AS A MATTER OF FACT:
Using Diplomacy to Defeat FAKE NEWS

Sonnet Ireland
PCI Webinar
March 15, 2018
Before we begin, a short exercise....

BREATHE
Always define the terms you use

- Provides context
- Focuses the discussion
- Creates a point of understanding
WHEN TALKING ABOUT FAKE NEWS, DEFINE...

● What you mean by fake news
  ○ Not Bias
  ○ Not Logical Fallacies
  ○ Not Satire and Parody
  ○ Not Opinion Pieces vs. News Articles

● What is a “reliable source”
Reliability

- Look at age of publication
- Past reputation of the publication
- Awards won by the publication
- Lawsuits against the publication
- Work with patron to make a common definition
NEUTRALITY!
BEING NEUTRAL

Does not mean agreeing with abhorrent ideologies

Does not mean pretending you believe something

It means engaging with patrons in ways that will not alienate them or lose their trust.
Real-Life Experience
How can we handle difficult topics?

1. Answer questions from a place of logic, not emotion.

2. Answer a question with a question.

3. Answer personal questions... without actually answering them.
Real-Life Experience

2016
TRUMP
HILLARY
BERNIE
OBAMA

2016
WHITEHOUSE
JAILHOUSE
NUTHOUSE
OUTHOUSE

"Breaking Headlines Without The Liberal Bias"
Being RIGHT vs. Being Accurate

ARE YOU COMING TO BED?
I CAN'T. THIS IS IMPORTANT.
WHAT?
SOMEONE IS WRONG ON THE INTERNET.

https://xkcd.com/386/
You can be right, or you can make a difference.

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I’m not telling you it is going to be easy, I’m telling you it’s going to be worth it.

-Art Williams
Rosenberg’s 4-step Response To Anger

1. Stop and breathe
2. Identify judgmental thoughts.
3. Connect with our needs - Empathize
4. Express our feelings and unmet needs.

Assess the Next Step

Is it time to share your feelings and needs?

Is it time to listen for theirs?

Is it time to withdraw from the conflict?
Why? Because humans are still animals.
WHY AVOID OPINIONS?

**Figure.** Should pharmacists refuse to fill prescriptions that conflict with their personal beliefs?

- **77%** No
- **22%** Yes

**CLERK DENIES MARRIAGE LICENSES**
Rowan County

**NO I'M NOT JOKEING**

I AM A CATHOLIC I CAN'T SELL YOU THESE CONDOMS SO PLEASE TRY REGISTER 8. OH AND SHE IS MUSLIM SO TAKE YOUR HAM TO REGISTER 9
WHY BE NEUTRAL?

Think of something or someone you love.

Remember meeting someone you liked…

Who HATED that thing or person you loved?

Remember that feeling of disappointment you had…

IN THE OTHER PERSON?
The Boy Who Cried Wolff

FIRE AND FURY
INSIDE THE TRUMP WHITE HOUSE
MICHAEWOLFF
Some Bells Can Never Be Unrun

OFFICER RAYMOND MOTT IS SUING HIS DEPARTMENT AFTER THEY FIRED HIM FOR BEING A KKK MEMBER, CLAIMING THAT

BEING AFFILIATED WITH A HATE GROUP DOES NOT MAKE HIM A RACIST & DOES NOT AFFECT HIS POLICE WORK

Another example:

Patron: “The Earth is flat.”
Know when to walk away...
What can you do for patrons?
ADDRESS NEWS EVALUATION DIRECTLY

- Evaluating Sources Quoted for News Articles
  - Anonymous Sources
  - Named Sources

- Assess Resources Cited in Articles

- Triangulate the Information

- Define “Reliable”
Assessing Anonymous News Sources

E - Explain why the source needs anonymity

S - Specify why this source would have this knowledge

C - Corroborate information with another source or evidence
Certain sources are better than others...

- Independent sources > self-interested
- Multiple sources > one source
- Sources who verify > those who assert
- Authoritative/Informed sources > uninformed
- Named sources > unnamed sources
TRIANGULATION

Verifying a questionable source by locating the same information in two reliable sources.

Example, George Michael’s death in 2016.

TMZ reported it first. While usually accurate, TMZ is still a tabloid source.

Verified in

1. Rolling Stone
2. The New York Times
USE AN INFO LIT ACRONYM

Relevance
Authority
Date
Appearance
Reason for writing

CHOOSE WHAT WORKS BEST FOR YOU

CRAAP or CRAP
FART or ART
ACCORD
RADCAB
CARS
ABCD
CARDS
DISCOVER

Or make up your own!

CARBS:
Current, Authority, Relevance, Bias, Support
FACT or FAKE?
Learn to Tell Real Information from the Scams

Sonnet Ireland
Reference Librarian
Causeway Branch
St. Tammany Parish Library
Find the Balance Between Logic and Empathy
What can you do for yourself?

Onward, noble steed!
Library-Specific Training
Broaden Your News Intake

Print+Digital News!

Podcasts!

Reuters

Foreign Affairs

The Daily

AP

Associated Press

LOCAL NEWS

CPJ

On The Media

NPR

5 On 45

Brookings

Up First
Try Listening Outside Your Bubble!
The NOLA Information Literacy Collective presents...

A Faux Conference

Algiers Regional Library
3014 Holiday Drive
New Orleans, LA 70131

Friday, August 11, 2017
11am-4pm
Registration starts at 10:30am

nolaILC
Information Literacy Collective

nolailc.wordpress.com
RUSA Preconference at ALA Annual 2018

It Takes a Village: Promoting Information Literacy Through Librarian-led Grassroots Initiatives

with Sarah Simms
Sites To Know

- Snopes.com
- WikiTRIBUNE
- iMediaEthics
- OpenSecrets.org
- Television News Archive
- Real or Satire?
- NEWSDIFFS
- FIRST DRAFT
- Hoax-Slayer
- Politifact
- FactCheck.org
- PRWatch

A definitive guide to verifying digital content for emergency coverage.
Thank you!

Sonnet Ireland
Reference Librarian, St. Tammany Parish Library

www.linkedin.com/in/sonnet
@sonnetireland
sonnetireland.wordpress.com

Fake News, Facts, Alternative Facts

*You can find the resources used in this presentation on my WordPress site, under Presentations.