Real or Fake? Helping York University Spot Fake News

WILU Conference
June 7, 2018

Sophie Bury, Peter Duerr, Genny Jon & Amy Poon
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 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?
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
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

**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 P.I.K.org

---

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

**REPÉRER LES FAUX REPORTAGES**

**VÉRIFIER LES FAITS**

Employez ces sites web pour vérifier les faits:

- Liberation.fr/desintox
- Lemonde.fr/verification
- Crosscheck.firstdraftnews.com

Faux reportages démasqués #SemEduMedias
Library LCD Screens

HOW TO SPOT FAKE NEWS

EXAMINE THE SOURCE

Investigate the website, its mission and its contact information

Fake News Unmasked
#MediaLitWk
With thanks to IFLA.org
Library LCD Screens

FAKE NEWS
HOW TO FIGHT FAKE NEWS IN A POST-TRUTH WORLD

VISIT OUR FAKE NEWS GUIDE
http://researchguides.library.yorku.ca/fakenews
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
From the York U Community

@ScottLibrary

Come visit our #fakenews display on the 1st floor! Pick up a book and learn how to spot #fakenews #YorkU #medialitwk

@ScottLibrary @yorksredzone and 9 others

Do you have a e-book suggested list? I <3 coming into the library but e-books are easier for me to cart around. :D

@ScottLibrary

Thanks for your comment! We have some recommend resources (incl. some e-books) in our Fake News LibGuide researchguides.library.yorku.ca

LibGuides: Fake News: What is Fake News?
researchguides.library.yorku.ca
From the York U Community
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

Sponsored by York University Libraries
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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2018</td>
<td>Labour disruption (March - present)</td>
</tr>
<tr>
<td></td>
<td>• Unable to schedule a workshop during shortened term</td>
</tr>
<tr>
<td>May 2018</td>
<td>Workshopped draft Media Literacy Workshop with colleagues</td>
</tr>
<tr>
<td></td>
<td>• Gained feedback &amp; ideas</td>
</tr>
<tr>
<td>Summer 2018</td>
<td>Refine Workshop</td>
</tr>
<tr>
<td>2018-2019</td>
<td>Launch workshop</td>
</tr>
<tr>
<td>Academic Year</td>
<td>• Plan to debut workshop during Science Literacy Week</td>
</tr>
<tr>
<td></td>
<td>(Sept 17-23, 2018) tailored with science examples</td>
</tr>
</tbody>
</table>
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!
Sophie Bury  
sbury@yorku.ca

Peter Duerr  
pduerr@yorku.ca

Genny Jon  
gennyjon@yorku.ca

Amy Poon  
amypoon@yorku.ca