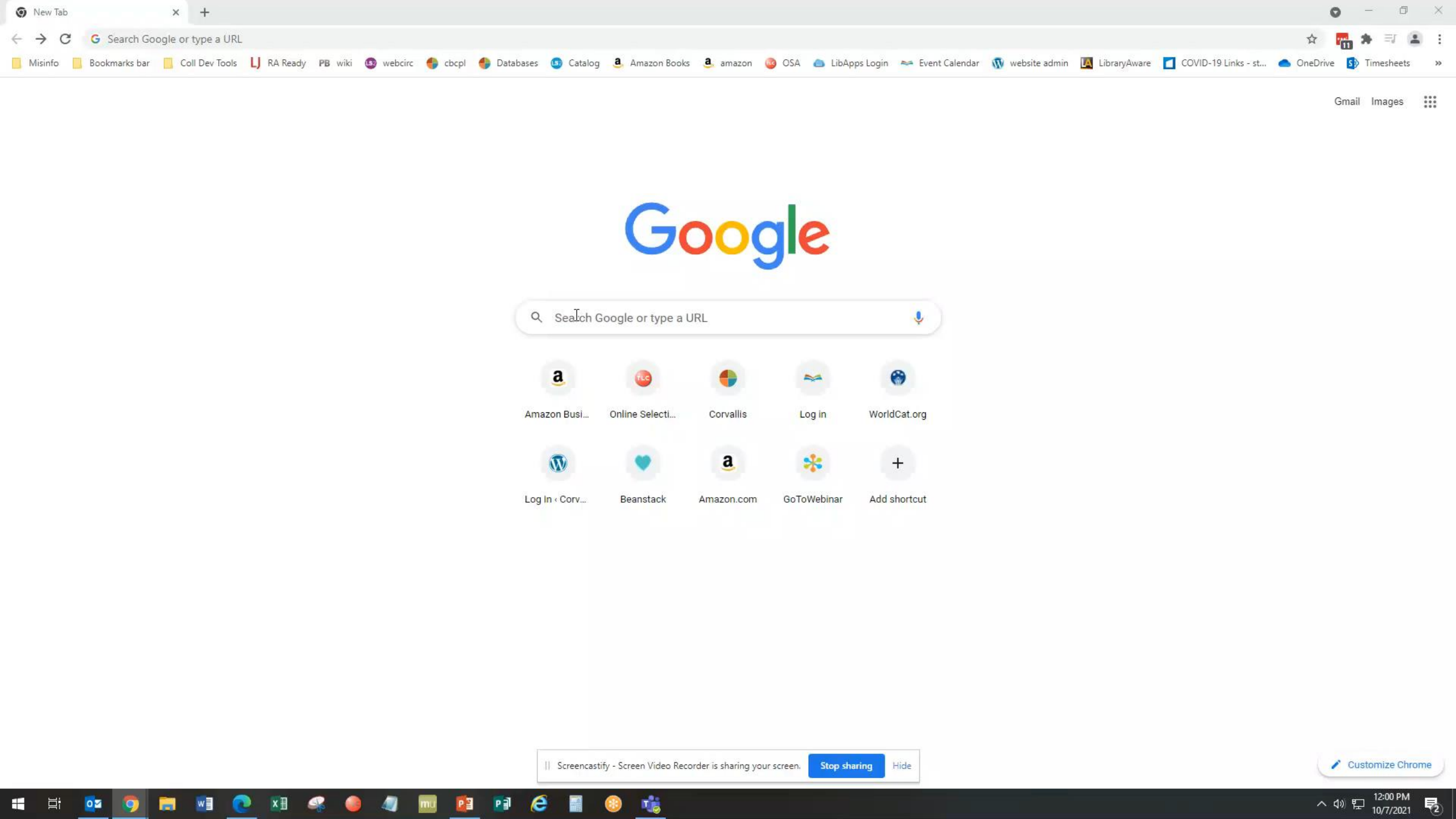
[mandatory.com](#)

