Don’t be fooled by a fake: Finding credible information

By Lynnanne Pearson
Adult Services Manager
What we will learn:

• History of fake news
• Difference between Clickbait vs fake news vs ads vs satirical news
• How to evaluate a website for accuracy
• Browser extensions to try
• Finding unbiased and multiple viewpoints on an issue
Resources are available through the Skokie Public Library

- Librarians at the Reference Desk
- 1 on 1 consultations with a librarian
- News Articles Databases https://skokielibrary.info/resources/research/articles/
- Civic Lab https://skokielibrary.info/resources/civic-lab/
- Understanding Fake News blog post https://skokielibrary.info/blog/88/understanding-fake-news/
Fake news is older than you think

http://www.rarenewspapers.com
“You furnish the pictures, and I’ll furnish the war.”
ALL TITANIC PASSENGERS ARE SAFE; TRANSFERRED IN LIFEBOATS AT SEA

PARIAN AND CARPATHIA TAKE HUMAN CARGO

Steamship Virginian Now Towing Great Disabled Liner Into Halifax

ALL DOUBT AS TO STEAMER REACHING PORT SET AT REST

Wireless Messages State That No Lives Have Been Lost On The Damaged Vessel.

Montreal, April 15—A message to the Montreal Star, from its correspondent at St. John's, N. B., at 5:45, says that the Titanic is being towed toward port by the Allen Line's Carpathia. It was followed a report that the Carpathia had sunk, and it was explained that the wireless operator received a message saying the Titanic was being towed, interpreting it to mean that she had sunk.

New York, April 15—Wireless dispatches from Capt. H. J. Hulbert, the White Star's, from Olympic, say that 17000 passengers have been taken from the sinking Titanic by the Carpathia, of the Cunard Line, and the Virginia, of the Allen Line.
Some historians also have noted that yellow journalism features poorly researched stories, anonymous sources, sometimes sympathy for or exploitation of the underdog and often self promotion for the writer and/or news outlet.” (Columbia College Professor and Journalism Historian Norma Green).
Sometimes the fake news is amusing
Or about celebrities
Why does fake news exist?

- To change public opinion
- $$$
  - Ad revenue
  - Scams
- Bias
  - Even if it’s not true, it sounds like it could be true
- Laziness
  - Failing to click on the link and just believing the headline
  - Failing to research further the claims of the story
So how do you not get fooled by a fake?
Evaluate your source
THE PACIFIC NORTHWEST TREE OCTOPUS

The Pacific Northwest tree octopus (*Octopus paxarbois*) can be found in the temperate rainforests of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from arm-tip to mantle-tip) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.

An intelligent and inquisitive being (it has the largest brain-to-body ratio for any mollusk), the tree octopus explores its arboreal world by both touch and sight. Adaptations its ancestors originally evolved in the three dimensional environment of the sea have been put to good use in the spatially complex maze of the coniferous Olympic rainforests. The challenges and richness of this environment (and the intimate way in which it interacts with it,) may account for the tree octopus's advanced behavioral development. (Some evolutionary theorists suppose that "arboreal adaptation" is what laid the groundwork for the evolution of the human mind.)

Reaching out with one of her eight arms, each covered in sensitive suckers, a tree octopus might grab a branch to pull herself along in a form of locomotion called tentaculation; or she might be preparing to strike at an insect or small vertebrate, such as a frog or rodent, or steal an egg from a bird's nest; or she might even be examining some object that caught her fancy, instinctively desiring to manipulate it with her dexterous limbs (really deserving the title "sensory organs" more than "tentacles") in a whole host of ways.
Clues that the Pacific Northwest Tree Octopus is not real

- Because octopuses are ocean creatures
- Tongue in cheek tone of the site (especially the FAQs)
- Sighting pictures
Using a checklist method

- RADCAB
- CRAAP
- CARS
Click or tap each RADCAB concept for further information.

- **Relevancy**
  Is the information relevant to the question at hand? Am I on the right track?

- **Appropriateness**
  Is the information suitable to my age and core values?

- **Detail**
  How much information do I need? Is the depth of coverage adequate?

- **Currency**
  When was the information published or last updated?

- **Authority**
  Who is the author of the information? What are his or her qualifications?

- **Bias**
  Why was this information written? Was it written to inform me, persuade me, entertain me, or sell me something?
Currency
The timeliness of the information
- When was the information published or posted?
- Has the information been revised or updated?
- Does your topic require current information, or will older sources work as well?
- Are the links functional?

