

Pushing Back on Misinformation: The Role of the Library



RAILS
November 18, 2024
Laura Saunders



Simmons
UNIVERSITY
School of Library and
Information Science



Agenda

- Background
- Challenges
- Overview of approaches
 - Tech-based
 - Human-based
 - Pedagogical
- Evidence-based instructional approaches
 - Lateral Reading
 - SIFT
- Basics of instructional design



Learning Outcomes

- Discuss the broad landscape of mis/disinformation and the main approaches to combatting mis/disinformation
- Examine research-based information, news, and media literacy approaches to develop skills to identify mis/disinformation such as SIFT and lateral reading
- Discuss the basics of designing instruction for information/news/media literacy programming
- Briefly explore how to manage discussions in a polarized environment

Challenges Posed by Mis/Disinformation

- Persistence of mis/dis in memory
- Increased polarization/partisanship
- Quality of life
- Disproportionate impacts
- Declining trust
- Lack of consensus
 - Facts
 - Truth (post-truth, “emotional” truth)

Additional Complications

- AI
- Cognitive biases
 - Confirmation
 - Continued influence
 - 3rd party

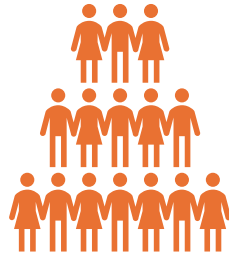
Disinformation is not just misleading, it is dangerous and potentially deadly

– UN chief

Three Broad Approaches to Combat Mis/Dis



Tech-based



Human-based



Pedagogical



Tech-Based

- Approaches
 - Flagging/Content labeling
 - De-incentivizing
- Advantages
 - Scalable
 - Some evidence of effectiveness
- Challenges
 - Algorithmic bias
 - Lack of transparency
 - Who does/should regulate?
 - Industry v. government

Human-based: Debunking/Fact-checking

- Some effectiveness
- Challenges
 - Scope
 - Reach
 - Bias

Pedagogy: Information/News/Media Literacy

- Sets of competencies
- Lateral reading/ SIFT
- Effective
 - Research is mostly in Western, urban, educated environments
 - Not longitudinal
- Hard to scale, esp. outside of school

Lateral Reading



Search Facebook



Laura Lidano Saunders



Friends



Memories



Saved



Groups



Video



Marketplace



Feeds



Events



Ads Manager



Meta Quest



See more



40m Like Reply 🥳



Write a comment...



News Around US

Sponsored · 🌐



Beloved Hollywood Superstar lost her life in a villa fire last night 😭 We will all miss her 😭 What a loss...



Google

Q villa fire hollywood



Q villa fire hollywood - Google Search

Q villa fire ho

Q villa fire hollywood superstar

Q villa for house

Q lake villa house fire

Q villa hills house fire

Q villa park house fire

Q villa hills house fire today



mons Int...

Add shortcut

villa fire hollywood superstar



 FOX 10 Phoenix 

Nightly Roundup: Multi-million dollar home destroyed in fire; 'Seinfeld' actor dead at 71

Tonight's top stories include the report of a multi-million dollar home in Paradise Valley being destroyed in a fire; an actor known for his...

Jan 13, 2024



 The Hollywood Reporter 

Cara Delevingne's L.A. Home Destroyed in Massive Fire in Middle of the Night: "My Heart is Broken"

The supermodel-turned-actress, who was in London performing in 'Cabaret,' confirmed the blaze on Instagram: "Life can change in a blink of..."

Mar 15, 2024



 WBTV 

Model and actor Cara Delevingne's Los Angeles home is destroyed in fire

LOS ANGELES (AP) – The...

Mar 15, 2024





Search Facebook



Laura Lidano Saunders



Friends



Memories



Saved



Groups



Video



Marketplace



Feeds



Events



Ads Manager



Meta Quest



See more



Oh wow! A birthday on the Forme? (this is gonna run the tour)

41m Like Reply 🤔



Write a comment...



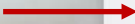
News Around US

Sponsored · 🌐

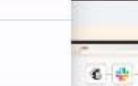
Beloved Hollywood Superstar lost her life in a villa fire last night 😭 We will all miss her 😭 What a loss...



