Медийна грамотност и онлайн дезинформация
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The internet has grown enormously – nearly 1.3 billion websites allow 3.7 billion users daily to exchange information, trade and interact with unparalleled intensity.
Online manipulation and disinformation have been used in at least 18 countries during elections in recent years. Source: Freedom on the net report 2017, Freedom House.
Disinformation is a long existing phenomenon. While online platforms have brought many benefits, they also allow false information to be produced, widely disseminated and promoted.
According to Eurobarometer opinion poll 83% of Europeans think fake news is a threat to democracy.
Types of content

Very effective

Somewhat effective

Easy / cheap

Difficult / expensive

- Blogs
- Press releases
- Long form
- Infographics
- White papers
- Books
- E-books
- Visualisations
- Industry articles
- News
- Case studies
- Slideshare
- Comics
- Cartoons
- Podcasts
- UGC
- Photos
- Status updates
- Status updates
- Audio bites
- Forums

NewsVend

Online news and content
Information

Désinformation
Types of false information

Disinformation
deliberate lie to mislead

Misinformation
honest mistake

Hoax
“deliberately fabricated falsehood made to masquerade as truth”
Wikipedia
7 TYPES OF MIS- AND DISINFORMATION

**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
Libraries have a critical role in the digital age. They are also transforming in how they work with users.
“В епохата на интернет ние всички сме издатели и всеки от нас носи отговорност към публиката за истинността на това, което споделя. Ако всеки от нас споделя факти отговорно ще настъпи малка революция в начина, по който работи интернет.“

"Since in the age of the internet we are all publishers, each of us bears some private responsibility for the public sense of truth. If we are serious about seeking the facts, we can each make a small revolution in the way the internet works. If you are verifying information for yourself, you will not send on fake news to others. If you chose to follow reporters whom you have reason to trust, you can also transmit what they have learned to others. If you retweet only the work of humans who have followed journalistic protocols, you are less likely to debase your brain interacting with bots and trolls."

Timothy Snyder, On Tyranny
- In 22 out of 33 countries trust in the written press increased compared to 2015.
- The highest increases can be seen in Germany (+20), Slovenia (+16) and Spain (+15).
- At EU level, trust in the written press increased by 5 points.
Loss of confidence in traditional media
Low levels of critical thinking and news literacy

Shifts in business models
Malicious actors
How Libraries Are Reinventing Themselves To Fight Fake News

Ryan Holmes Contributor
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
Reposting 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.
001.9 Разпространяване на научни знания
Evaluating News
1. Consider the Source.
2. Read Beyond the Headline.
3. Check the Citations.
4. Research the Author.
5. Check Dates.
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