Relevance
The importance of the information for your needs
- Does the information relate to your topic or answer your question?
- Who is the intended audience?
- Is the information at an appropriate level (i.e., not too elementary or advanced for your needs)?
- Have you looked at a variety of sources before determining this is one you will use?
- Would you be comfortable citing this source in your research paper?

Authority
The source of the information
- Who is the author/publisher/source/sponsor?
- What are the author's credentials or organizational affiliations?
- Is the author qualified to write on the topic?
- Is there contact information, such as a publisher or email address?
- Does the URL reveal anything about the author or source? (examples: .com, .edu, .gov, .org, .net)

Accuracy
The reliability, truthfulness and correctness of the content
- Where does the information come from?
- Is the information supported by evidence?
- Has the information been reviewed or refereed?
- Can you verify any of the information in another source or from personal knowledge?
- Does the language or tone seem unbiased and free of emotion?
- Are there spelling, grammar or typographical errors?

Purpose
The reason the information exists
- What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade?
- Do the authors/sponsors make their intentions or purpose clear?
- Is the information fact, opinion or propaganda?
- Does the point of view appear objective and impartial?
- Are there political, ideological, cultural, religious, institutional or personal biases?
Evaluating Sources using CARS

- Credibility
  - Trustworthy source
  - Author's credentials
  - Evidence of quality control
  - Known or respected authority
  - Organizational support

- Accuracy
  - Up to date
  - Factual
  - Detailed
  - Exact
  - Comprehensive
  - Audience and purpose reflect intentions of completeness and accuracy

- Reasonableness
  - Fair
  - Balanced
  - Objective
  - Reasoned (conclusions based on logic)
  - No conflict of interest
  - Absence of fallacies or slanted tone

- Support
  - Listed sources
  - Contact info
  - Available corroboration
  - Claims supported
  - Documentation supplied

Rock Canyon Learning Commons
Combining all those methods

- Evaluate the Headline
- Evaluate the site
- Glance at the story
- Dig Deeper
Headlines
Look out for…

• Font size
• ALL CAPS
• Judgement words and insults
  – Shocking News
  – What “THEY” won’t tell you/aren’t telling you
  – Watch now before it’s too late
• Weird looking or typosquatter URLs
• Too good to be true promises
Easy things to evaluate

• Have you heard of the website?
• Are there other outlandish sounding stories on their site?
• Does the story have a date on it?
• Can you contact the author of the story? Is there one?
• Are the photos accredited to someone?
• Does the story read like the author’s spellcheck is broken?
• Does the author cite their source or sources?
Digging Deeper

• Are other sites reporting the story?
• Can you contact the people behind the site?
• Can you look up independently the studies or information they cite?
• Can you verify the story or the facts cites using a fact checking site?
These are great

But I often don’t have time for all these steps
When in doubt...

- Click off that story
- Verify the story using a fact checking site
- Read the original study/source cited in the story
- Read what other sources are saying
Tools to use
Browser extensions

- AdDetector – https://goo.gl/V77t0f
- B.S. Detector – https://goo.gl/vZdup
- FiB – https://goo.gl/Xjsyem
- Media Bias/Fact Check Icon – https://goo.gl/dnGhs2
- Who Runs This – https://goo.gl/PWZXBG
Fact checking sites
Snopes Fact Check

National Gang Week — Bloody Car Seats
Updated - Gangs are not using bloody car seats to lure female motorists out of their vehicles as part of a ‘National Gang Week’ activity.

Was Obama Silent on Shooting of Republicans, Reemerging Only to Praise a Drug Dealer?
Jun 22nd, 2017 - The former president called Republican Sen. Jeff Flake to give his best wishes to those targeted in the Virginia shooting, and also recorded a speech honoring musician Jay Z's induction into the Songwriters Hall of Fame.

Retired MI5 Agent Confessess On Deathbed: 'I Killed Princess Diana'.
Jun 20th, 2017 - No credible outlet reported that a retired MI5 agent confessed to assassinating Princess Diana in 1997.

Did Robert Mueller Say He Supported a ‘One-World Government’?
Jun 20th, 2017 - The falsely-attributed quote may have been written by a former UN official with a similar name.

Did Mike Pence Say That ‘Only Guilty People’ Hire Criminal Defense Attorneys?
Jun 20th, 2017 - We found no record of the Vice President's saying that 'only guilty people need to hire a criminal defense attorney.'