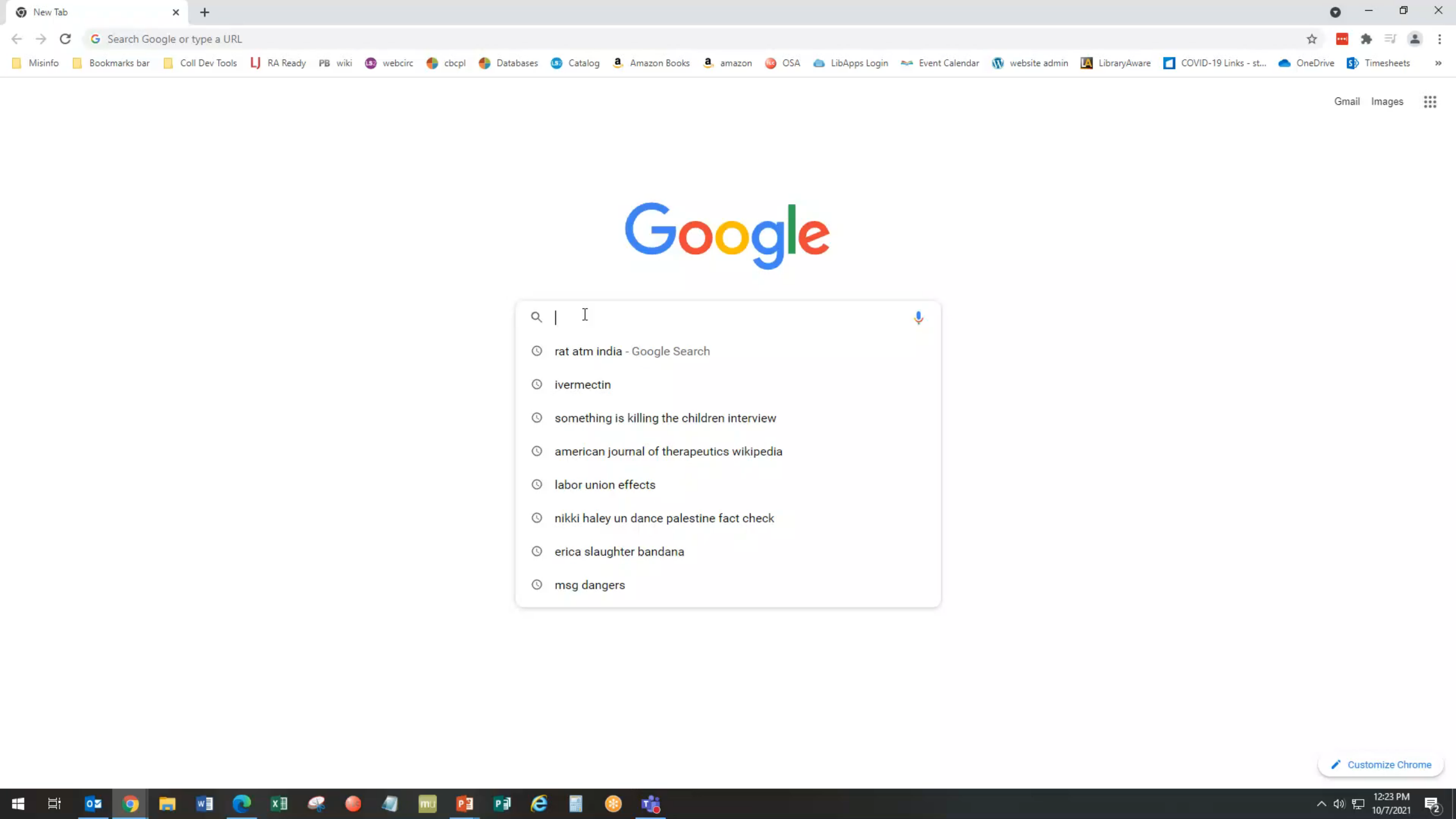
Rat Dies After Gorging On Cash While Stuck In ATM

A rat in India snuck into an ATM and ate money until it died.

2:34 PM · Jul 26, 2019 · Twitter Web App







SIFT: Find Trusted Coverage

Reputable Fact Checking Sites

- The following organizations are generally regarded as reputable fact-checking organizations focused on U.S. national news:
 - [PolitiFact](#)
 - [Factcheck.org](#)
 - [Washington Post Fact Checker](#)
 - [Snopes](#)
 - [Truth be Told](#)
 - [NPR Fact-Check](#)
- Respected specialty sites cover niche areas such as climate or celebrities. Here are a few examples:
 - [Climate Feedback](#)
 - [SciCheck](#)
 - [Quote Investigator](#)
- There are many fact-checking sites outside the U.S. Here is a small sample:
 - [FactsCan](#) (Canada)
 - [The Hound](#) (Mexico)
 - [BBC Reality Check](#) (UK)
 - [Channel 4 Fact Check](#) (UK)
 - [Full Fact](#) (UK)

SIFT: Find Trusted Coverage

Evaluating News Sources

- **“Newspapers of record”**
 - They are rigorous, showing attention to detail and having accountability in their editorial processes.
 - They have a truly national view and attempt to be the best possible record of what happened in the nation (not just a region) on a given day.

