

Real or Fake? Helping York University Spot Fake News

WILU Conference
June 7, 2018

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York University Libraries

Agenda

- Introduction
- Fake News LibGuide
- Book Displays
- Social Media Campaign
- Panel Discussion
- Workshop
- Questions



Introduction

The Fifth Horseman?

Ancient History, Latest & Threatening Reincarnation.

Higher education foundations.

Canadian Universities & their Libraries.

YUL efforts, both virtual & face to face.

Future events planned.

Fake News LibGuide

Fake News LibGuide



[Libraries](#) / [LibGuides](#) / [Fake News](#) / [What is Fake News?](#)

Fake News: What is Fake News?

[What is Fake News?](#)[Fact Checking](#)[News Sources](#)[Social Media](#)[Graphs & Statistics](#)[Photos](#)[Resources](#)[Test Yourself!](#)

[Version française de ce guide](#)

Fake News

[What is Fake News?](#)[Video: How False News Can Spread](#)

FAKE NEWS

Fake news are information sources that purposely fabricate content or alter news reports to deceive others for profit, political gain or just for fun.

Fake news can take on many forms including fake or misleading websites, using sensational or tempting headlines to get individuals to click on a link, and circulating unreliable information often through likes and shares on social media.

What makes news fake?

- The claims cannot be verified by tracking the sources

How to Spot Fake News

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.

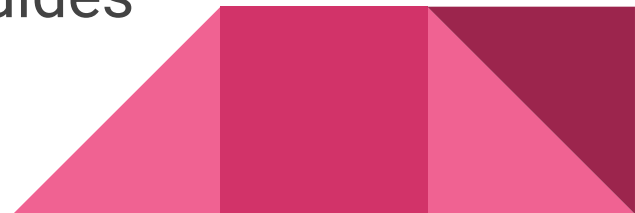




<http://bit.ly/fakenewslibguide>

Fake News LibGuide

- Outline & Content
 - Target audience
 - Learning outcomes
 - ACRL Threshold Concepts
 - Authority is constructed and contextual
 - Information has value
 - Environmental scan of existing libguides
 - Structure



Fake News LibGuide

- Design
 - Simple and organized
 - Easy to read and navigate
 - Visually appealing
 - Interactive component



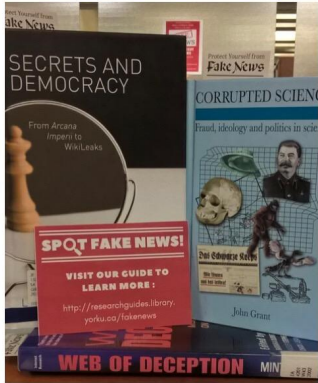
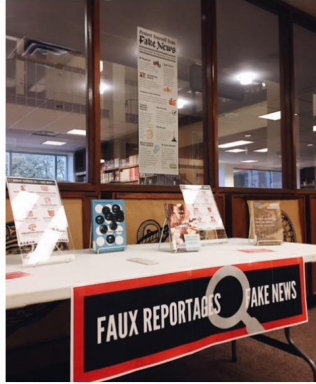
Comment from the York Community

March 5, 2018 at 7:54 am

I am so glad this resource is now available. If not done automatically, I will be posting a link to the Fake News Libguide on my Moodle course site. Thank you!

Book Displays

Book Displays: An Overview



- Held during Media Literacy Week: Nov 6-10 2017
 - Goal of animating our collection and engaging students
- Pan-library initiative:
 - Goal of maximizing impact/reach
 - Coordinated simultaneously across different libraries
 - Large staff involvement
 - Tailored to individual library contexts/audiences
 - Scope to showcase wide-ranging content/collections
- Multi-faceted displays
 - Books
 - Posters and bookmarks (IFLA, ALA)
 - Flyers highlighting URL and content of our Fake News LibGuide

Book Displays: Dimensions & Themes



Wide spectrum of themes, e.g.:

Media literacy | Journalistic ethics | Citizen journalism | Donald Trump | Fact-checking | Social media and fake news | Media bias | Post-truth era | Predatory publishing | Pseudo Science | History of fake news | Filter bubbles |