- Open link in new tab
- Open link in new window
- Open link in incognito window
- Create QR Code for this image
- Save link as...
- Copy link address
- Open image in new tab
- Save image as...
- Copy image
- Copy image address
- Search image with Google
- Adobe Acrobat: PDF edit, convert, sign tools >
- Inspect



Sponsored



ation is fo
g busines
asier with

d requ

Sc

acts

David

Jim C

Mary

Karen

Nancy

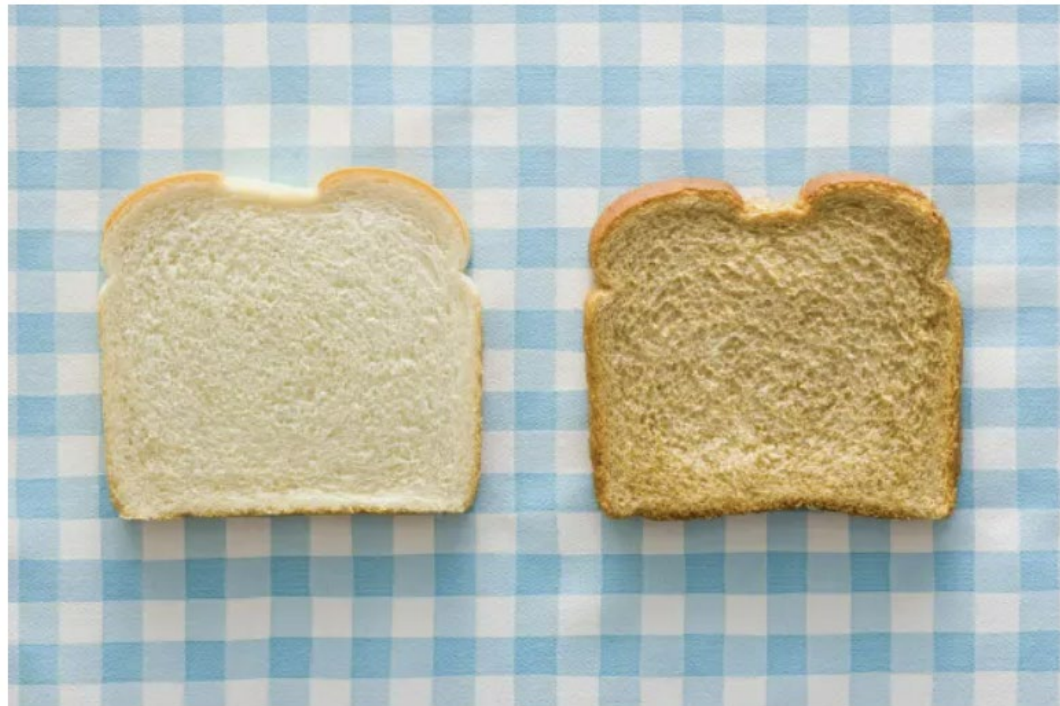
S.I.F.T. Method

Developed by Michael Caulfield



S.I.F.T.

- **S**top
- **I**nvestigate the source
- **F**ind better coverage
- **T**race claims back



Living > Health old

IT'S BROWN BREAD Sliced white bread is 'JUST as healthy as brown, shock findings reveal

S

Stop!

SI

Stop!

Investigate the source

Media Bias / Fact Check

Go Ad-Free

- Home
- Bias Cat. ▾
- Genres (NEW)
- Transparency ▾
- News ▾
- Search ▾
- Countries ▾
- Politician/Journalists ▾
- Educators ▾
- Maps ▾
- MORE ▾

MBFC NEWS

JULY 17, 2024 | MBFC'S DAILY VETTED FACT CHECKS FOR 07/17/2024

SEARCH ...

HOME THE SUN UK – BIAS AND CREDIBILITY

QUICK LINKS

The Sun UK – Bias and Credibility

[Ad-Free Login](#)

[Ad-Free Sign up](#)



Factual Reporting
Very High
High
Mostly Factual
MIXED
Low
Very Low



The Sun (United Kingdom)

[Article](#) [Talk](#)

The Sun is a British [tabloid newspaper](#), published by the [News Group Newspapers](#) division of [News UK](#), itself a wholly owned subsidiary of [Lachlan Murdoch's News Corp.](#)^{[11][12]} It was founded as a [broadsheet](#) in 1964 as a successor to the *[Daily Herald](#)*, and became a tabloid in 1969 after it was purchased by its current owner.^[13] *The Sun* had the [largest daily newspaper circulation in the United Kingdom](#),^[11] but was overtaken by [freesheet](#) rival *[Metro](#)* in March 2018.^[14]

The Sun has been involved in many controversies in its history, among the most notable being [their coverage](#) of the 1989 [Hillsborough disaster](#). Regional editions of the

SIF

Stop!