SIFT: Find Trusted Coverage

Newspapers of Record

- United States:
 - The New York Times
 - The Wall Street Journal
 - The Los Angeles Times
 - The Washington Post
 - You could add in the Boston Globe, Miami Herald, or Chicago Tribune.
 - Or subtract the LA Times or Washington Post.
- Other English-language newspapers of record:
 - The Times (UK)
 - The Daily Telegraph (UK)
 - The Irish Times (Ireland)
 - The Times of India (India)
 - New Zealand Herald (New Zealand)
 - Sydney Morning Herald (Australia)
 - The Age (Australia)
 - The Globe and Mail (Canada)

SIFT: Find Trusted Coverage

AllSides™ Media Bias Chart™

All ratings are based on online content only — not TV, print, or radio content.
Ratings do not reflect accuracy or credibility; they reflect perspective only.



AllSides Media Bias Ratings™ are based on multi-partisan, scientific analysis.
Visit AllSides.com to view hundreds of media bias ratings.

Version 5.1 | AllSides 2021

SIFT: Find Trusted Coverage

Pobody's Nerfect

The commitment to fact-checking and correcting errors is what's important. We cannot expect journalists to be infallible, especially in the face of breaking news and unknowns.

<https://www.poynter.org/fact-checking/2018/the-funny-the-weird-and-the-serious-33-media-corrections-from-2018/>

SIFT: Find Trusted Coverage

Bogus Local News Sites

- Many fake news sites make themselves appear to be local news sites; e.g., Denton Daily or Livingston Ledger
- They plagiarize legitimate news in order to monetize it. Sometimes they also deliberately promote false claims and/or highly biased info
- These sites are capitalizing on two aspects of our current info environment:
 - the public's trust in local news organizations
 - the likelihood people will not detect bogus but legitimate-sounding sources of local news

bit.ly/buzzfeednews_fakelocalnews

SIFT: Trace

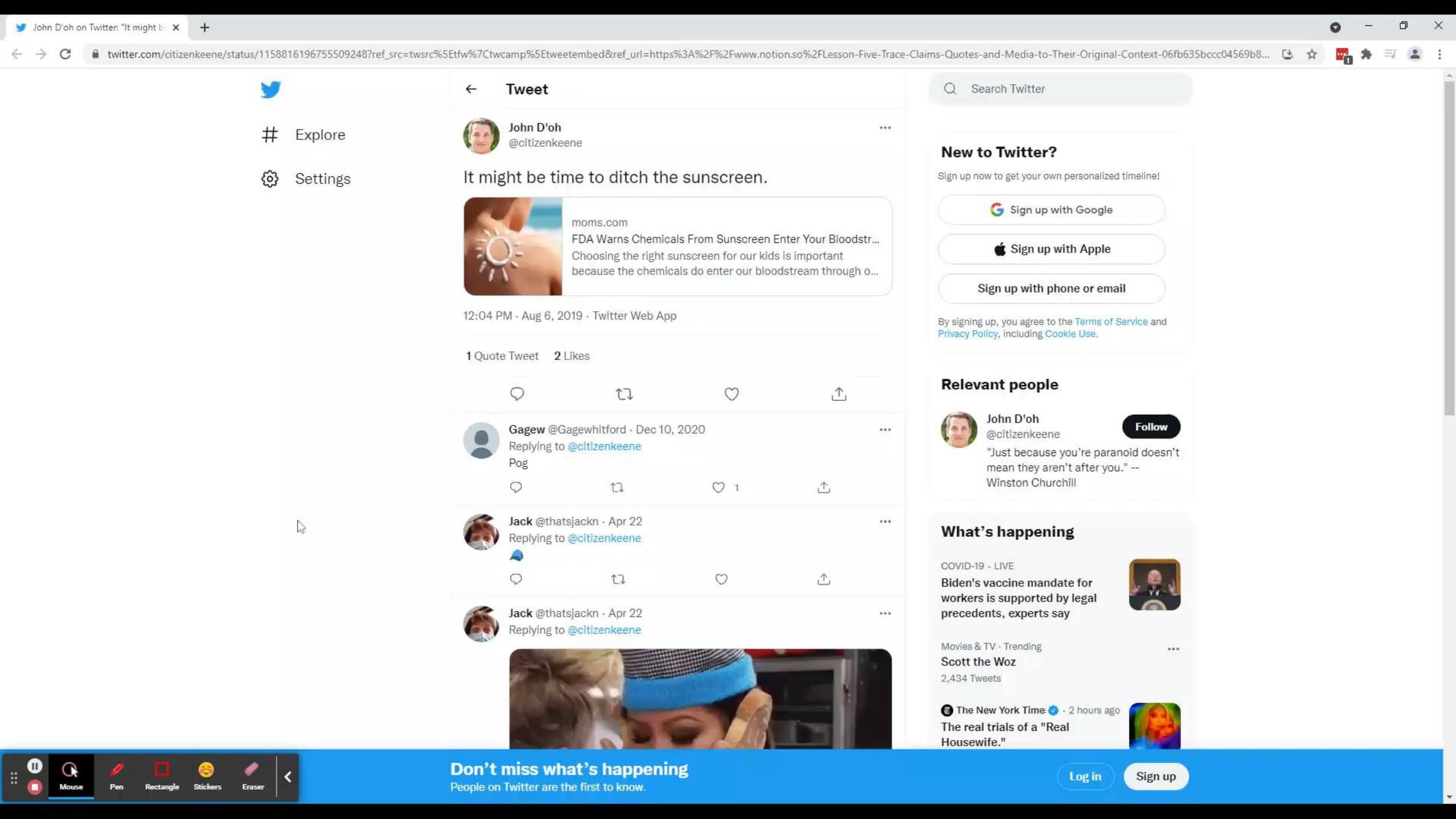
- The web often strips information of its context. In order to understand if something is being accurately portrayed, we must find that context.
- Trace claims, quotes, and media back to the original context.

