

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/

The London Gazette. Strait and ber and BRumber 8 publico by Auchozicy.

From Courseap January 10. to Donbap January 14. 1683. THE following Addretics have been prefer ted to His Majefly, who received them very Gracioufly. could Saviate, and therefore Your most Sacreil Majefty, and To the King's most Excellent Mines That protoned Treachery and park with horizon, but the

Fake news is older than you think

to annualizate not only by difference of place and interpolition of the Sea (which we hope will attone for the flowners of this Address) but by many peenhar Laws and Cuthoms of our own, which by Your Majeflies Favour and Grace we enfor. Yet as the Influences of Your Maje lies init and wife Government extend alfo tous, and we live peace able and happy under the Safe Conduct of it So we cannot but (in confort with other Your Majelites Loyal Subjects') proclaim to the World our atmosf detellation and abborreace of the black and bloody Confpiracy of the Men of all u-c glons, and the Men of none, againft V

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Souls ir Mar

J.T.

God





PARISIAN 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.

Canon, N. S., April M .--- The White Star Dean Tripleit, being transformd for passenging to the Particlan and Carpathia, was at 2 althub this afternoon being present to Wallfan by the Virginian, of the Affare Line.

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Last Edition Downro-War

Sound familiar?

"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).







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





About

HELP!

CEPHALONEWS

2017-04-06 Squid & Octopus **Can Edit & Direct Their** Own Brain Genes (New Scientist) Unlike other animals, cephalopods sometimes interfere with their DNA code as it is being carried by a molecular "messenger", diversifying the proteins their cells can produce, leading to some interesting variations. The system may have produced a special kind of evolution based on RNA editing rather than DNA mutations and could be responsible for the complex behaviour and high intelligence seen in cephalopods, some scientists believe. A more technical overview.

2017-02-14 If Your Hands



Media

Activities

Links

THE PACIFIC NORTHWEST TREE OCTOPUS

FAQs

Sightings

The Pacific Northwest tree octopus (*Octopus paxarbolis*) 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

Rare photo of the elusive tree octopus

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 in primates 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

http://zapatopi.net/treeoctopus

one-another their emotions through their ability to change the color of

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





RADCAB - Your Vehicle for Information Evaluation

Click or tap each RADCAB concept for further information.

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?

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

When was the information published or last updated?

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

Why was this information written? Was it written to inform me, persuade me, entertain me, or sell me something?

BLAS http://www.radcab.com/

ELEVANCY

DETAIL

CURRENCY

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?

http://ucsd.libguides.com/pr euss/webeval



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
- Sensational words and phrases
 - 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







Browser extensions

- AdDetector

 https://goo.gl/V77t0f
- B.S. Detector

 https://goo.gl/vZdups
- 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

What's New

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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 20th, 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.



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."



Retired MI5 Agent Confesses 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.



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"

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news quiz to find out

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Timeline of Russia Investigation

June 7, 2017

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

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Trump's Lawyer Spins Russia Facts

Tune 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.

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✓ ASK FACTCHECK

Q: Can President Donald Trump fire special counsel Robert Mueller?

A: Not directly. Only the deputy attorney general who appointed Mueller can fire him and only for cause. But Trump could fire the DAG, or order the special-counsel regulations repealed and fire Mueller himself.

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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.



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A research group in New Jersey has taken a fresh look at postelection polling data and concluded that the number of noncitizens voting illegally in U.S....

Washington Times 🔲 🔲 🔲 ℝ ℝ

News from the Right



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mentally ill young man in Tucson, Arizona shot Democratic Congresswoman Gabby Giffords, wounded almost 20 more, and killed six,...

Townhall L L C R R



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ELECTIONS Bigger Than The 6th': Voters Head To Polls In Georgia Race That's Turned On Trump

Georgia special election: 7

It was supposed to be an easy win for Republicans.