Steve Jobs Deathbed Speech
Updated - Apple co-founder Steve Jobs did not leave behind a deathbed warning about how the 'non-stop pursuit of wealth will only turn a person into a twisted being, just like me.'
Fact Check

Timeline of Russia Investigation

June 7, 2017

Key moments in the FBI probe of Russia’s efforts to influence the 2016 presidential election

Click here to read more

More News

Trump’s Lawyer Spins Russia Facts

June 20, 2017

Jay Sekulow, an attorney on President Donald Trump’s legal team, made the rounds of the Sunday shows to talk about the Russia investigation. But he glossed over relevant facts in defense of his client.

Click here to read more

Explaining Trump’s Russia Tweets

June 19, 2017

What do the tweets mean? Find out.

SciCheck

Fact-checking science-based claims.

AskSciCheck

Answers to your science questions.

Trump Transcripts

Annotated transcripts of Trump’s remarks.

Donate Now

Because facts matter.

Facebook Initiative

Learn more about our Facebook Initiative.
Fact Checker from Washington Post

Analysis
Pelosi’s claim that an estimated 1.8 million jobs will be lost through AHCA

The House Democratic leader said job losses would occur under the GOP health-care plan. But other studies have different results.

Glenn Kessler  •  Affordable Care Act, Congress  •  17 hours ago

Analysis
Mitch McConnell on the health-care legislative process, 2010 vs. 2017

The Senate Majority Leader earns an Upside-Down Pinocchio for his shifting rhetoric on passing health-care legislation.

Glenn Kessler  •  Affordable Care Act, Congress  •  1 day ago
Multiple Viewpoints
Spicer Taking on New Role

From the Right
Spicer taking on new White House role
Press Secretary Sean Spicer will soon be taking on a new role at the White House, overseeing the Fox News [LLR]

From the Center
Spicer fades into background, as Steve Bannon delivers the perfect parting gift: ‘Sean got fatter’
Sean Spicer is about to enjoy a Baby Ke$ha [LELR]

From the Left
Sean Spicer might be leaving White House podium
The White House is mulling a new role for White House press secretary Sean Spicer that would CNN [LELR]

News from the Left

WHITE HOUSE
In Trump’s Washington, public business increasingly handled behind closed doors
The Senate bill to scale back the health-care law known as Obamacare is being written in secret by a single senator, Republican Majority Leader Mitch...
Washington Post [LELR]

News from the Center

US SENATE
Senate GOP Plans Health-Care Vote Next Week
McConnell tries to keep pressure on fellow Republicans
Wall Street Journal [LRLR]

News from the Right

ELECTIONS
‘Bigger Than The 6th’: Voters Head To Polls In Georgia Race That’s Turned On Trump
It was supposed to be an easy win for Republicans.
NR Web News [LRLR]

News from the Left

ELECTIONS
Georgia special election: NeverTrump Republicans

News from the Center

ELECTIONS
Georgia special election: 7 things to watch
Queen's Speech bring down May?

Tory manifesto pledges missing from Queen's Speech

Can US stop Kim Jong Un?

Death of American student Otto Warmbier could be game changer
Pew Report

Ideological Placement of Each Source’s Audience

Average ideological placement on a 10-point scale of ideological consistency of those who got news from each source in the past week...

Lists labeling multiple points are ordered from more consistently liberal on top to more consistently conservative on the bottom.

http://www.journalism.org/2014/10/21/political-polarization-media-habits/
Watch out for
Satirical News and Entertainment sites
The Onion

Sessions Drops Pile Of Weapons In Prison Yard Before Ordering Inmates To Reduce Overcrowding By 30%

ATMORE, AL—Telling the prison's roughly 1,000 men that "today's your lucky day," Attorney General Jeff Sessions reportedly dropped a pile of weapons in Holman Correctional Facility's main yard Wednesday before ordering inmates to reduce overcrowding by 30 percent.
Go To The Rink To Watch A Few Hockey Births And 4 Other Tips For A Perfect Day In Montreal

Shameful: 3 In 5 Americans Can’t Even Draw A Big Crosshairs On A Map Of The Middle East

The Sweet Spot: 6 Diseases That Are Serious Enough That Your Ex Might Come To The Hospital To See You But That Won’t Hit Your Appearance Too Hard

They Said What?! Find Out What Sully Sullenberger, Larry Ellison, Kirsten Gillibrand, And More Have To Say

You Lied Your Way Into A Job As A Surgeon! Can You Avoid Killing Anyone Long Enough To Collect Your First Paycheck?
Breaking News
White Leaders Announce Time and Place Appropriate for Black Protest