<https://www.notion.so/Introducing-SIFT-04db7879dd7a4efaa76bfb2397d11ffd>

Should we ditch the sunscreen?

SIFT: Trace





Explore

Settings

Tweet



John D'oh
@citizenkeene

It might be time to ditch the sunscreen.



moms.com
FDA Warns Chemicals From Sunscreen Enter Your Bloodstr...
Choosing the right sunscreen for our kids is important
because the chemicals do enter our bloodstream through o...

12:04 PM · Aug 6, 2019 · Twitter Web App

1 Quote Tweet 2 Likes



Gagew @Gagewhitford · Dec 10, 2020
Replying to @citizenkeene
Pog



1



Jack @thatsjackn · Apr 22
Replying to @citizenkeene



Jack @thatsjackn · Apr 22
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Relevant people



John D'oh
@citizenkeene

Follow

"Just because you're paranoid doesn't
mean they aren't after you." --
Winston Churchill

What's happening

COVID-19 · LIVE

Biden's vaccine mandate for
workers is supported by legal
precedents, experts say



Movies & TV · Trending

Scott the Woz

2,434 Tweets

The New York Time · 2 hours ago

The real trials of a "Real
Housewife."



Don't miss what's happening

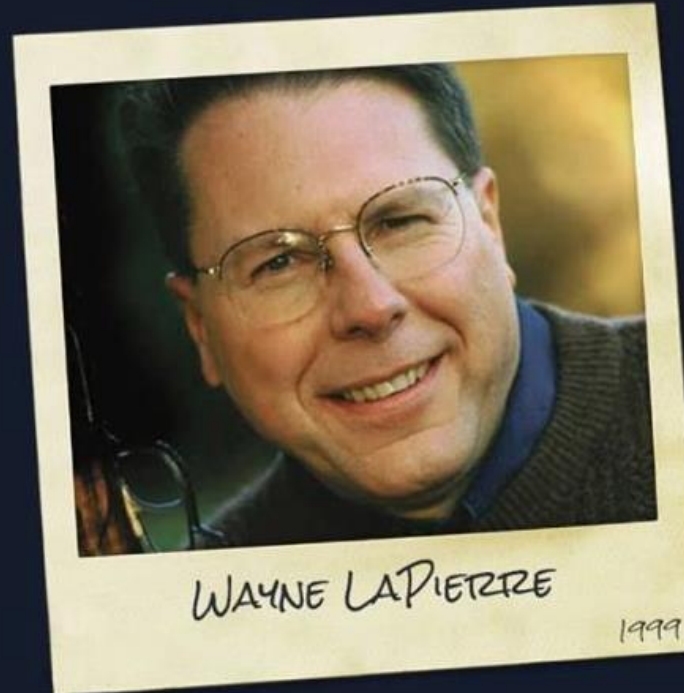
People on Twitter are the first to know.