NPR Web News L L C R R

ELECTIONS

hings to watch





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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...



http://www.journalism.org/2014/10/21/political-polarization-media-habits/

American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22. Based on all web respondents. Ideological consistency based on a scale of 10 political values questions (see About the Survey for more details.) ThinkProgress, DailyKos, Mother Jones, and The Ed Schultz Show are not included in this graphic because audience sample sizes are too small to analyze.

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Satirical News and Entertainment sites



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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.



Entertainment

Pier 1 Imports Unveils New Self-Defense Vase For Smashing Onto Head Of Home Invader

FT. WORTH, TX—Calling it the ideal accent piece for safeguarding one's property, Pier 1 Imports unveiled Wednesday a new selfdefense vase for smashing on the head of a home invader.

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Stanley Cup Visits Hometown Ore Mine During Road Trip Through Pennsylvania



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Fuck It: Let's Rank The Religions



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June 15, 2017





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The Babylon Bee



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Christian Rapper To Stop Talking About Jesus The Moment He Gets...

June 20, 2017

NASHVILLE, TN-Popular Christian rapper Soulboi 316 announced Tuesday that he is fully prepared to stop mentioning Jesus or his Christian faith in his music...



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



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The speech every woman should hear

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



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The Best 10 Child Care & Day Care for 2017 in Park Ridge, IL - Yelp https://www.yelp.com/search?cfit=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 intensiowed different centers in the area and ended up here.



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Credit Score	APR	Monthly Payment
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690-719	4.60%	\$457
660-689	6.71%	\$476
620-659	9.40%	\$502

2 more rows

How to Get the Best Auto Loan - Consumer Reports

www.consumerreports.org/cro/2012/12/how-to-get-the-best-car-loan/index.htm 🔻

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. CarsDirect. CarsDirect is best known as a car-buying service, but it also provides a portal for getting the best auto Ioan. MyAutoLoan. U.S. Bank. LightStream. Bank of America. Auto Credit Express. Capital One. #1: Shop around before you go to the dealer. The Simple Dollar's 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 https://cars.usnews.com/cars-trucks/how-to-get-the-best-used-car-loan-rate •

Jun 11, 2015 - 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-trucks/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 Buving a Used Car - MagnifyMonev

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

Ehe New Hork Eimes

Thursday, September 18, 2008 Last Update: 8:22 PM ET



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Back, Closing Up About 400 Points

By MICHAEL M. GRYNBAUM 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) 6:58 .

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KEITH BRADSHER 12:12 PM ET The Federal Recence and



Todd Heisler/The New York Times

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



PC, frustrated as users flee.

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



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 cutomer surveys.
- They ask for personal information but don't have a privacy policy.

What's wrong with this picture?

KOHĽS

expect great things®



OFFER VALID TILL MAY, 31-TUESDAY 2016 IN STORE ONLY.

Redemption instructions for POS Associate: At Tender menu, TOUCH-Modify Transaction-, TOUCH-Kohl's Coupon-. Scan barcode.

THE MORE YOU KNOW THE MORE YOU KOHL'S

offer valid in store only on a minimum \$80 purchase with any tender type. No cash bac. Offer is non-transferable and cannot be redemmed for cash. Only one \$75 coupon can be redeemed per customer. Offer good on all sale-, regular-, and clereance-priced merchandise, offer not valid for price adjustments on prior purchases, to purchase officiands or for payment on a Kohls Cares for Kids merchandise or other charitable items, \$80 coupon applied prior to percent-off total discoutins. Excludes sales tax. See store for details.





Get a Free KOHLS \$75 Coupon to celebrate 55th Anniversary

Share

Get your card here - (1) per person

KOHLS.COM-AR.COM

Take

Like

Comment

📚 Buffer





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 Airways Yesterday at 10:08am · Edited · @

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

Ends 2nd July, winners will be messaged. Good luck.



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 <u>https://foodbabe.com/</u>
- <u>http://16wmpo.com/</u>
- <u>http://beforeitsnews.com/</u>
- <u>http://www.trinfinity8.com</u>



Thank You

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