Tackling the sensitive topic of what constitutes an appropriate time and place for black people to protest racial inequality and police violence in America, the white leadership of one Midwestern town believe they have found an answer. "From ten to twelve Saturday the 31st at Federal and 8th Street," Uniondale, Missouri Mayor Kevin Blash announced yesterday. "Our African American neighbors are welcome to spend this time in McKinley Park protesting racial injustice, police brutality, or whatever else... (More)

Recent News
Kochs Offset Gates Foundation with $550 Billion Donation to Evil

Man Protesting Death of Man Beaten to Death by Police Beaten to Death by Police

Latest News
- Cabinet's Standing Ovation for Trump Stretches into Second Day
- Doppelganger Pence Absconds with Nuclear Launch Codes
- Residents of Wehakeniggersville Push Back Against Name Change
- Scientists: Kellyanne Conway's Face Melting at Accelerated Pace
- Conservative Gals '79 is Fine' Counters Women's Movement
- Neil Young Quarantined After Musicians Declared Endangered
- Man Discovers He is 98% Douchebag on Ancestry.com
- Navy Launches First Gay Submarine
- Gitmo Prisoner One Butt Fucking Away from Revealing Key Intel
- 9 Dead After Police Mistake White Shooters Yellow Gun for Banana
- Charlotte Zoo Encouraging Patrons to Harass Gay Penguins

Opinion
- Take Your Huddled Masses and Shove 'Em - By: The Statue of Liberty - Take your tired and your poor, your huddled masses, yada, yada, yada, and shove 'em. Let them be poor and miserable somewhere else. Fuck off. Country's full. I know what my stupid plaque says. I don't care... (More)

Point, Counterpoint - A Debate on the Republican Healthcare Bill - I will be frank and to the point. If the Republican healthcare bill recently passed by the House of Representatives is signed into law in its current form, my child and most of my family will die. y four year old daughter... (More)

Love Thy Neighbor as Thy Love Thyself - Unless Thy Neighbor is a Fag - By: Jerry Wallingford - As commanded by the books of Moses and recorded in Mark 12:28-34, I believe that one should love thy neighbor as thy love thyself, unless of course thy neighbor is a fag... (More)

Markets
DOW
- Sad

NASDAQ
- Grumpy

S&P
- Fucked Up

Can Super 8 be Converted to DVD?
Need a Good Writing Service? Try Writers at Essay Pro
Dissertation Writing Service - PaperSmart net

"Lessons in Apathy"
A Guide to Not Caring Your Way to Not Unhappiness

The new book by Reverend Bob - The author of TheChurchOfApathy.com

Available now in paperback or download!

Praise for Reverend Bob:

"After wasting 5 minutes of my life checking out your website, I can say with the utmost certainty that the world will be a better place the day you die. Fuck you."

Protest Tips for Dumbasses

Fucked Up Family Circus

Fun Christian Christmas Coloring Pages
The Babylon Bee

LATEST NEWS

Christian Rapper To Stop Talking About Jesus The Moment He Gets...
June 20, 2017

Apostle Paul’s King James Bible Up For Auction
June 20, 2017

Trump Picks Alex Jones As New Press Secretary
June 20, 2017

Amazon To Buy Whole World For $450 Trillion
June 20, 2017

The Bee Explains: Different Viewpoints On The End Times
June 19, 2017
Clickbait
The speech every woman should hear

By Frida Ghitis, Special to CNN
updated 8:26 AM EDT, Fri October 19, 2012

We recommend
- ‘Argo’ recognizes forgotten heroes of Iran hostage saga
- ‘Goosebumps’ as daredevil jumps from edge of space
- GPS Quiz: Test your knowledge
- China’s public getting more negative about the world
- “2.5% of Americans died during civil war”
- Blasts may have struck prison of torture in Syria

From around the web
- Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis. Shibley Smiles
- “VMware, the bell tolls for thee, and Microsoft is ringing it.” NetworkWorld
- Will NASA Ever Recover Apollo 13’s Plutonium From the Sea? Technologist
- 13 Things Your Car Mechanic Won’t Tell You Reader’s Digest
- Warning Signs That Your Employees Are About To Leave OPEN Forum
- Early Diabetes Warning Signs You Shouldn’t Ignore Live Better America
Ads, fake coupons and giveaways
Ads and Advertorials
The Best 10 Child Care & Day Care for 2017 in Park Ridge, IL - Yelp
https://www.yelp.com/search?cflt=childcare&find_loc=Park+Ridge%2C+IL