Investigate the source

Find better coverage

New! Sign up for our free **email newsletter**.



Health ▾

Tech ▾

Enviro ▾

Society ▾

Quirky ▾

Search



Science News

from research organizations



Print



Email



Share

Is white or whole wheat bread 'healthier?' Depends on the person

Date: June 6, 2017

Source: Cell Press

Summary: Despite many studies looking at which bread is the healthiest, it is still not clear what effect bread and differences among bread types have on clinically relevant parameters and on the microbiome. Researchers report the results of a comprehensive, randomized trial in 20 healthy subjects comparing differences in how processed white bread and artisanal whole wheat sourdough affect the body.

Breaking

this hour

- > [New Gene Therapy for Muscular Dystrophy](#)
- > [Soft, Stretchy 'Jelly Batteries'](#)
- > [Forests Endure as Carbon Sink Despite Pressures](#)
- > [Extremely Fast, Compact Computer Memory](#)
- > [How Psilocybin Generates Psychedelic Experience](#)
- > [New Type of Memory Loss in Older Adults](#)
- > [Cut Marks On Fossils in Prehistoric Argentina](#)

SIFT

Stop!

Investigate the source

Find better coverage

Trace the claims, quotes, and media back to the original context

CLINICAL AND TRANSLATIONAL REPORT | VOLUME 25, ISSUE 6, P1243-1253.E5, JUNE 06, 2017

[Download Full Issue](#)

PDF Figures Save Share Reprints Request

Bread Affects Clinical Parameters and Induces Gut Microbiome-Associated Personal Glycemic Responses

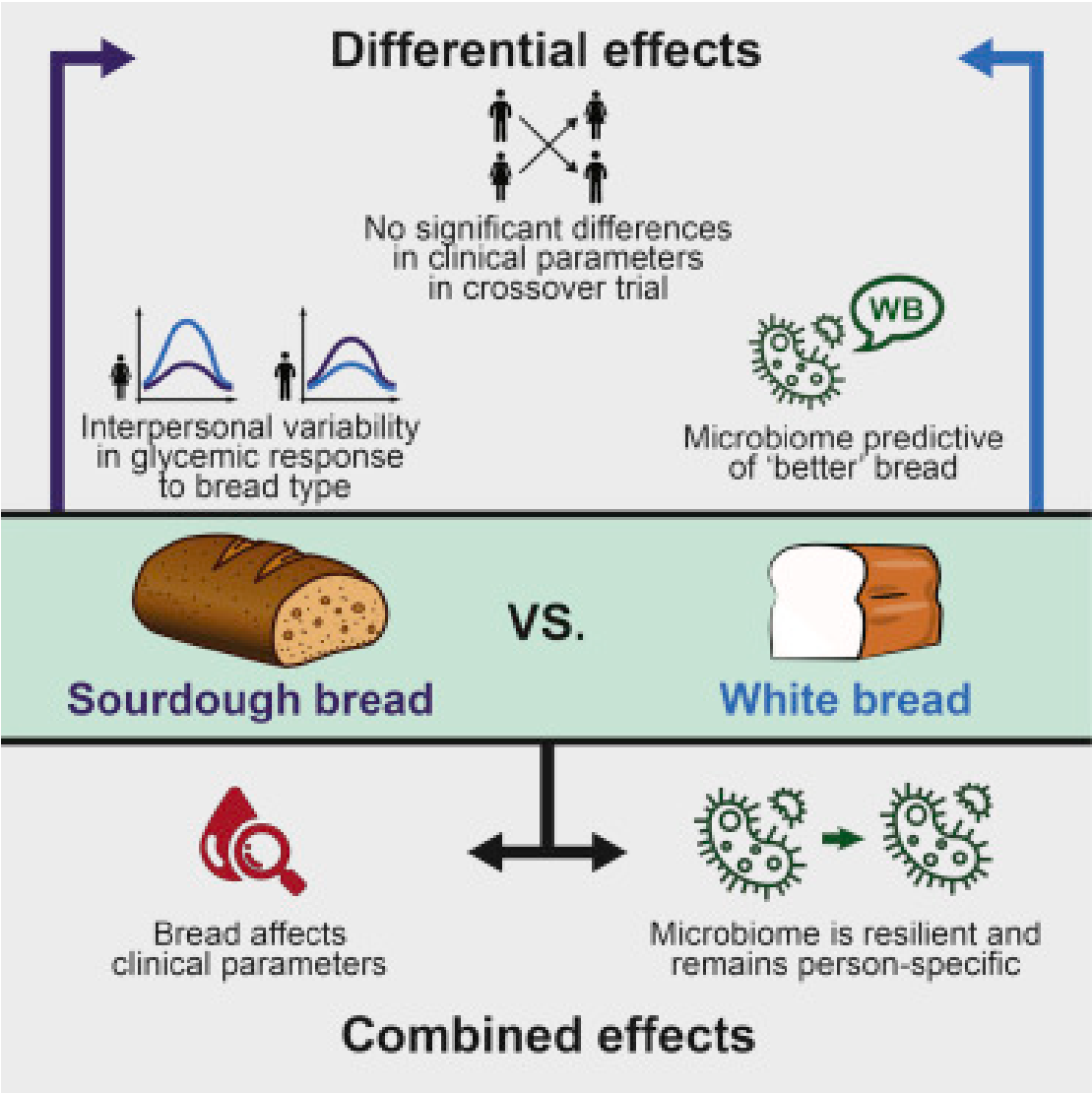
Tal Korem ⁷ • David Zeevi ⁷ • Niv Zmora • ... Avraham A. Levy ⁸ • Eran Elinav ⁸

