

Fake News & Science: A Call to Action

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What are you even
doing?

Lies spread faster than the truth

To understand how false news spreads, Vosoughi et al. used a data set of rumor cascades on Twitter from 2006 to 2017. About 126,000 rumors were spread by ~3 million people. False news reached more people than the truth; the top 1% of false news cascades diffused to between 1000 and 100,000 people, whereas the truth rarely diffused to more than 1000 people. Falsehood also diffused faster than the truth. The degree of novelty and the emotional reactions of recipients may be responsible for the differences observed.

S. Vosoughi, D. Roy, and S. Aral, "The spread of true and false news online," *Science*, vol. 359, no. 6380, pp. 1146–1151, Mar. 2018 [Online]. Available: <http://dx.doi.org/10.1126/science.aap9559>

**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

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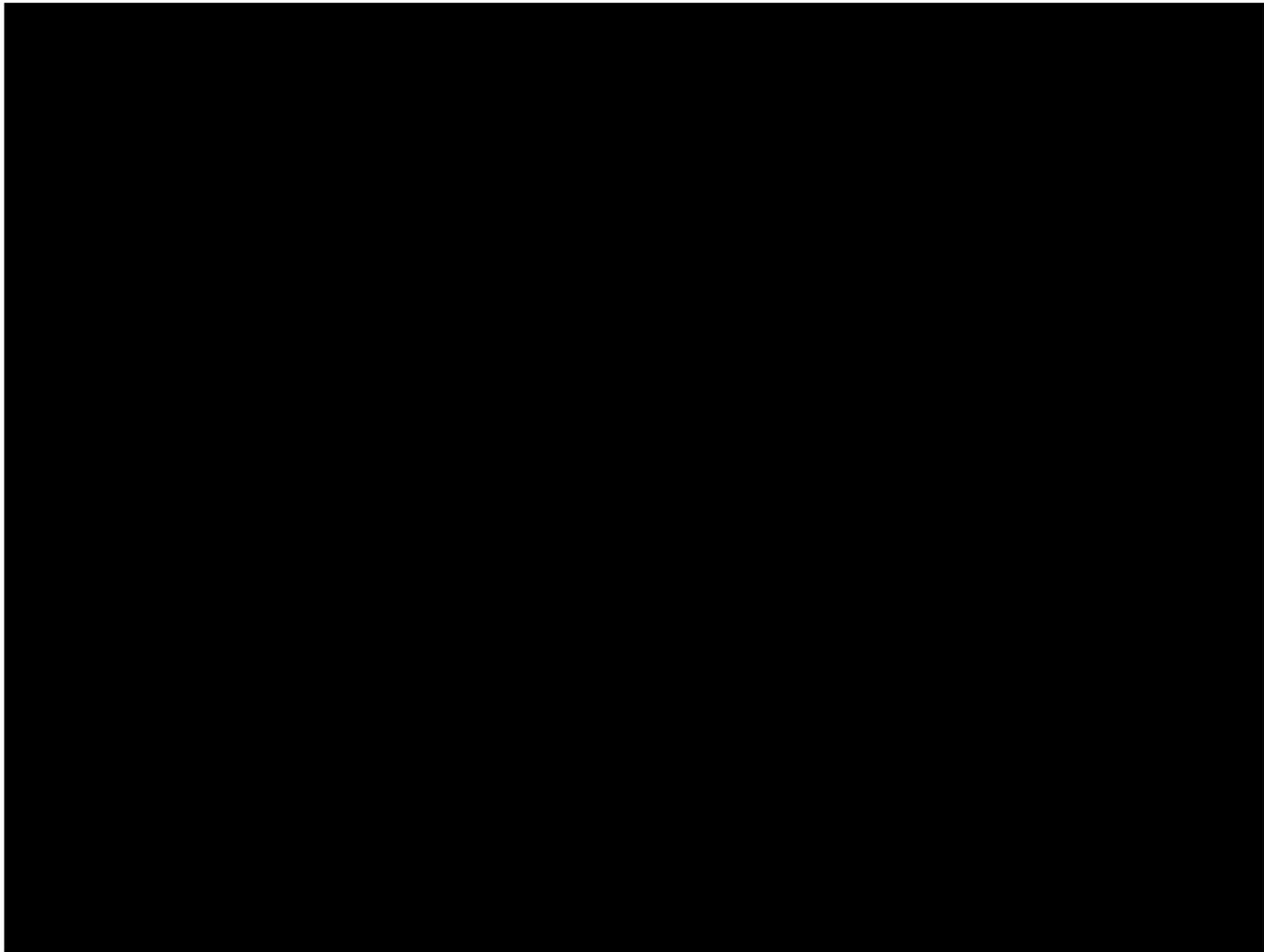
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Interactive Editing