Enhanced accessibility of book content via:

- Placement of book review excerpts as orange flyers in many books



Book Displays: Gauging Success

Books Checked out at Scott Library During Media Literacy Week 2017

- Global media literacy in a digital age : teaching beyond borders
 - Media literacy and the emerging citizen : youth, engagement and participation in digital culture
 - News, public affairs, and the public sphere in a digital nation : rise of the audience
 - Econospinning : how to read between the lines when the media manipulate the numbers
 - Newsonomics : twelve new trends that will shape the news you get
 - Rethinking journalism : trust and participation in a transformed news landscape
 - Speaking personally : the rise of subjective and confessional journalism
 - Confronting the challenges of participatory culture : media education for the 21st century
 - Trump and a post-truth world
 - Inventing reality : the politics of news media
 - Fake news in real context
 - Media literacies : a critical introduction
 - Doing news framing analysis : empirical and theoretical perspectives
- 

Social Media Campaign

Social Media Campaign

- Media Literacy Week (November 6-10, 2017)
- Social media campaign based on [IFLA's "How to Spot Fake News" infographic](#)
- Used clear and concise messaging
- Translated messaging into French
- YUL social media accounts were invited to share the slides
- One tweet/tip per day
- Tagged other York U Twitter accounts
- Images included in rotation on LCD screens across the library branches



Twitter Messages

 **YorkU Scott Library** @ScottLibrary · 7 Nov 2017

Tip #2: Check the author by doing a quick search! Does he/she have the credentials & knowledge to speak about the topic? #YorkU #medialitwk



HOW TO SPOT FAKE NEWS

✍️ **CHECK THE AUTHOR**

Do a quick search to determine:

- Is the author credible?
- Is he/she real?

Fake News Unmasked
#MediaLitWk
With thanks to IFLA.org

York's REDzone, SCLD, YorkU LA&PS Faculty and 7 others

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 **Frost Library** @FrostLibrary · 6 Nov 2017

Conseil # 1 pour repérer les Faux Reportages! Visitez-nous ici @FrostLibrary pour en savoir plus!
#SemEduMedias

🌐 Translate Tweet



REPÉRER LES FAUX REPORTAGES

✓ **VÉRIFIER LES FAITS**

Employez ces sites web pour vérifier les faits :

- [Liberation.fr/desintox](https://liberation.fr/desintox)
- [Lemonde.fr/verification](https://lemonde.fr/verification)
- [Crosscheck.firstdraftnews.com](https://crosscheck.firstdraftnews.com)

Faux reportages démasqués
#SemEduMedias

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HOW TO SPOT FAKE NEWS



EXAMINE THE SOURCE

Investigate the website, its mission
and its contact information

Library LCD Screens

York University Libraries
MEDIA LITERACY WEEK
NOV. 6 - 10, 2017

FAKE NEWS

HOW TO FIGHT FAKE NEWS
IN A POST-TRUTH WORLD

Consult our librarian-curated guide to help you spot fake news
<http://researchguides.library.yorku.ca/fakenews>

HOW TO SPOT FAKE NEWS

- CONSIDER THE SOURCE**
Click away from the story to investigate the site, its mission and its contact info.
- READ BEYOND**
Headlines can be outrageous in an effort to get clicks. What's the whole story?
- CHECK THE AUTHOR**
Do a quick search on the author. Are they credible? Are they real?
- SUPPORTING SOURCES?**
Click on those links. Determine if the info given actually supports the story.
- CHECK THE DATE**
Reporting old news stories doesn't mean they're relevant to current events.
- IS IT A JOKE?**
If it is too outlandish, it might be satire. Research the site and author to be sure.
- CHECK YOUR BIASES**
Consider if your own beliefs could affect your judgement.
- ASK THE EXPERTS**
Ask a librarian, or consult a fact-checking site.