Eran Segal ⁸ • [Show all authors](#) • [Show footnotes](#)

[Open Archive](#) • DOI: <https://doi.org/10.1016/j.cmet.2017.05.002> • [Check for updates](#)



PlumX Metrics





Additional Information

- 1 week trial
- 20 people
- Conflict of interest statement



One More Step!

Check Your Emotions



Remember



FOCUS ON THE
CRITICAL



VERIFY THROUGH
LATERAL READING



FOCUS ON SOURCES
YOU TRUST

Designing Support



Planning

- Who is your audience?
- How can you best reach them?
- What do they *want* to learn?
- What do they *care about*?
- What expertise do you have available?
- Who can you partner with?




Identify Focus or Priority Area(s)

- Current events
- AI/Social Media/Online security
- Larger political/news topics (climate change, reproductive health, etc.)
- Civics topics (government agencies/branches, the legislative process, etc.)



Identify Learning Outcomes

- What should participants know, understand, or be able to do by the end of the session? For example:
- Apply the SIFT Method
- Identify two fact-checking outlets
- Conduct a reverse image search



Consider Approaches

- Lectures/ Demonstrations
- Hands-on practice/ Activities
 - What materials/devices are needed?




Engage Partners

- News outlets
- ACLU
- Community organizations
- Think tanks, policy organizations, research organizations
- Local schools/colleges

Role of Libraries

- Trusted organizations
- 3 Areas of Access
 - **Physical**
 - Democratization of information
 - **Intellectual**
 - Instructional outlets
 - Especially outside of formal school/ for adults
 - **Social**
 - Facilitating conversations and community
 - Social cohesion



But... What About...Those People?

- Think of a continuum (or quadrant) not a binary
- On a scale of 1 to 10, focus on the 3 to 7s
- Assume good faith... at least to start with
- Frame the discussion (doesn't help to tell people they are wrong)
- Set boundaries
- Support each other



Questions?

laura.saunders@simmons.edu

References

- Caulfield, M. (June 19, 2019). *The four moves (SIFT)*.
<https://hapgood.us/2019/06/19/sift-the-four-moves/>
- Caulfield, M. & Wineburg, S. (2023). *Verified: How to Think Straight, Get Duped Less, and Make Better Decisions About What to Believe Online*. University of Chicago Press.
- U.N. News. (July 12, 2022). “Reliable information ‘a matter of life and death’ UN Chief tells security council.”
<https://news.un.org/en/story/2022/07/1122362>
- Wineburg, S. & McGrew, S. (October 16, 2017). Lateral Reading: Reading Less and Learning More When Evaluating Digital Information (October 6, 2017). Stanford History Education Group Working Paper No. 2017-A1 , Available at SSRN: <https://ssrn.com/abstract=3048994> or <http://dx.doi.org/10.2139/ssrn.3048994>