2x Speed

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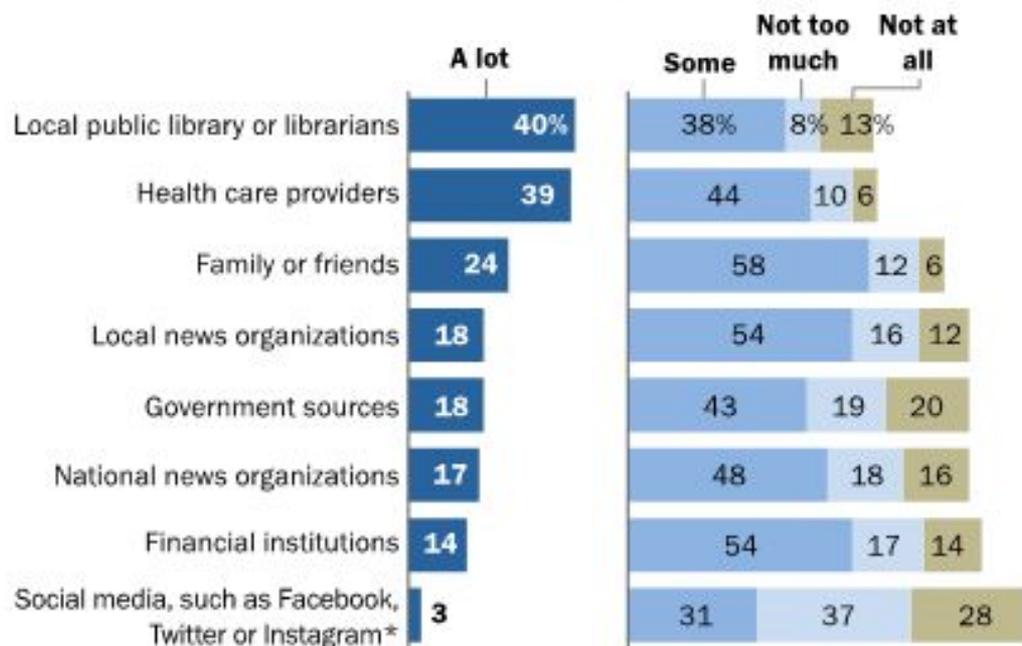
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Americans are not fully trusting of information from key sources. Libraries and health providers top the list

% of U.S. adults who trust information from the following sources ...