After having to change from a different daycare center due to a bad staff member, we searched and interviewed different centers in the area and ended up here.
About 8,460,000 results (0.91 seconds)

AutoGravity - Car Loans As Low As 1.99% APR* - autogravity.com
See Up To Four Financing Offers For Any New Car - Get Approved In Minutes!
New & used car financing - Free, quick, and secure
Apply Now | About Us
Contact Us

Car Loans Approved Online - All Credit Accepted - carvana.com
Get Instant Approval With Options Including Low Payments - Apply Now
7-Day Test Trial · 7-Day Risk Free Returns · Instant Trade-In Offer · Competitive Rates · No Haggling
“Carvana Is Taking Car Selling To A Whole New Level” – Travelers Today
Kia · from $9,000.00 · Optima, Soul & more · More

Our Best Car Loan Offers - LendingTree.com
Apply For a New Auto Loan Today! Finance Rates As Low As 1.85% APR.

Andigo - Lowest Car Loan Rates - From 1.74% APR* and No Fees.
Easy application, fast funding & up to 84 months to repay for a lower payment.

#2: Know your credit score

<table>
<thead>
<tr>
<th>Credit Score</th>
<th>APR</th>
<th>Monthly Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>720-850</td>
<td>3.27%</td>
<td>$445</td>
</tr>
<tr>
<td>690-719</td>
<td>4.60%</td>
<td>$457</td>
</tr>
<tr>
<td>660-689</td>
<td>6.71%</td>
<td>$476</td>
</tr>
<tr>
<td>620-659</td>
<td>9.40%</td>
<td>$592</td>
</tr>
</tbody>
</table>

2 more rows

Best Auto Loans for 2017 - The Simple Dollar
www.thesimpledollar.com/best-auto-loans/

How to Get the Best Auto Loan - Consumer Reports
Car financing: Five keys to the best auto loan rate, from the car experts at Consumer Reports.

Best Auto Loans for 2017 - The Simple Dollar
www.thesimpledollar.com/best-auto-loans/
Jump to You're in the Driver's Seat When Shopping for the Best Car Loans - Best Online Auto Loan Services. CarDirect. CarDirect is best known as a car-buying service, but it also provides a portal for getting the best auto loan. MyAutoLoans. U.S. Bank. LightStream. Bank of America. AutoCredit Express. Capital One. #1: Shop around before you go to the dealer. The Dollar's Dollar Picks for ... - Best Online Auto Loan Services

Auto Loans for Good, Fair and Bad Credit 2017 - NerdWallet
https://www.nerdwallet.com/blog/loans/best-car-loans-for-good-fair-and-bad-credit/ May 23, 2017 - This puts you in a stronger negotiating position and saves you money over the life of your car loan. Find your best interest rate by contacting ...

10 steps to best car loan deal - Bankrate.com
www.bankrate.com/loans/auto-loans/10-steps-to-your-best-deal-on-a-car-loan/ Negotiating a great price on a new car is just half the battle: You also need a great car loan to make it a great deal. Here are 10 tips to help you get the best auto ...

Auto Loans and Car Loan Rates - Bankrate.com
www.bankrate.com/auto.aspx
See rates for new and used car loans, and find auto loan refinance rates from ... Here are some of the best tips auto insiders give their family and friends.

4 smart tips on finding the best car loans - Bankrate.com
www.bankrate.com/loans/auto-loans/how-to-find-the-best-car-loans/
Don't be fooled by the dealer. Do your research ahead of time to find the cheapest car loans.

How to Get the Best Used Car Loan Rate | U.S. News & World Report
Jun 11, 2016 - Looking at current three-year used auto loan rates offered by credit unions and banks in Indianapolis, Indiana on Bankrate.com. PenFed Credit Union has a rate of 1.99 percent. Chase Bank is offering 2.88 percent, PNC Bank 3.04 percent, Fifth Third Bank 3.68 percent and Huntington Bank 4.24 percent.

How to Finance a Car and Get a Car Loan - U.S. News Best Cars
https://cars.usnews.com/cars-stocks/how-to-finance-a-car
Oct 6, 2016 - Many of the best car deals come from special financing offers from carmakers, so it’s important to check out what’s available on your chosen ...

The 5 Best Auto Loans for Buying a Used Car - MagnifyMoney
Dow Swings Back, Closing Up About 400 Points
By MICHAEL M. GRYNAUB A 5:14 PM ET
The Dow industrials closed up more than 400 points, but there was little relief from the paralysis that has gripped the credit markets.