Log in

Sign up

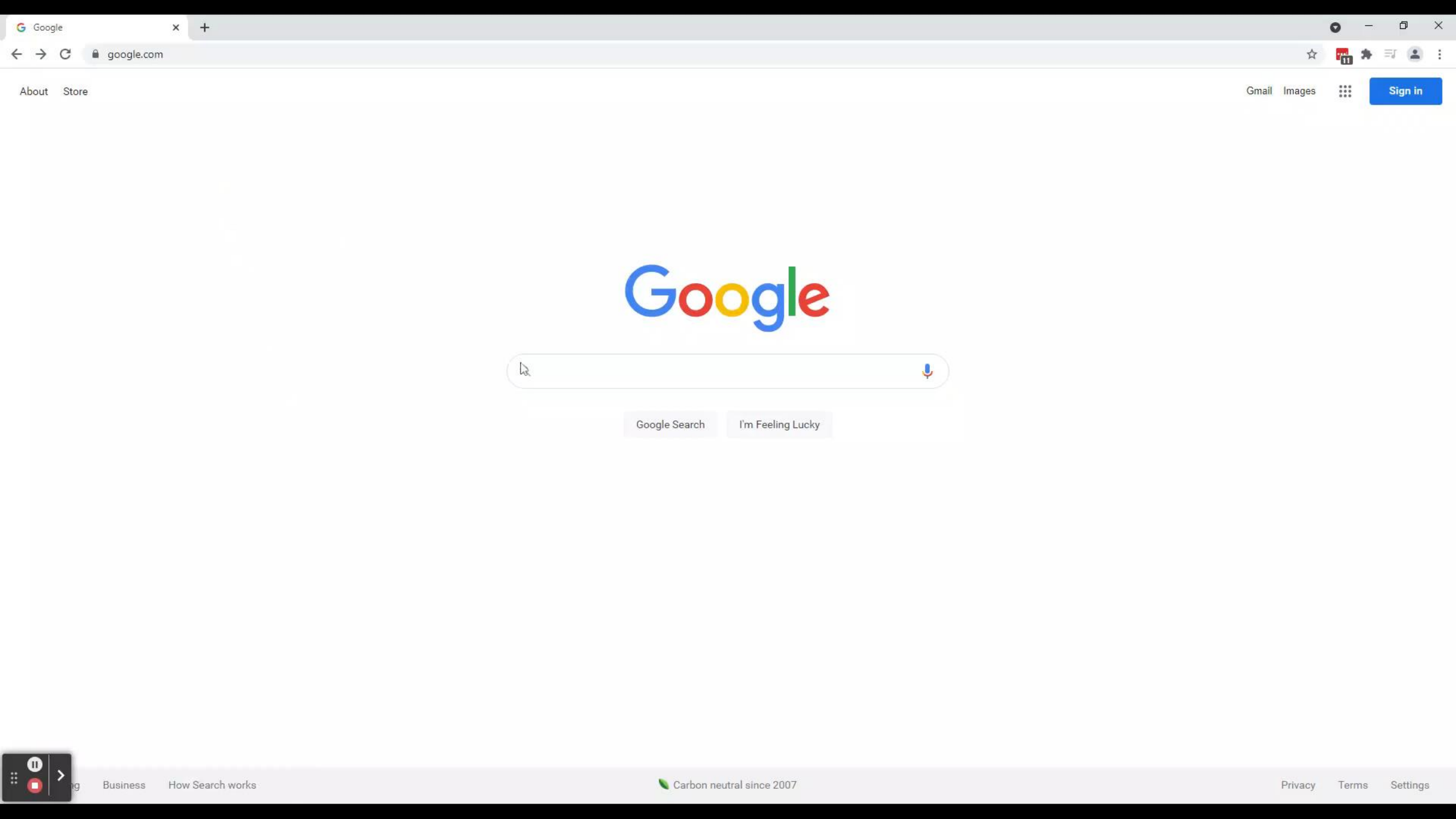
SIFT: Trace

Did this NRA CEO and vice president really say this?



“ We believe in absolutely gun-free, zero-tolerance, totally safe schools. That means **no guns in America's schools.** Period.”





Google

Google Search

I'm Feeling Lucky

Using Reverse Image Search

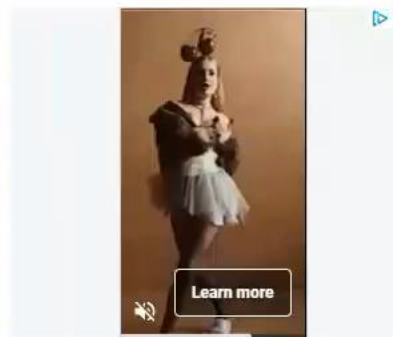




This leggy animal is a South American creature called the 'maned wolf' Credit: Reddit



And this bizarre colour split is the result of a toxic waste spill in Hungary Credit: Imgur



MORE FROM THE SUN

EXCLUSIVE **PREM'S MOST WANTED** Premier League star arrested in bar and led out in cuffs i...

BABY BUBBLE Stacey Solomon's baby name update as she says she still hasn't changed...

WATER JOKE Gran threatens to SUE waterpark after breaking legs on slide after...

A JOKE I'm a single mom of twins – people don't get my joke that I have a...