VISIT OUR FAKE NEWS GUIDE

<http://researchguides.library.yorku.ca/fakenews>

Fake News Unmasked
#MediaLitWk

Social Media: Book Displays



YorkU Bronfman @Bronfmanlibrary · 9 Nov 2017

Get media savvy this week with our pop-up display on fake news! #YorkU #Schulich #MediaLitWk #mlw17



steaciellibrary

steaciellibrary Borrow a book from our #FakeNews display (near the Reference Desk) to read this Media Literacy Week. Here's a sneak peek. #medialitwk #YorkU #fakescience #medialiteracy #medialiteracyweek



11 likes
NOVEMBER 8, 2017

Add a comment...

From the York U Community



Instagram

Search

Sign Up

Log In



Scott Library is always so cute and caring. Love their promotion ideas.
 #howtospotfakenews #fakenews #library
 #libraries #librarytime



27 likes

2 DAYS AGO

Log in to like or comment.



Panel Discussion

Finding Truth in a Fake News World



February 13, 2018

12 pm - 2 pm

Scott Library Collaboratory

Panelists:

Kate Allen, Science & Technology Reporter

Gail Cohen, Osgoode Hall Journalist in Residence

John Dupuis, Science Librarian

Fred Fletcher, University Professor Emeritus

Join us February 13th, 2018, 12-2pm
Scott Library Collaboratory

Finding Truth in a Fake News World

PANELISTS



Kate Allen

Toronto Star Science & Technology Journalist
TOPIC: The journalistic process



Gail Cohen

Osgoode Hall Law School Journalist in Residence
TOPIC: Fake news, journalistic integrity, & trials by media



John Dupuis

York University Science & Engineering Librarian
TOPIC: Predatory journals as academic parasites



Fred Fletcher

University Professor Emeritus
TOPIC: "Fake News" - What it is and why it matters



Media Literacy Workshop

Why Create a Workshop?

Fake news is not always easy to spot

- Degrees of “truthiness”

Encourage deeper thinking about information from news sources

- Types of information
- Media bias
- Active learning

An opportunity to focus on these ACRL Information Literacy Framework for Higher Education concepts

- Authority is constructed and contextual
- Information creation as a process
- Information has value

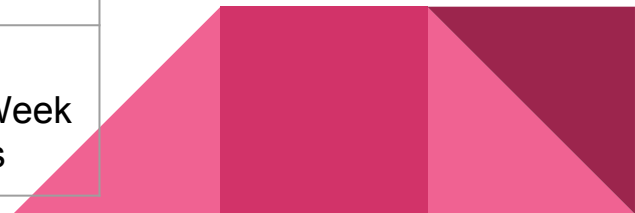


Media Literacy Workshop Timeline

Originally intended for Winter 2018, but fate had other plans!


⇒ Revised schedule:

Winter 2018	Labour disruption (March - present) <ul style="list-style-type: none">• Unable to schedule a workshop during shortened term
May 2018	Workshopped draft Media Literacy Workshop with colleagues <ul style="list-style-type: none">• Gained feedback & ideas
Summer 2018	Refine Workshop
2018-2019 Academic Year	Launch workshop <ul style="list-style-type: none">• Plan to debut workshop during Science Literacy Week (Sept 17-23, 2018) tailored with science examples



Draft Workshop Outline

Proposed agenda for colleagues' input:

- Introduction & Purpose
 - What is Fake News and Why it Matters
 - Journalistic Process
 - Examples of Fake News
 - Fake science / content related to workshop theme
 - How to Spot Fake News
 - Fact Checking
 - News Sources
 - Social media
 - Activity
- 

Workshop Feedback Session

Feedback: focus on news

- Students should
 - Know the key characteristics of fake news
 - More critical consumers of news
 - Be equipped with tools to help spot fake news
- Target activities/examples to achieve outcomes
 - Icebreaker (eg How do you get your news?) to determine what students know already
 - An introductory activity asking students to differentiate a spectrum of news sources
 - lead into key themes of workshop
 - Apply fact-checking tools to verify information in some of the news sources
 - Collaborative group work to encourage discussion

Discussion & Questions

Thank you!

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