- CNBC Video: Bush on the Economy
- How Wall Street Lied to Its Computers

David Leonhardt on the Efficacy of Government Bailouts. (mp3)

Fed Offers $180 Billion for Ailing Money Markets
By MATTHEW SALTMARSH and KEITH BRADSHAW 12:12 PM ET

THE CAUCUS
McCain Says S.E.C. Chairman Should Be Fired
By MICHAEL COOPER 58 minutes ago
Senator John McCain criticized the Securities and Exchange Commission under Christopher Cox for having allowed speculators to "turn our markets into a casino."

- The Caucus: Obama Says Administration Needs Complete Shakeup

A New McCain on the Campaign Trail

Stop Switching To Mac!
By PC
I think I speak for all PCs everywhere when I say, "What's the deal, people?"
Have things really gotten so bad between us? You used to love my charming little flaws, right? What's changed?
It's Vista, isn't it? You've gotten sick of all the problems and hassles of upgrading. You're tired of the endless security prompts. You were hoping Vista's bugs and glitches would be resolved by now. I understand. I'm a big computer, I'll admit it -- Vista hasn't really lived up to expectations. But we're only a few years into it. These things take lots of time and patience.
Or did you finally hear the droning cries of "Linux"? No, I don't think so. Look, I believe that we can overcome these problems facing us. You need to get back to overlooking my shortcomings. After all, I've overlooked yours for years. I mean, do you really need to hit the space bar that hard? Yet I
Coupons

50% off Storewide purchase

Valid in store only. This coupon for use by original recipient only. Limit one coupon or offer per guest. Void if altered, transferred, purchased, sold or prohibited by law. Item(s) may not be available at all stores. Quantities limited; no rain checks. Coupon value may not exceed value of item purchased. No cash value.
Coupons: How to tell it is fake

• It was not posted by the retailer's verified social media account
• The referring URL is not the official retailer’s site
• The discount is too good
• There’s no fine print
• They ask you to fill out a survey to get the coupon
• They ask for credit card numbers or banking information on those customer surveys.
• They ask for personal information but don’t have a privacy policy.
What’s wrong with this picture?

Take $75 OFF any purchase of $80 or more
GOOD TOWARDS EVERYTHING IN STORE
(yes, we mean everything!) OFFER VALID TILL MAY 31-TUESDAY 2015 IN STORE ONLY.

THE MORE YOU KNOW THE MORE YOU KOHL’S

Get a Free KOHLS $75 Coupon to celebrate 55th Anniversary
Get your card here - (1) per person
KOHLS.COM-AR.COM
Take $75 OFF any purchase of $80 or more
GOOD TOWARDS EVERYTHING IN STORE
(yes, we mean everything!)
OFFER VALID TILL MAY, 31-TUESDAY 2016 IN STORE ONLY.

THE MORE YOU KNOW THE MORE YOU KOHL’S

Get a Free KOHLS $75 Coupon to celebrate 55th Anniversary
Get your card here - (1) per person
KOHLS.COM-AR.COM
Bed Bath & Beyond is giving free $75 Coupon to EVERYONE! to celebrate M...
Fake Surveys and Giveaways

Delta Airways
Yesterday at 10:08am · Edited

Celebrating a 100 million customers already this year we're giving you the chance to win one of 175 gift bags. Each one contains $5,000 in cash, 5 first class tickets to be used till 2016 and some delta goodies.

To win Share & Like photo (comment to double chances)

Ends 2nd July, winners will be messaged. Good luck.
How to tell a fake giveaway

- Punctuation or extra words in the name.
- Off brand
  - Low quality photos
  - Unprofessional language (bad grammar, misspellings, etc.).
- No fine print
- It’s too good to be true
- It requires you to like, share or comment on the post to get your prize (against Facebook’s policies)
Delta’s official Facebook page

Our summer bodies are ready
Fake Surveys and Giveaways

How do we know it is fake?
If you remember nothing else from tonight except...

• Be skeptical
• Look deeper
• Don’t share bad information
• Examine your own bias
• Read widely
Practice time
Fakers

• Food Babe  https://foodbabe.com/
• http://16wmpo.com/
• http://beforeitsnews.com/
• http://www.trinfinity8.com
Thank You

Want a copy of this presentation? Visit www.skokielibrary.info/handouts where this presentation will be available for four weeks.