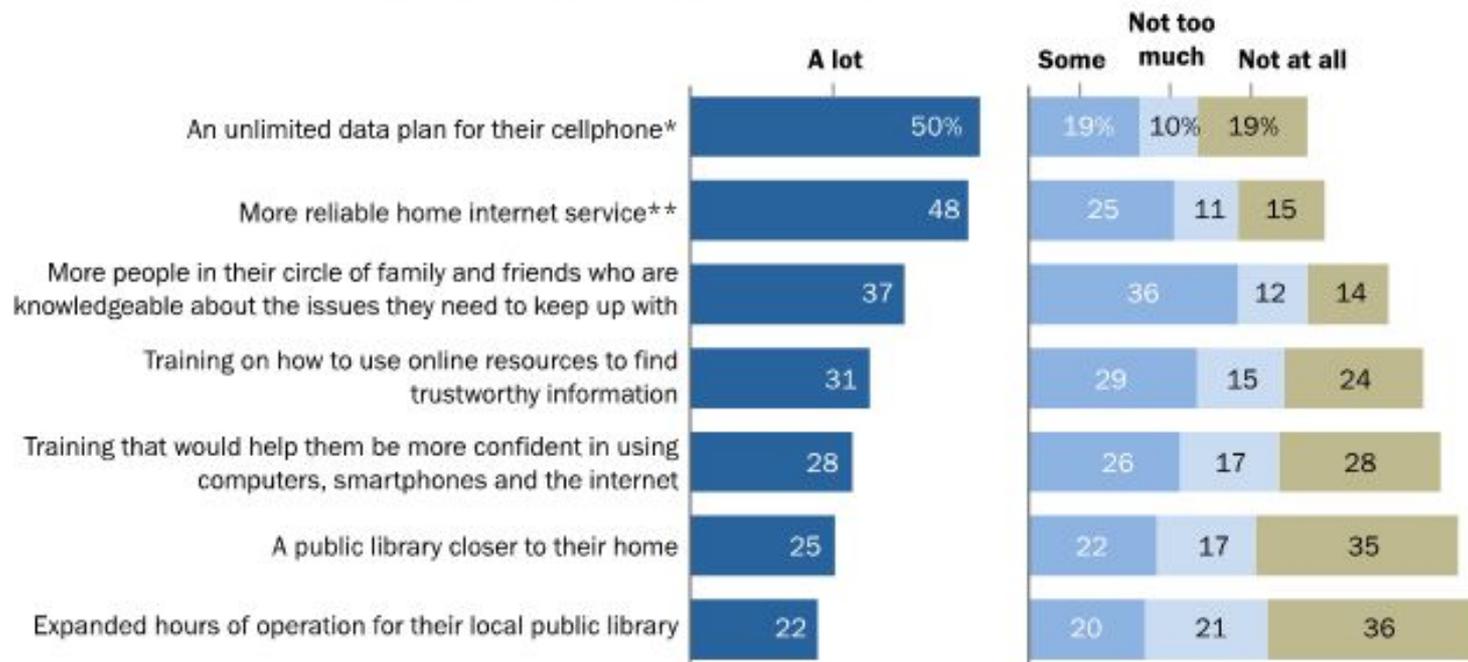
*Among social media users

Source: Survey conducted Sept. 29-Nov. 6, 2016.

"How People Approach Facts and Information"

Mobile and home internet connectivity top people's wish list for aids in getting information to make decisions

% of U.S. adults who say the following things would help them in making decisions ...



* Based on cellphone users.

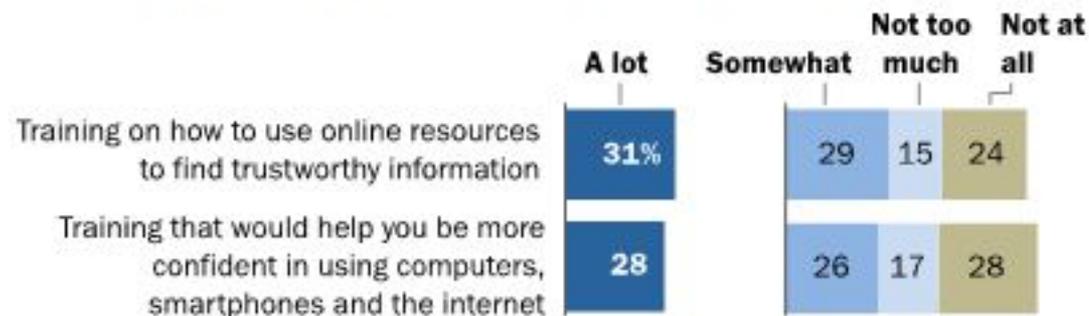
**Based on those who use the internet at home.

Source: Survey conducted Sept. 29-Nov 6, 2016.

"How People Approach Facts and Information"

Some are interested in getting training

% of U.S. adult who say getting _____ would help them in making decisions ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.
"How People Approach Facts and Information"

PEW RESEARCH CENTER

The science of fake news

“What interventions might be effective at stemming the flow and influence of fake news? We identify two categories of interventions:

(i) those aimed at empowering individuals to evaluate the fake news they encounter, and

(ii) structural changes aimed at preventing exposure of individuals to fake news in the first instance.”

D. M. J. Lazer et al., “The science of fake news,” *Science*, vol. 359, no. 6380, pp. 1094–1096, Mar. 2018 [Online]. Available: <http://dx.doi.org/10.1126/science.aao2998>

What should we be
doing?

ACRL AASL Toolkit

<https://acrl.libguides.com/siilc/aasl>

<http://acrl.libguides.com/c.php?g=456425&p=3118501#s-lg-box-wrapper-11318740>

Mozilla Web Literacy

<https://learning.mozilla.org/en-US/web-literacy>

Mission:Information Teaching Kit

<https://nucleus-network.github.io/missioninfo/>

First Draft

a project of the
Shorenstein Center on Media, Politics and Public Policy at
Harvard University's John F. Kennedy School of Government

<https://firstdraftnews.org/en/education/learn/>

NewsFrames Curriculum Kit

<https://globalvoices.github.io/NewsFrames-Curriculum/index.html>

DigitalLiteracy.gov

<https://medium.com/dfrlab>

The Atlantic Council's Digital Forensic Research Lab (DFRLab) has operationalized the study of disinformation by exposing falsehoods and fake news, documenting human rights abuses, and building digital resilience worldwide.

<https://misinfocon.com/>

MisinfoCon is a global movement focused on building solutions to online trust, verification, fact checking, and reader experience in the interest of addressing misinformation in all of its forms.

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guides.uflib.ufl.edu/fnse