This leggy animal is a South American creature called the 'maned wolf' Credit: Reddit



And this bizarre colour split is the result of a toxic waste spill in Hungary Credit: Imgur



Ad removed. [Details](#)

MORE FROM THE SUN

**EXCLUSIVE**

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Premier League star arrested in bar and led out in cuffs i...



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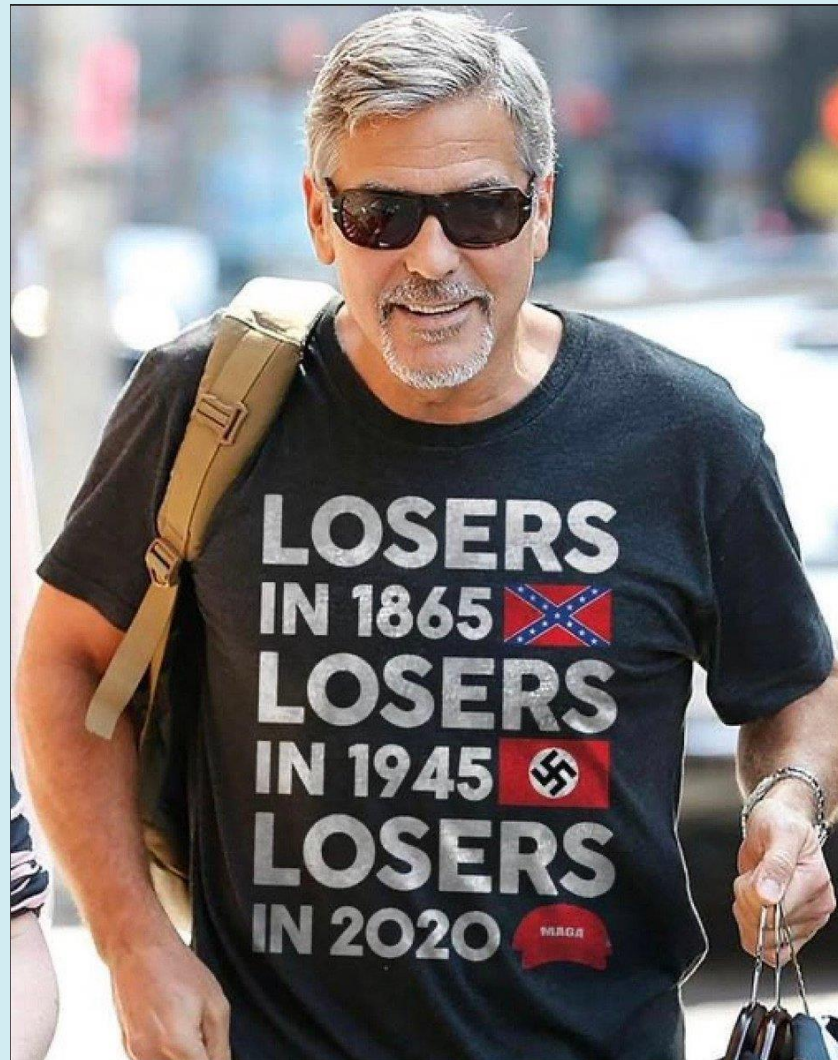


WATER JOKE
Gran threatens to SUE waterpark after breaking legs on slide after...



A JOKE I'm a single mom of twins – people don't get my joke that I have a...

Using Reverse Image Search



<https://twitter.com/colmorrisdavis/status/1440446172880015363>

- Explore
- Settings

Thread

 **Moe Davis** 
@ColMorrisDavis

I know that it's extraordinarily confusing, but I'm on the left and George Clooney is on the right. To repeat: me left, Clooney right. On behalf of both of us, sincere apologies for the confusion.



3:41 PM · Sep 21, 2021 · Twitter for iPhone

316 Retweets 22 Quote Tweets 3,423 Likes

 **Moe Davis**  @ColMorrisDavis · Sep 21
Replying to @ColMorrisDavis
The shirts is available on [@amazon](#) for \$13.



8 14 115

 **Precious**  @MustangPrecious · Sep 21
Replying to @ColMorrisDavis

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Relevant people

 **Moe Davis** 
@ColMorrisDavis 

Former Dem congressional candidate (NC 11); Retired USAF Colonel and US Dept of Labor judge; Former Guantanamo Chief Prosecutor (resigned over torture program)

What's happening

- World news · Last night
Twitter account in name of Kabul University chancellor was false, fact-checkers say
-  Bloomberg Opinion  · Yesterday
Global heating is killing America's farm workers
-  Los Angeles Times  · This morning
Oil spill puts the spotlight on the

Images and Videos Out of Context

SIFT: Trace



Search: 2017 march for
democracy iran video fact
check

<https://www.snopes.com/news/2018/01/03/false-iranian-protest-videos-surface-online/>



Search: 2016 democratic
primary voter fraud video
fact check

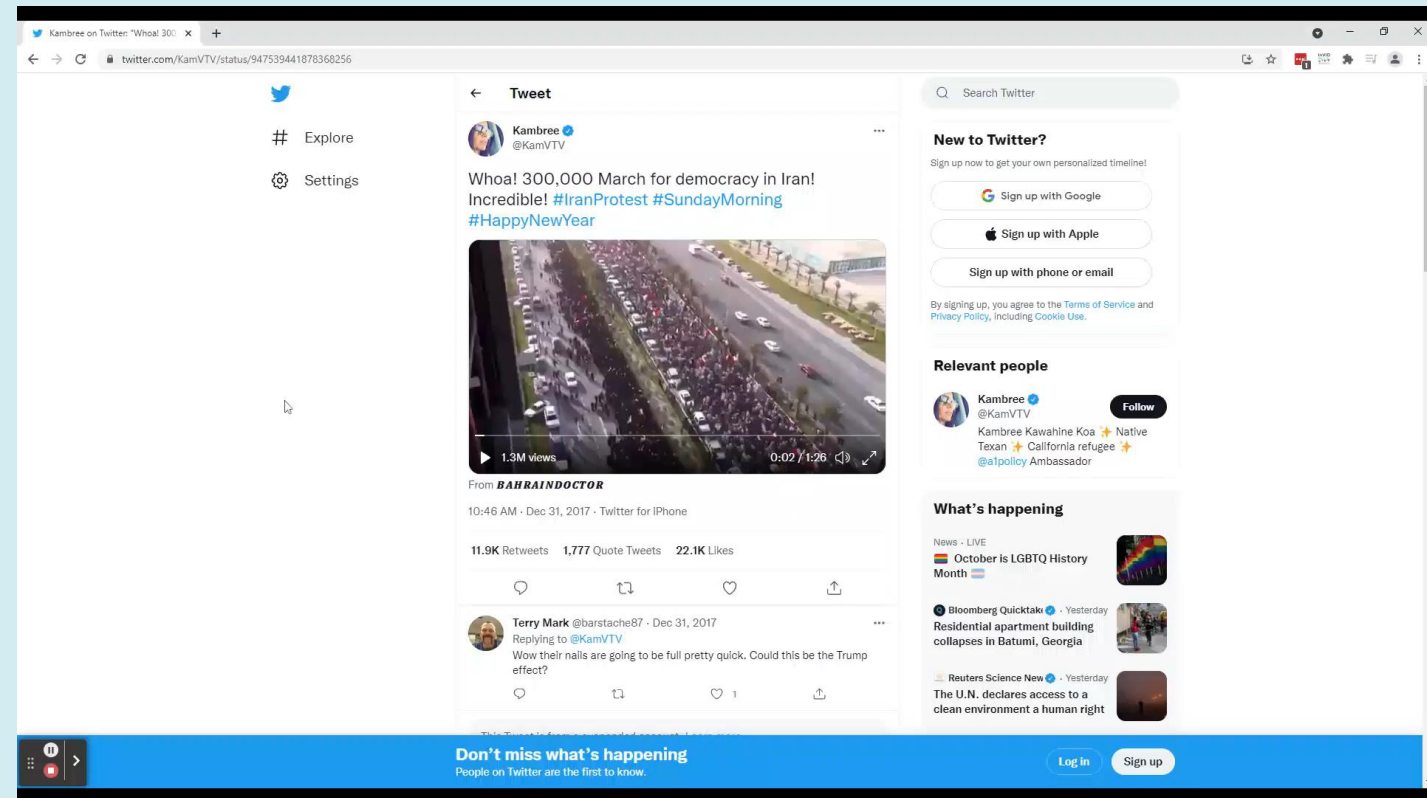
<https://www.snopes.com/fact-check/voter-fraud-in-2016-primary/>

Images and Videos Out of Context

More advanced video sleuthing: InVID verification plugin for Chrome and Firefox: <https://www.invid-project.eu/tools-and-services/invid-verification-plugin/>

For YouTube videos:
<https://citizenevidence.amnestyusa.org/>

SIFT: Trace

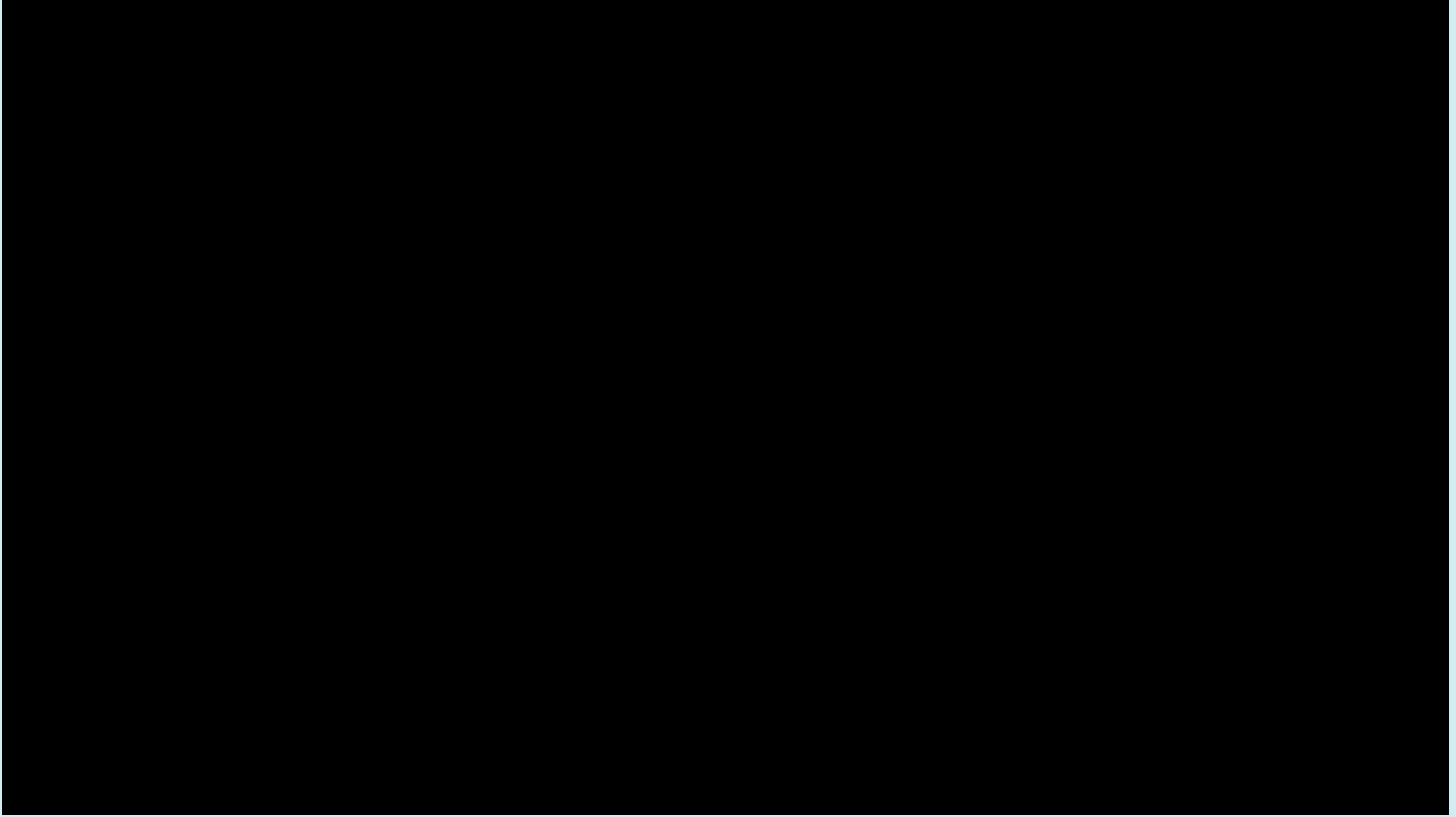


Is this photo staged?



<https://www.rumorguard.org/post/image-taken-out-of-context-to-make-false-claims-about-war-bbc>

Deep Fakes



<https://www.buzzfeed.com/craigsilverman/obama-jordan-peelee-deepfake-video-debunk-buzzfeed>

Recontextualizing

- All of the moves (SIFT) are about getting the necessary context to read, view, or listen effectively. And doing that *first*.
- The moves reestablish the context the web strips away, allowing for more fruitful engagement with all digital information.

<https://www.notion.so/Introducing-SIFT-04db7879dd7a4efaa76bfb2397d11ffd>

Summary of Strategies

- Intentionally read sources across the political spectrum
- Consult multiple sources
- Check facts and/or quotes
- Critically evaluate sources – read laterally
- Recognize your own and others' biases
- Don't make yourself an easy target: avoid filter bubbles
- If you have any doubts, *don't share it*

<https://sites.google.com/umich.edu/library-fake-news>



Thank you for your time! Questions?
Bonnie.Brzozowski@corvallisoregon.gov